

Organize your content for the world



Storyblok is the only Headless Content Management System with a Visual Editor. It provides developers with all the flexibility they need to build reliable and fast websites, while giving content creators with no coding skills the ability to edit content independently of the developer. Thanks to the headless approach you gain the freedom of having your content be consumed by different platforms across the digital world. Compared to a traditional CMS, a headless CMS itself does not differentiate between presentation layers or prefer a built-in over your favorite technology. Storyblok empowers you to use your content not only on a single website but also on other platforms such as iOS or Android, as well as any other platform of choice (IoT, smartwatch, AR/VR) through APIs (Application Programming Interfaces). This is a revolutionary approach compared to most of the monolithic CMSs out there. Developers can now focus on providing more value for your customers instead of maintaining the monolithic backend infrastructure. By integrating with the Storyblok API, your content is decoupled from the presentation layer, which means you can choose any frontend technology you like.

Choose the edition that fits best for your needs

Feature	Free	Basic	Advanced	Premium	Enterprise
User Limit	1	30	60	80	No Limit
Spaces (Projects)	1	1	1	1	3+
Unlimited API Requests	✓	✓	✓	✓	✓
Unlimited Components	✓	✓	✓	✓	✓
Unlimited Content Types / Bloks	✓	✓	✓	✓	✓
Custom Field Types	✓	✓	✓	✓	✓

Feature	Free	Basic	Advanced	Premium	Enterprise
Internationalization	✓	✓	✓	✓	✓
Unlimited Languages	✓	✓	✓	✓	✓
Unlimited Locales	✓	✓	✓	✓	✓
Asset Manager	✓	✓	✓	✓	✓
Unlimited Assets	✓	✓	✓	✓	✓
Image Optimizing Service	✓	✓	✓	✓	✓
Search Query	✓	✓	✓	✓	✓
Webhooks	✓	✓	✓	✓	✓
Visual Editor	✓	✓	✓	✓	✓
Automatic Updates	✓	✓	✓	✓	✓
Clone Projects	✓	✓	✓	✓	✓
Unlimited access to Documentation	✓	✓	✓	✓	✓
Content Delivery API	✓	✓	✓	✓	✓
Management API	✓	✓	✓	✓	✓
GraphQL Content Delivery API	✓	✓	✓	✓	✓
1TB fair-use traffic*	✓	✓	✓	✓	✓
Activity Log	—	✓	✓	✓	✓
Asset Folders	—	✓	✓	✓	✓
Autosave	—	✓	✓	✓	✓
Clipboard History	—	✓	✓	✓	✓
Datasources	—	✓	✓	✓	✓
Responsive Preview	—	✓	✓	✓	✓
Editor Role	—	✓	✓	✓	✓
Standard Workflows	—	✓	✓	✓	✓
Comments	—	✓	✓	✓	✓

Feature	Free	Basic	Advanced	Premium	Enterprise
Approval	–	✓	✓	✓	✓
Custom Roles	–	–	✓	✓	✓
Unlimited Roles	–	–	✓	✓	✓
Language Export/Import	–	–	✓	✓	✓
S3 Backups & Restore	–	–	✓	✓	✓
Replace Assets	–	–	✓	✓	✓
Fine Graded Access Control	–	–	✓	✓	✓
Task-Manager	–	–	✓	✓	✓
Translatable Slugs	–	–	✓	✓	✓
SEO Meta Tags	–	–	✓	✓	✓
Content Locking	–	–	✓	✓	✓
Scheduling & Releases	–	–	–	✓	✓
Shared Components	–	–	–	✓	✓
App-Store	–	–	–	✓	✓
Dimensions	–	–	–	✓	✓
Access Token Scopes	–	–	–	✓	✓
Pipeline / Content Staging	–	–	–	✓	✓
Integration to Cloudinary Asset Manager	–	–	–	✓	✓
Integration to Optimizely	–	–	–	✓	✓
Advanced Paths	–	–	–	✓	✓
Extended Activity Log	–	–	–	–	✓
99.9% Uptime SLA	–	–	–	–	✓
Organization Analytics	–	–	–	–	✓
User Management	–	–	–	–	✓

Feature	Free	Basic	Advanced	Premium	Enterprise
Custom Workflows	–	–	–	–	✓
3TB fair-use traffic*	–	–	–	–	✓
Single Sign-On	–	–	–	–	\$
Security Audits	–	–	–	–	\$
Extended Support Package	–	–	–	–	\$
Mainland China Instance	–	–	–	–	\$

✓ Included in user license \$ Additional fee or terms apply

* Additional traffic is \$/€190/1TB/month.

Glossary

A

Access Token Scopes

Limit access of Delivery API Tokens. Define scopes of the delivery api token to limit access to specific folders or content items (For example to create protected areas on your website).

Activity Log

Track changes and restore to any point in time since accidents happen. Storyblok always lets you rollback changes with an unlimited version history and deleted content items can be restored from the trash bin.

Advanced Paths

Programmable preview paths to define where the visual preview points to. Use the audience's IDs to create AB-Tests or selectively show content.

App-Store

Only use the features you need. With the App-Store you can selectively add features to Storyblok. This keeps the UI clean and clear and allows you to extend Storyblok even with your own apps.

Approval

Send approval requests via e-mail to collaborators to review the content of your story.

Asset Folders

Asset folders allow you to group your assets. In addition to the overall root folder, you can also define nested folder structures.

Asset Manager

Organize your assets directly in your CMS. You can nest folders to organize your assets. Just create the folders you need and drag and drop them.

Automatic Updates

No need for you to have your developers update your CMS – it's already done with Storyblok.

Autosave

Tired of pressing the save button? Autosave enables you to focus even more on your content. Automatically save changes while editing content.

C

Clipboard History

Access the clipboard history for easy copying. Allows you to see all the components you've copied before in an easy to use clipboard.

Clone Projects

Easily clone a space in the Storyblok UI. Storyblok lets you create copy spaces and components between projects.

Content Delivery API

Use REST or GraphQL

Content Locking

Content Locking helps your editors avoid conflicts when multiple users want to edit a content item.

Custom Field Types

Extend the editing interface with your own plugins. Storyblok has a robust and flexible plugin system to give you the power to extend the editor with custom fields like a color picker or a google maps location selector.

Custom Roles

Create your own custom roles for each editor and control the access rights as well as the permissions.

D

Datasources

A datasource is a collection of datasource entries with a specific name and slug. Each datasource entry is a collection of key-value pairs (KVP), so called datasource entries. Those key-value pairs can be used for single choice or multiple choice options and directly through our API to use them for multi-language labels, categories, or anything similar.

Dimensions

Easily manage multi-tree structures for languages and more. Link content items of different folders together. Merge or overwrite content items from one dimension to another.

E

Editor Role

The Editor role allows your users to access a space to create, update, and generally manage your content. They won't be able to change your component definitions or datasource structures, but enhance and create new content with existing components and content types.

Extended Activity Log

Never lose any data with an unlimited activity log and automatic daily backups to your personal S3 bucket.

Custom Workflows

Set-up your own content staging workflow. To run a reliable production environment it is crucial to define different stages to test your content before it goes live. That's why Storyblok allows you to define multiple workflow stages of your content and publish only approved changes.

F

Fine Graded Access Control

Manage access down to field level. Create roles and ACLs to enable safe publishing while preventing unauthorized changes.

G

GraphQL Content Delivery API

Beside the traditional REST API you can also use Storyblok with GraphQL, which offers a number of advantages like automated documentation and strongly typed responses. The API is a read-only endpoint and optimized for fast content delivery.

I

Image Optimizing Service

Achieve a Google Pagespeed score of 100% with Storyblok's on-the-fly image resizing and optimising service. Storyblok transforms, optimizes, and caches your images in a CDN for fast websites and apps.

Integration to Cloudinary Asset Manager

Connect your Cloudinary Asset Manager instead of using Storyblok's own asset manager.

Integration to Optimizely

Get segments and audiences directly from Optimizely.

Internationalization

Choose field level translation or multiple content trees. Delivering content internationally? With Storyblok you can define your own content localization strategy to serve multiple countries and languages.

L

Language Export/Import

Export/Import content items for usage in translation tools. XML and JSON format; Files are compatible with translation tools like Trados, LingoHub and more.

M

Management API

Our Management API is organized around REST and has predictable, resource-oriented URLs and uses HTTP response codes to indicate errors. Cross-Origin resource Sharing is allowed and JSON is returned by all API responses.

Mainland China Instance

We have a separate instance in Mainland China with an ICP license with our partner AWS for our international customers ready to use. A Custom Domain is currently pending but will come on top of that. Customers can already use that infrastructure with their own Custom Domain to power and distribute their content, be it assets, apps or websites.

O

Organization Analytics

Organization Analytics helps you keep track of what's going on in your organization. Access the overall traffic consumption, amount of spaces and active users from one dashboard.

P

Pipeline

Setup a content staging workflow with pipelines. Enable one click deployment from one pipeline stage to another within multiple stages. Comes with preview functionality and access tokens for each branch.

R

Replace Assets

Exchange assets globally from the asset library. Replace any current version of an asset with a new one. Invalidates cached versions in the CDN

Responsive Preview

Initializes the responsive mode of the preview area. You can currently choose from 3 different responsive modes - mobile, tablet and desktop.

S

S3 Backups & Restore

Add additional security with backups. Configure manual or automatic daily backups of your content and component definitions to your personal Amazon AWS S3 bucket.

SEO Meta Tags

The SEO-Metatags are available at the schema definition of your components with a Google snippet preview and fields for Standard and OG-Metatags as well as Twitter cards.

Scheduling & Releases

Group content changes in releases and schedule publishing (manually or automatically)

Shared Components

Use schema definitions of another space. Manage components in a central place. It is helpful if you want to build multiple websites that have all the same components and a similar layout.

Single Sign On

We support a wide array of SSO options (e.g. Auth0, Okta, Azure AD, GSuite, Salesforce, SAML2.0, etc)

Standard Workflows

Use our standard content staging workflow (Draft-Review-Ready to Publish). To run a reliable production environment it is crucial to define different stages to test your content before it goes live. That's why Storyblok allows you to define

multiple workflow stages of your content and publish only approved changes.

T

Task-Manager

Create automation tasks which execute a webhook or lambda function. Let users start a build process of static websites or deploy all content items at once.

Translatable slugs

Use different URLs for different language versions. With this app you will be able to define slugs for folders and content items in different languages.

U

Unlimited API Requests

We don't want developers to hit a limit during development or testing phases. That would be pretty annoying, and we know that. We've tuned our pricing for fair normal use.

Unlimited Assets

Store your assets securely on our cloud infrastructure without any additional storage costs.

Unlimited Components

Compose your content in smaller pieces. The best thing is that blocks are nestable to an unlimited level inside one Story.

Unlimited Content Types

Nestable content blocks make content management easy, even within complex layouts. You may already create components like teasers, grids or feature sections. Content blocks allow the developer to reuse those components elsewhere, refilling them with new content each time if necessary.

Unlimited Languages

Create as many languages as you wish without extra costs.

Unlimited Locales

Create as many locales as you wish without extra costs.

Unlimited Roles

Create as many roles as you wish without extra costs.

Unlimited Access to Documentation

We filled our documentation with plenty of examples and tutorials. If you still get stuck drop us a line in the live chat.

User Management

Manage your users in a central place, enable single sign on or use custom password rules that match your companies security policies.



Visual Editor

Let your users edit websites as they browse it. The visual editor gives you a preview of the changes you make to your website, even before those changes go live.



Webhooks

Webhooks help you to trigger an action like cache clearing or if you want to start a build process when new content gets published.



Storyblok GmbH | Peter-Behrens-Platz 2 | A-4020 Linz | Austria

for more info visit storyblok.com or contact us via sales@storyblok.com