storyblok

Compatibility Checklist for Contentful Users

Is your CMS still the right fit for your team?



If you're still using Contentful as your content management system (CMS), in our view, changes may be on the horizon. The question is whether they move Contentful closer to your team's priorities, or further away.

Salesforce has confirmed it "completed its acquisition of Contentful on September 1, 2026." Contentful has told customers to expect "the same level of innovation, flexibility, and enterprise-grade support." Salesforce has also set out its plans for the platform: Contentful will be integrated "natively across Customer 360," its "structured content architecture becomes accessible to Agentforce," and it's positioned as "the content management layer within Marketing Cloud's broader planning and orchestration tools."

In our view, that direction will suit some teams more than others. If your team relies on tools and workflows outside Salesforce, it's worth knowing now where Contentful still fits and where it might not.

This checklist helps marketers, IT managers, and developers check whether Contentful is still the right fit for their work and goals.

HOW IT WORKS
Check every statement that's true for your team today. At the end, see what your checks say and how Contentful compares.

For Marketers & Content Editors

- [ ] **Your team plans and runs campaigns outside Marketing Cloud**
  Salesforce has positioned Contentful as the content layer for Marketing Cloud, and at Dreamforce 2026, they presented Contentful as part of Marketing Cloud. In our view, new marketer features are likely to be designed for that workflow first, so teams on other tools may have to wait for them or work around their absence.

- [ ] **Building or rearranging content needs a developer ticket**
  Headless CMSs promise flexibility for marketers, but not all let them visually build and arrange pages themselves. Without that, new pages and layout changes go through a developer. And that matters: in Storyblok's research with FT Longitude, companies least affected by outdated content were nearly three times as likely to publish without technical support as those most affected (37% vs. 13%). If your editors still raise tickets for layout changes in Contentful, factor that into whether it still fits.

- [ ] **Getting content reviewed and approved happens outside your CMS**
  When feedback and sign-off happen over email, Slack, or shared docs, edits get missed and launches slow down. Some CMSs build review into the editor itself, so comments sit right next to the field they're about, and approvals move content to the next stage, on every plan. On Contentful, comments and task management start on the Lite plan.

For Digital & IT Managers

- [ ] **Your CRM and marketing automation aren't Salesforce**
  Salesforce plans to integrate Contentful "natively across Customer 360." In our view, new investment is likely to favor Salesforce-native connections. This matters because Accenture's survey of 4,053 C-suite executives found that companies with highly interoperable applications achieved six times higher revenue growth than peers with low interoperability. In our view, if your stack isn't built on Salesforce, a CMS that stays neutral across vendors carries less roadmap risk.

- [ ] **You haven't reviewed Contentful's data processing terms since the acquisition**
  Contentful updated its published sub-processor list on November 9, 2026, after the deal closed. A change of ownership is a natural moment to review who processes your data, where, and how you'll be told about future changes.

- [ ] **Your renewal is less than 12 months away, and you haven't compared options**
  Salesforce now positions Contentful as "the headless CMS from Salesforce." Now is a good time to ask whether your Contentful renewal could be bundled with, or tied to, other Salesforce products. Before your renewal conversation starts, compare what Contentful costs and delivers against other CMS options: plan pricing, which features are paid add-ons, and how easily it connects to the rest of your stack.

For Developers & Engineers

These aren't signs that anything has gone wrong but, in our view, they're the checks any engineering team should run when the company behind its CMS changes hands.

- [ ] **Your custom integrations rely on Contentful's SDKs and open-source tools**
  When an official integration doesn't exist or doesn't do what you need, teams build their own using the vendor's SDKs and APIs, guided by its documentation. That works as long as that ecosystem stays well maintained and open. Contentful publishes its official SDKs and open-source tools on GitHub. We recommend knowing which integrations your stack depends on and watching how actively they're maintained under new ownership.

- [ ] **Your usage is close to your plan's limits**
  Contentful publishes quotas at two levels: each space has limits on records, content types, and environments, and each plan sets limits on users, roles, locales, API calls, and asset bandwidth. Overage charges for API calls are waived on some Enterprise plans. If those limits or how they're packaged change at renewal, projects running close to them will feel it first. Know your current usage and how much room you have before your renewal conversation starts.

- [ ] **Your roadmap depends on features or API changes that haven't shipped yet**
  Salesforce has said Contentful's "structured content architecture becomes accessible to Agentforce." In our view, that shows where some new investment will go, and work outside that direction could slip down the list. Contentful shares its direction in quarterly roadmap webinars and its developer changelog. Follow both for API changes and deprecations, and don't plan around features until they're confirmed.

THE CONTROL PANEL: HOW MANY STATEMENTS DID YOU CHECK?

- **One check or none in a section:** Nothing urgent but worth monitoring and revisiting before your next renewal.
- **Two or more checks in a section:** It could be time to scope your options.
- **Two or more checks in several sections:** It's time to plan your exit. *The Migration Kit: Moving to Storyblok* walks you through it.

Is it time to make the switch?

Here's how Contentful's current offering compares with Storyblok's, based on what each company has published as of November 17, 2026. Find the statements you checked off from the list above and see how each platform handles them.

	IF YOU CHECKED...	CONTENTFUL (FROM SALESFORCE)	STORYBLOK
MARKETERS & CONTENT EDITORS	**Campaigns run outside Marketing Cloud**	Being integrated as the content management layer within Marketing Cloud's planning and orchestration tools	Composable architecture that connects to third-party tools through the App Directory, plus 500+ integrations through FlowMotion, priced separately
	Building and publishing pages needs a developer	Studio, a visual editor for building pages, is available with Enterprise plans. Contentful notes Studio typically needs some initial development to integrate with your front end. Live preview lets you see changes in context, in real time	Visual Editor included on every plan, including free. Developers build components once, and marketers assemble pages themselves
	Reviews and approvals happen outside the CMS	Comments, task management, and live collaboration from the Lite plan, with workflows available through the Lite Space add-on and on Enterprise plans	Collaboration and standard workflows on every plan, with custom workflow stages on Premium and Elite
DIGITAL & IT MANAGERS	**CRM and marketing automation aren't Salesforce**	Owned by Salesforce, which plans to integrate it "natively across Customer 360". Marketplace apps include HubSpot, Braze, and Klaviyo	Developed by Storyblok GmbH. Connects to Salesforce and other systems through its Management API, webhooks, and MCP Server. FlowMotion workflow automation, priced separately, adds 500+ connectors
	Data terms not reviewed	Sub-processor list updated November 9, 2026, after the deal closed	Sub-processors listed in its Data Processing Agreement, with advance notice of new ones
	Renewal is under 12 months away	Free and Lite ($300/month) plans published. Enterprise pricing is custom, and add-ons such as Personalization and AI Actions are priced separately	Free plan, plus self-serve plans published from $99/month. Premium and Elite pricing is custom
DEVELOPERS & ENGINEERS	**Custom integrations rely on SDKs**	Official SDKs and open-source tools on GitHub, plus custom apps through the App Framework	Framework-specific SDKs for React, Vue, Nuxt, Svelte, Astro, and more, plus field and tool plugins that extend the editor
	Usage close to plan limits	Space quotas for records, content types, and environments, and plan quotas for users, roles, locales, API calls, and asset bandwidth. API call overages waived on some Enterprise plans	API request, traffic, seat, and locale limits published for every self-serve plan
	Roadmap depends on unshipped features or API changes	Quarterly roadmap webinars and a developer changelog, with Agentforce access to its "structured content architecture" planned	A public roadmap showing features in evaluation and development, plus a changelog with dated sunset notices

Are the checks stacking up? Here's what to do about it.

Moving to another CMS is a big decision for any team. *The Migration Kit: Moving to Storyblok* gives you a step-by-step migration plan, so you're set up for success if you choose to make the move and stay in control of your stack.

DOWNLOAD THE MIGRATION KIT

CHAT WITH OUR TEAM

Information accurate as of November 17 2026, based on publicly available sources from Salesforce, Contentful, and Storyblok. Product features, pricing, and plans may have changed since publication.

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