



Kontent.ai

The Total Economic Impact™ of Kontent.ai CMS Platform.

We commissioned Forrester Consulting to explore how Kontent.ai can financially benefit your organization. The result?

To evaluate the Total Economic Impact™ of Kontent.ai, Forrester conducted anonymous interviews with four representatives with experience utilizing the Kontent.ai headless CMS, aggregated their experiences and consolidated the findings into a single composite organization.

The verdict is out: Forrester found that a composite organization experienced benefits of \$3.09M over three years, and an ROI of 320%.

Key Findings

320%

Return on investment (ROI)

<6 months

Payback period

90%

Reduction in deployment time for new content

\$3.09M

Benefits present value

FORRESTER®

The Total Economic Impact™ Of Kontent.ai CMS Platform

Cost Savings And Business Benefits Enabled By Kontent.ai

JUNE 2023

A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY KONTENT.AI

What Kontent.ai customers say



“By having Kontent.ai in place as a foundation and knowing it is robustly API driven, that really allows developers like myself to focus on how we can use that tool as part of a broader ecosystem rather than in siloes.”

— **Product manager**, pharmaceutical industry



“Our mobile team can now introduce their own models without being dependent on another team. We have released a new mobile application powered by Kontent.ai and are now introducing another web application that leverages the same data.”

— **Director of marketing software development**, manufacturing industry

Benefits of implementing Kontent.ai

- Reduction of legacy solution costs
- Increased efficiency in daily content operations
- Reduction in deployment time for new content by 90%
- Increased revenue due to enhanced content management

Get the full study to discover how Kontent.ai generated a **320% ROI** over three years.

Kontent.ai is the headless CMS that enables organizations to achieve unparalleled return on their content. With offices in New York, London, Amsterdam, Brno, and Sydney, Kontent.ai supports global customers including Zurich Insurance, Algolia, and Oxford University. Kontent.ai is a Microsoft partner and MACH Alliance member, recognized by both Gartner and Forrester. Visit kontent.ai to learn more about how we empower leading organizations.