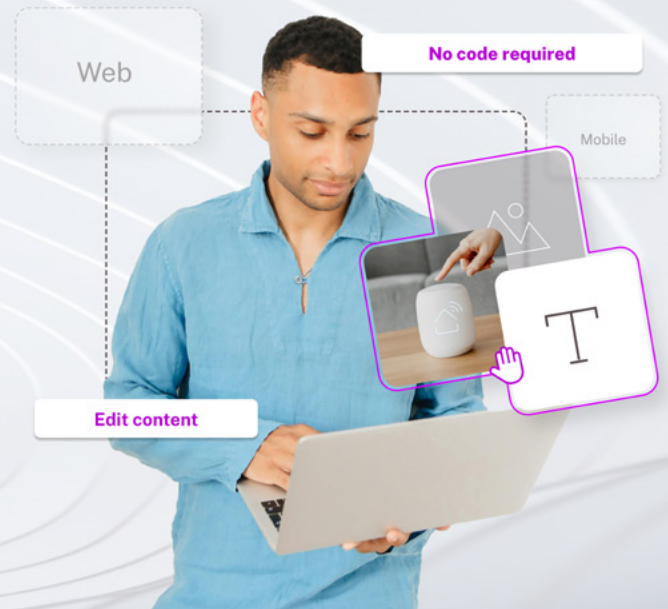


Content Management

Increase productivity, optimize your speed to market, and improve your sites' performance with hybrid headless content management.



Flexible and decoupled solution

Offer the best of both worlds to marketers and developers, by leveraging a combination of headless and static content technology. Marketers can easily create and publish content with drag-and-drop visual editing, whilst your developers can customize digital experiences with powerful integrations and technology deployment flexibility.

Composable and scalable

Customize and scale your content engine by seamlessly integrating with any system. Crownpeak CMS (FirstSpirit) grows with your business – from managing multiple websites and brands in one place, to rapidly responding to new market trends.

Easy-to-use

Accelerate time to market by empowering your marketers with an easy-to-use interface. Your team can create engaging experiences through content across all channels with an intuitive WYSIWYG (what you see is what you get) authoring – a no-code, easy-to-understand interface with drag-and-drop capabilities

“

We wanted to build a digital experience platform to suit our company's global business needs, and Crownpeak helped us accomplish that...

Carlos Carvalho, Global Head of Websites, GROHE



Integrate with any tech stack

Your developers can integrate with any third-party platform using Crownpeak's integration framework. Pick the tools to create a bespoke strategy to power your DXP vision.



Inclusive digital experiences

Identify content/ quality issues before publishing, avoid legal risks, create more inclusive content and improve SEO with natively built-in accessibility tools.



Connect your commerce tools

Empower your marketing team to improve online shopping experiences by implementing a content-driven commerce strategy.



Built for marketers and developers

Marketers can create, manage and publish content fast and efficiently, freeing developers to focus on innovating and optimizing digital experiences.



Visual experience composition

Create exceptional digital experiences by combining content from any data source like DAM, PIM, CRM or social media using a visual orchestration tool.



Deliver content to every channel

Create your content in one place and publish it everywhere with speed and agility on websites, IoT, social media, and email with our hybrid publication capabilities.

Solution use cases

Faster time to market

Business leaders can improve team productivity and overall success with a CMS that equally supports marketers and developers to deliver content on any channel.

Boost team efficiency by leveraging AI

Crownpeak CMS (FirstSpirit) uses AI technology to optimize the editorial process, giving your marketing team complete control over the creation, management and publication of content.

Optimize your global marketing

With multi-site and multi-language management, built-in translation and localization, you can reach your audience in every destination.

Customize your tech stack

Deliver exceptional digital experiences on desktop, mobile and other channels with modern web APIs (using REST and GraphQL).

Personalize your digital experiences

Design experiences that are tailored to each customers' preferences across every channel.

FirstSpirit™
A crownpeak solution

Ready to See FirstSpirit in Action?

Book your personalised demo and discover how we can support your goals.

crownpeak.com/firstspirit