Contentful B2B Portal

Drive engagement, personalization, and efficiency across your digital partner ecosystem

B2B buyers and partners expect the same seamless digital experiences they encounter as consumers–personalized, mobile-ready, and available on-demand. Yet most enterprise portals fall short, weighed down by rigid architecture, disconnected content workflows, and limited personalization capabilities.

With Contentful's composable content platform and Argano's deep integration and experience design expertise, we help enterprises build dynamic, scalable B2B portals that engage users, streamline operations, and deliver content that's always relevant. The result? A future-ready digital hub that empowers your customers and partners, enhances brand loyalty, and drives business performance.

Our Approach

Discover & Design
Align on portal goals, define user personas, and architect a personalized content experience that aligns with your business objectives.

Build & Integrate
Implement the Contentful platform, develop custom components, and connect your back-office systems to surface dynamic, role-based content.

Launch & Evolve
Deploy the portal, activate personalization and analytics, and continuously optimize the experience based on user behavior and business feedback.

PARTNER PROGRAM
Silver Partner
contentful

Let's build a portal your B2B customers will actually use. Contact us at connect@argano.com to schedule a Contentful Portal Strategy Session and see what's possible.

Benefits:

- **Highly Personalized Experiences:** Tailor content and UX for each user segment based on role, region, behavior, or engagement history
- **Omnichannel Delivery:** Optimize experiences across desktop, mobile, and tablet with responsive, adaptive content
- **Faster Time to Market:** Empower business users to update and publish content without dev support
- **Lower Operational Costs:** Automate workflows and reduce support ticket volume with self-service content delivery
- **Seamless Integration:** Connect your portal with CRM, ERP, PIM, commerce, and martech platforms via APIs

Deliverables:

- Personalized UX strategy and role-based content model
- Portal wireframes and content architecture
- Integration roadmap for CRM, ERP, PIM, commerce, and support tools
- Configured Contentful environment with custom roles, workflows, and governance
- Analytics and insights setup to track content engagement and behavior
- Post-launch support and optimization guidance

Learn more at argano.com