

Berlitz Sees 126% Increase in Lead Conversions After Adopting Headless CMS

CASE STUDY



WEBSITE: www.berlitz.com

INDUSTRY: Education
Management

COMPANY SIZE: 5,100-10,000



40% GROWTH

Year-over-year
in total revenue



126% INCREASE

In lead
conversions



133% FASTER

Page load
time

ABOUT

Berlitz Corporation is a global language education and leadership company with headquarters in Princeton, New Jersey. The company was founded in 1878. Today Berlitz has over 500 branches in over 70 countries around the world.

SUMMARY

Looking to create a more consistent experience, Berlitz set out to find a centralized platform that was user friendly to both business and technical teams. By adopting Contentstack's API-first CMS, Berlitz was able to empower their regional teams to easily manage and update content without sacrificing brand consistency. The flexibility of the CMS also allowed them to integrate with Gatsby to decrease website load times and increase leads conversions.

