

THE ROAD TO B2B ECOMMERCE SUCCESS

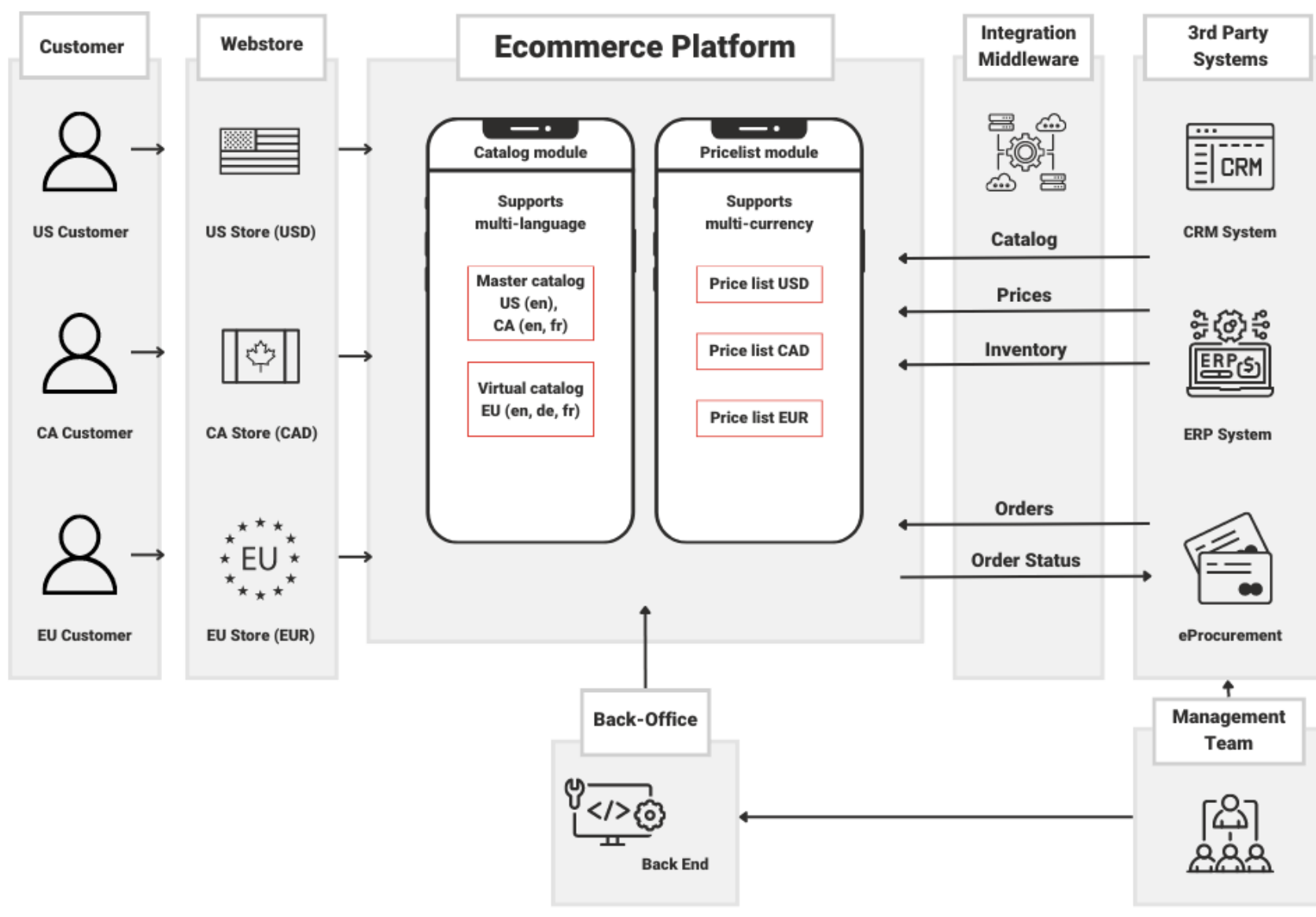


"Many companies lack the time and resources to manage effectively their digital commerce - and it is hurting their business."

authored by **ACTUM Digital**

READY TO SCALE YOUR B2B ECOMMERCE?

Landscape of a full-scale B2B e-shop



What do you need to run an eshop at full-scale?

Can you...

- Maintain the B2B online shop with ease?
- Reduce costs per orders?
- Look for new markets rather than manage recurrent purchases?
- Integrate with relevant third-party systems (ERP, CRM, PIM)?
- Calculate prices for individuals?
- Present a distinct product range?
- Personalize content and recommend products on the website?
- Facilitate B2B-specific payment options?
- Provide the sales team with a professional tool?

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ECOMMERCE FOR COMPLEX B2B PRODUCTS

90% of B2B buyers would turn to a competitor if a supplier's digital channel couldn't keep up with their needs.

62% of B2B buyers are less likely to purchase from a brand after negative mobile experience. Make your website mobile-friendly.

77% of B2B buyers rate their purchases as very complex or difficult. Use a complex product configurator to simplify sales process and improve customer journey.



Online Sales	VS	Offline Sales
Wide market reach, cost-effective, real-time inventory, streamlined procurement.	Advantages	Face-to-face interaction, product demos, after-sales support, relationship building.
Limited opportunity for product demonstration, quality verification, complex supply chain.	Challenges	High investment cost, dependency on location and market trends.
E-commerce platform, B2B marketplace, online catalogs and product configurators, CRM.	Key Considerations	Brick-and-mortar store, trade shows, product inventory, complex logistics.
Global market, procurement teams, technical buyers.	Target Audience	Local or regional market, supply chain partners, distributors.
Search engine marketing, content marketing, social media, advertising.	Marketing Strategies	Trade publications, direct mail, industry events, personal networking.
Self-service ordering, automated quoting and invoicing.	Sales Process	Consultative selling, highly customized product configuration and delivery.

The average add-to-cart conversion rate reaches 7.1%, but it can get even up to 14%. Invest your CRO effort into polishing Homepage, Product & Cart pages.

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THE FUTURE OF B2B IS ECOMMERCE

Total European B2B ecommerce sales are projected to reach **\$1.8 trillion** by 2025.

75% of B2B product purchases are already made online, with buyers looking to increase that further.

67% of B2B buyers said that they do not want to interact with salespeople as their primary source of research.

Due to changing B2B buyer behaviour, Gartner predicts that by 2024, 80% of ordering and replenishment will be touchless for most organizations. The preferred methods of order placement will be digital-first or ecommerce-based.

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GET YOUR SALES TEAM MOTIVATED

6 Benefits of Ecommerce for Sales Teams

- 01 Highly personalised sales**
Create customer segments and assign customer catalogues to specific groups, so they see only products relevant for them.
- 02 Reduced time spent on each sale**
Automate the recurring purchase billing and allow sales teams to focus on new markets and opportunities rather than doing manual work.
- 03 Increased margin**
Reduce labor costs as well as costs of maintaining a physical brick-to-brick store.
- 04 Simplified complex products search**
Set up an adaptive search together with machine learning, it will speed up the sales process and simplify the search for customers.
- 05 Easier payment**
B2B buyers use various payment methods, with online store you can integrate different gateways & implement B2B credit solutions.
- 06 Streamlined communication**
Move away from manual work & integrate systems like CRM and ERP to streamline all your data & enable self-service options.



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WHICH ESHOP PLATFORM IS FOR YOU?

FEATURES/COMPANIES	BIG COMMERCE	MAGENTO	SHOPIFY	SAP COMMERCE
MEANT FOR	Companies of all sizes & at every stage of growth	Mainly enterprise companies, but also SMB	Mostly mid-level companies	Mainly large enterprises, great fit for B2B
MULTI-VENDOR SUPPORT	With extensions	With extensions	With add-ons	With extensions
PRICE-CALCULATOR	✓	✓	Shopify calculator for internal calculations	✓
BULK INVENTORY UPLOAD	With build-in export templates	With extension by using CSV, XML or XLS file	Only by using CSV, XML or XLS file	✓
CUSTOMIZATION	Unlimited	Unlimited	Limited, it is a hosted platform	Unlimited
SECURITY	Automatically applies layers of all security patches	Adobe Security with PCI compliant code base	PCI compliance	PCI compliance
OMNI-CHANNEL	✓	✓	Limited omni-channel	✓

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To find out how you can address your ecommerce implementation challenges, visit actumdigital.com