

# THE CONSUMERIZATION OF B2B E-COMMERCE



B2C TRENDS CONTINUE TO SHAPE THE EXPECTATIONS OF PROFESSIONAL BUYERS.  
USE THESE TRENDS TO PROPEL YOUR BUSINESS TOWARD B2B E-COMMERCE SUCCESS.



**It's changed how we search and now it's changing how we buy.**

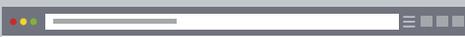
Let your buyers access your web store on their mobile devices to ensure that you really can sell anytime, anywhere.



42%

**42% of buyers** use a mobile phone during the buying process

## 2. CONVENIENCE AND IMMEDIACY



Fast check-outs and reordering options have made the purchasing process faster and easier for consumers.

**Why wouldn't B2B buyers want the same kind of convenience?**



**1 order per minute**  
from the Amazon Dash buttons

10,000 a week

## 3. GOING PAPERLESS

Not only is it great for the environment, but it also helps you and your client keep things organized. Integrated B2B e-commerce portals let you share all documents with your clients in digital format.



10,000 sheets used by an average US office worker per year

Help bring that number down!

## 4. BIG DATA-DRIVEN ANALYTICS



Gain insight into trends and define target groups & customer segments to personalize and target your marketing content.

Is there anything data can't help us do?

87%

**87% of B2B marketers** say email is one of their top methods for driving leads through the funnel

## 5. THIRD-PARTY REFERRALS



Influencer marketing reigns supreme for B2C



Harness the power of social proof by providing testimonials and product reviews in your web store.



97% of B2B buyers said that user-generated content is more credible than other types of content



## FUTURE-PROOF YOUR BUSINESS

Everyone is looking for the ultimate buying experience, whether they're buying new shoes or purchasing for the company at the office. B2C and B2B buyers are both expecting the same convenience of a web store. The future won't wait—now is the time to join the e-commerce movement and take your business from good to great.