DIGITAL COMMERCE 360 B2B

STANDING OUT AMID DISRUPTION

Here's a look at how steel pipe manufacturer Tenaris, digital manufacturer Protolabs, roofing supplies company Terreal, distributor W.W. Grainger and Amazon Business are setting new heights in serving customers through B2B ecommerce.

DECEMBER 2020

Compliments of **WebJaguar**

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STAYING AHEAD OF THE DISRUPTION GAME

Companies like W.W. Grainger Inc., the prominent distributor in the large but highly fragmented market of maintenance, repair and operations (MRO) products, seem never to stop innovating. A few years ago, for example, it launched a Threadlocker Buying Guide on its ecommerce site to help customers find the right type of threadlocker—material used to coat and protect metal threads in machinery—based on criteria like the material's bonding strength. It continuously upgrades its site features. This year it introduced a visual search tool on its mobile app designed to let customers upload a product image or scan a product barcode for any of Grainger's some 2 million MRO products and produce search results within three seconds.

Such improvements may not be enough to disrupt a market, but they surely help a company stay in the game as competition and customers' expectations increase. And there is plenty of digital innovation happening across different industries.

One example is the manufacturing and sale of steel pipes and related products for the oil-and-gas industry. The conventional way to supply such products to oil rigs is by stockpiling them in distribution yards, where they await order and delivery. Tenaris, a global manufacturer, has launched another way through ecommerce, letting buyers order products from an online portal and a mobile app for delivery directly to an oil rig. The company scans codes on the pipes to track their movement from production to the customer.

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And then there's Protolabs, a company that made a revolutionary move some 20 years ago by letting companies order digital manufacturing services through its website. It has launched a new online platform for customers to more quickly upload computer-assisted designs and receive digital files demonstrating the Protolabs manufacturing process and a price quote. This business offering addresses today's pandemic-driven demand for newly produced products.

Terreal, a manufacturer and marketer of clay tiles and other roofing supplies, uses digital pricing technology to get an edge up in a competitive market. And, of course, Amazon Business continues to innovate new ways to stand out in serving customers. Its new internet-connected Dash Smart Shelf automatically reorders office supplies—and keeps the pressure on other suppliers to keep up with the latest ways of serving customers.

Read on for more on how all of these companies are staying ahead of the game.

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Bachir Kassir,
Founder and president
of WebJaguar

HELPING B2B COMPANIES DIGITALLY TRANSFORM THEIR BUSINESS

Whether they're B2B or B2C shoppers, today's ecommerce customers demand more self-serve buying options—capabilities many B2B companies have historically been reluctant to adopt. But recent advancements in technology allow B2B companies to more easily access robust ecommerce tools designed to help them exceed their customers' increasing demands and attract new buyers. To discuss how a B2B platform integrated with an ERP system can automate a company's business and grow sales, Digital Commerce 360 B2B spoke with Bachir Kassir, founder and president of WebJaguar, a B2B ecommerce platform provider.

DC360: Why are ecommerce tools necessary for B2B businesses to survive today?

Kassir: To meet B2B customers' growing expectations, a company's site needs to act like a virtual sales rep that knows the client, products, pricing and order histories. It requires a smart and quick reorder form so clients can easily initiate repeat orders. The site must also help with customer acquisition by offering capabilities like punchout catalogs and private B2B portals. It needs to be able to automate quoting and empower sales reps with the right tools to sell more, including the ability to generate PDF catalogs and presentations for clients. These tools will help B2B companies automate their business and become more efficient.

DC360: What are the biggest ecommerce challenges B2B companies have experienced recently?

Kassir: The biggest challenge many B2B companies face is themselves. They often believe their business is too complex for ecommerce or become intimidated by the idea of finding a platform that will accommodate the unique needs of their business. But the reality is, these tools already exist. They're ready and available to create a robust ecommerce presence for any business. Whether it's punchout catalogs, private B2B portals, built-in marketing automation, quick ordering functionality or workflow and business rule builders, among others—B2B companies just need to find the right partner to identify the capabilities they need and provide the technology that fits the unique needs of their business.
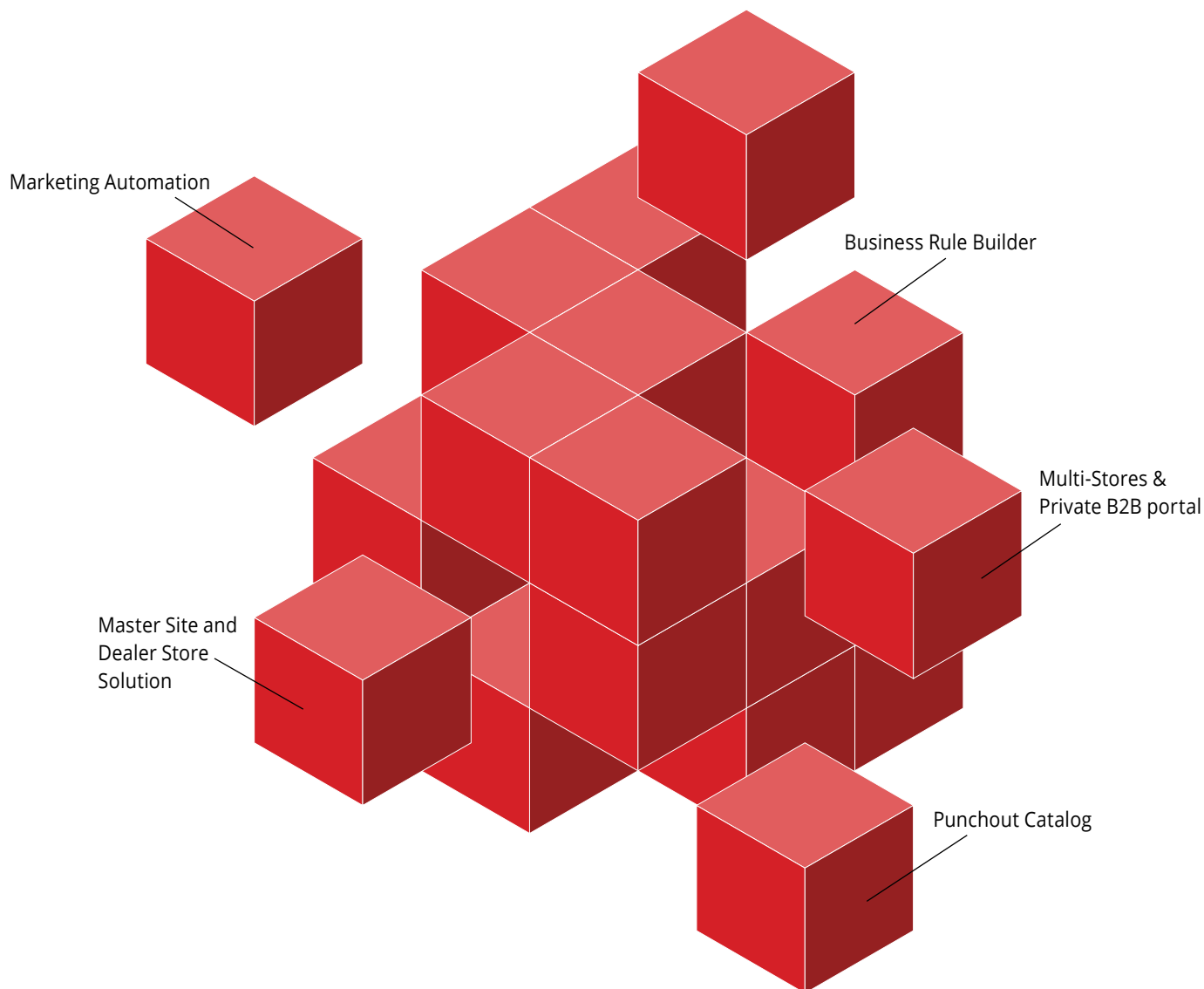
DC360: What can B2B companies do now to quickly implement the right ecommerce technology?

Kassir: The first step is partnering with an experienced B2B-first platform provider that can do that for them. When shopping for that partner, they need to consider their current and future needs— keeping in mind cost, time to deploy, and whether the platform is easily configurable and customizable to their needs. Having access to rich API is necessary to highly configure the site and cost effectively automate the workflow.

WebJaguar's platform is highly configurable and has an extensive API library of add-on modules such as punchout catalogs, B2B portals and built-in marketing automation. But, more importantly, we also bring the human factor. Our experience doing B2B ecommerce sites for over 15 years and working on more than 1,000 ecommerce projects means we've seen almost every issue or complexity a B2B company might face—and we've likely already solved it.

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Business Rule Builder

Multi-Stores & Private B2B portal

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Punchout Catalog

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- **Sell more online & empower your sales reps** using tools that help you replicate the traditional, one-on-one B2B buying experience
- **Improve employee productivity** by replacing manual tasks with automation technology
- **Future-proof your business** with flexible tools that accommodate your digital transformation and growth

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A STEEL PIPE MAKER CONNECTS TO OIL RIGS VIA ECOMMERCE

Selling its manufactured pipes directly to oil and gas customers, Tenaris upgraded its business model with a digital commerce platform that expedites transactions and shares critical information collected from broadly dispersed global operations. The overall effect, Tenaris says, is to make the manufacturer stand out with better and faster service that oil-and-gas and other types of companies need to compete.

For the past several years, Tenaris S.A., a global manufacturer of steel pipes and related items with $7.29 billion in 2019 sales, has been building out a program it calls Rig Direct® that sells and delivers its products directly to its oil-and-gas industry customers' oil production sites.

"Our service is not to a distribution yard—it's to the oil-drilling rig," says Alejandro Lammertyn, chief digital and information officer. "It's clearly a disruption from the way this market has been." The Rig Direct service includes help in planning oil well projects, integrating supply chains and what Tenaris calls "well integrity" support to deliver the exact products and services customers need.

Faced with fluctuating demand for oil—which was down earlier this year from overproduction before the coronavirus further lowered demand—"the oil companies are trying to reduce their costs, they're trying to simplify their processes," he adds.

GOING MORE DIGITAL

Now, going more digital is a crucial strategy Tenaris is deploying to better serve customers and build stronger relationships with them. The strategy is designed so that Tenaris will use its digital platform

'Every solution we develop and every digital tool we deploy aim to simplify the administrative process for customers. Our measure of success is how much time we've been able to save for operators running the rigs.'

Alejandro Lammertyn, chief digital and information officer, Tenaris

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to keep learning how to better interact with customers over the long term and address their needs.

In the past two years, the company has updated the Rig Direct business model with a digital transformation strategy that is moving many of its customers into online ordering and providing operational efficiencies for Tenaris and its customers alike, Lammertyn says.

"We have a direct relationship with all of our customers, but we wanted to enhance our long-term relationships," Lammertyn says, adding: "We needed to enhance the customer experience. We had the physical relationships with customers in terms of delivering the pipes, but we were not integrating the administrative part—how customers place orders, how we trace materials, track invoices, expedite commerce documents and certificates for proof of delivery."

To provide that higher level of administrative service while building a whole new kind of customer experience, Tenaris launched two years ago a digital platform that lets Rig Direct customers place orders and manage them through the Rig Direct Portal ecommerce site and a related web app.

TRANSFORMING BUSINESS

"We are making investments in digital technologies to transform the efficiency of our operations and provide customers digital integration efficiencies under our Rig Direct program," Tenaris chairman Paolo Rocca said in a letter to stockholders in the company's 2019 annual report. "These investments are contributing to lower industrial and supply chain costs and closer collaboration with key customers."

The digital platform is quickly gaining adoption among customers, Lammertyn says. The full Rig Direct program, which launched four years ago, accounts for about 70% of Tenaris's sales in the United

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A Tenaris worker checks pipes marked with PipeTracer tracking codes.

States, where about 50% of Rig Direct customers place orders through the Rig Direct Portal, which debuted in early 2020, he says.

In the Permian Basin region in Texas and New Mexico—known as the largest petroleum-producing basin in the United States—customers use the Rig Direct Portal to manage more than 90% of their orders of casing pipe used in oil rig construction, Tenaris says.

The Rig Direct Portal is integrated with Tenaris's enterprise resource planning system, which has enabled the manufacturer to increase the efficiency of managing customers' online orders, it says. Tenaris developed the portal in-house on a digital commerce platform based on .Net technology, Lammertyn says. Initially launched for the U.S. market, the portal is now also available to Tenaris customers in Colombia, Argentina and Mexico.

The digital platform is also bringing other benefits, he says. "We're

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now reducing a lot of our customers' back-office work. And we're reducing the total cost of operations for our customers and for us."

FROM PERMIAN BASIN TO INDONESIA

In the big oil-and-gas companies, saving administrative steps and time in the purchasing process makes a big difference for them, Lammertyn says. Many companies have reduced their back-office work and are moving their administrative operations to shared services. "For a purchase transaction happening in the shale oil sector in the U.S. Permian Basin, they may have a back-office in Indonesia," he says. "Their process of approval may go to Indonesia to get an invoice approved for it to be paid to us."

But by putting everything on a digital commerce platform, that oil company's personnel in the U.S. and overseas can view the same updated information on orders and invoices. As a result, companies using the platform are expediting invoice approvals. "The shift can be from 20 or 30 days to one hour," Lammertyn says. "Big difference."

The new ecommerce portal and app, he says, were designed to be customer-driven in their design and purpose. "It's all about enhancing the customer experience," he says. "Every solution we develop and every digital tool we deploy aim to simplify the administrative process for customers. Our measure of success is how much time we've been able to save for operators running the rigs."

LEARNING EVERY DAY WHAT CUSTOMERS NEED

In addition to expediting business transactions and approvals, Tenaris's digital strategy is also to use cloud-based digital applications to share more information with customers. "We're learning every day what our customers need," Lammertyn says.

One critical area is in tracking the movement of steel pipes and other products from production through shipment to customers—a service
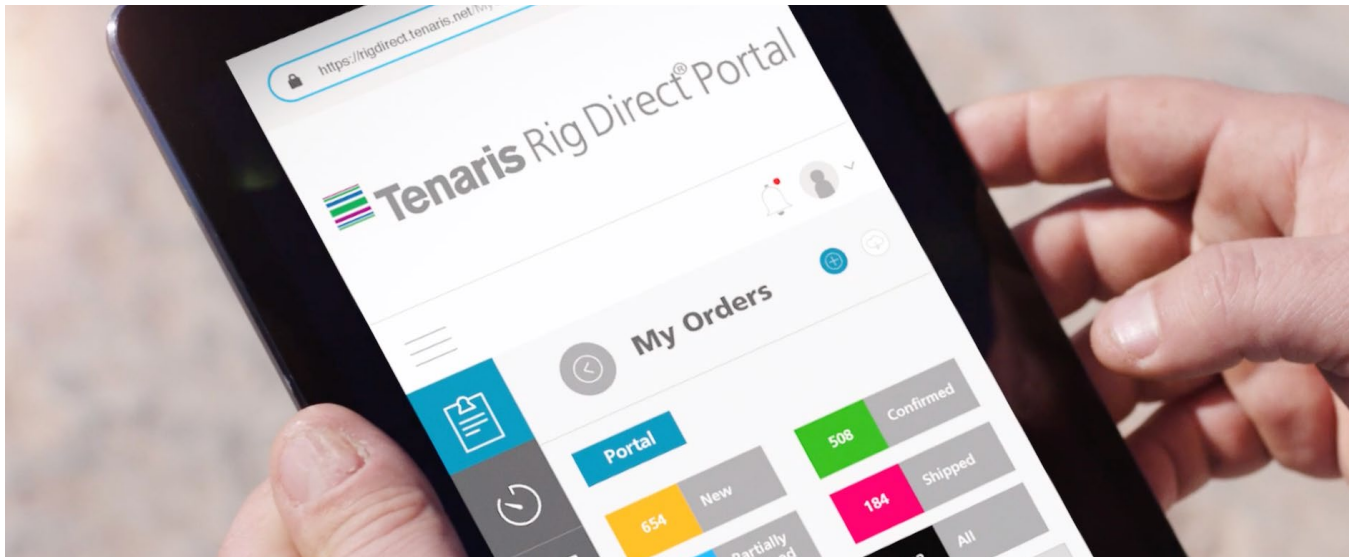
The Rig Direct mobile app.

Tenaris provides customers through its tracking and traceability application, PipeTracer®, which customers can view from a mobile device. The app stores the pipe's unique manufacturing history, raising product reliability, and offers customers access to technical specifications and running guidelines that simplify downhole operations, Tenaris says. The app also generates digital tallies, improves accuracy and enhances safety at the rig site through less pipe handling, the company says.

With tracking codes placed on each product, Tenaris scans them from production to delivery, making their dimensions and order status available online. "We track every step in the manufacturing process, from the rolling of pipes from steel bars until the pipe is finished and arrives at the customer. This information is then available at the customer's fingertips," Lammertyn says.

While the Rig Direct Portal primarily serves large accounts, the portal is one of several digital offerings in what Tenaris calls its Digital Box, including PipeTracer, digital data sheets for the company's pipe and products, and sets of application programming interfaces for integrating the digital platform with customers' ERP systems.

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SPOT-BUY MARKETPLACE FOR SMALL ORDERS

In addition, Tenaris is developing as another Data Box service a spot-buy online marketplace designed for non-contract small customers, including construction companies and distributors, who need to place occasional orders for one or more pipes.

The spot-buy marketplace is available in Argentina and Mexico, where for now it's serving fewer than 100 companies. But Tenaris expects to open up the marketplace to U.S. companies within a few months, Lammertyn says.

The spot-buy marketplace, he adds, is another example of how Tenaris is continuing to use digital commerce technology to learn what customers need, such as online workflow on the marketplace to expedite how off-contract buyers get approval for their purchases.

Tenaris has also upgraded its corporate information site at Tenaris.com, where it worked with MediaMonks, a digital agency, to make it easier for customers to access digital assets like product demos and connect with sales people. For now, Tenaris.com runs on a separate platform from the Rig Direct Portal, but Tenaris says it may consider integrating them to further build on customer service.

 "We're learning and always adding new features to Rig Direct Portal and spot-buy," Lammertyn says. "It's a process where we learn their behavior and their needs, what their pain points are, then focus on how we can reduce them."

REDOING THE REVOLUTION IN DIGITAL MANUFACTURING

It's been two decades since Proto Labs Inc. struck a revolutionary cord with on-demand digital manufacturing. Now its second-generation ecommerce platform supports more complicated collaboration with customers on custom manufacturing across the multiple processes of 3D printing, CNC machining, and injection molding—and at the same time speeds up price quotes on projects.

As the global product director for ecommerce at Proto Labs Inc., Mike Flannery has a lot of exciting things on his mind these days.

It's the kind of excitement that comes with taking what was considered innovative and revolutionary 20 years ago and renewing it all over again, Flannery says.

The company, which generally goes by the brand name Protolabs, has taken a digital manufacturing model it introduced in 1999—a model that has allowed its customers to upload CAD models of products online to place manufacturing orders—and relaunched it to put customers in more control of more quickly quoting, ordering, and producing products with better visibility into costs and production time.

Protolabs processes virtually all customer orders through its ecommerce site, Protolabs.com. The company's new digital quoting engine on an updated ecommerce platform—launched in November 2020 in Europe but slated soon afterward for the United States—comes at a time when many companies—both large and small—are facing pressures to quickly develop new or revised products as a result of the pandemic and changes in competition.

'Technological advancement in manufacturing are throwing the doors of innovation wide open to allow suppliers and their customers to pivot quickly.'

Mark Flannery, global product director for ecommerce, Protolabs

MINUTES TO A PRODUCT MANUFACTURING QUOTE

Now, within a few hours—or at times within minutes—of uploading a computerized design file on Protolabs.com, Flannery notes, a customer can receive the quote back to view in an interactive analysis on how Protolabs will use one or more of its manufacturing processes to produce the product, whether it's a part for a ventilator used in treating COVID-19 patients or a prototype of a new industrial device.

The Protolabs headquarters in Maple Plain, Minnesota

"So you're not just getting a quote of the price and the manufacturing lead time, but we're actually virtually manufacturing the product before physically manufacturing it," Flannery says. "You can see digitally how it would work."

The Protolabs system also lets engineers and other users collaborate on project designs with colleagues, and it recommends alternate manufacturing steps and materials when it senses that such modifications from a customer's original design could reduce production time and cost. "It lets the customer understand the most cost-effective and fastest way to manufacture a product," Flannery says.

"We're focused on the whole system," he adds. "Upload a part design, do a few revisions after analysis, make a prototype, then make changes to a prototype, all the way to getting a product you want to market. Now we're talking about shortening that cycle from idea to reality to going to market."

GETTING A PRODUCT TO MARKET

Once a customer decides to go ahead with final manufacturing, Protolabs can expedite it to within a single day, he adds.

"Speed in testing parts, getting products to market fast, and speed in manufacturing throughout product life cycles—these have always been vital elements in any project. But they are even more so now,"

says Rich Baker, chief technology officer. "Unprecedented changes in many of our markets are underway due to customer demand and the ongoing pandemic, but technological advancement in manufacturing are throwing the doors of innovation wide open to allow suppliers and their customers to pivot quickly. And that agility is often the difference between success and failure."

As customer demand is changing and growing, the technology behind digital manufacturing is also evolving and becoming more valuable—and adding the usefulness of an online product quoting and ordering platform, Flannery says.

Protolabs is introducing the second generation of its ecommerce platform for on-demand digital manufacturing at a time that's ripe for further development of the online ordering and managing of digital manufacturing processes including 3D printing, CNC machining, and injection molding. As companies are more likely now to use multiple manufacturing processes for the same project, Protolabs.com accommodates their ability to preview the feasibility and price of their plans.

GETTING MORE VALUE OUT OF 3D PRINTING

For example, 3D printing is now more suitable across a larger variety of manufacturing projects, such as those that rely on using titanium for its unique combination of strength and light weight. "3D printing used to be used only for basic forms, but now it has more capabilities so is more useful and has more demand," Flannery says.

One of the crucial features of the new ecommerce platform, he adds, is the ability to provide a consistent quoting experience across the multiple manufacturing services Protolabs offers.

Even when there is not increased overall demand for manufacturing projects, there is more demand for the ability to plan and test product designs that incorporate two or more manufacturing

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A 3D printing project at Protolabs.

processes. "You may want to compare the tradeoffs between them or you may want to shift between them," Flannery says. That's a large part of what companies can preview in the interactive design analysis Protolabs provides based on customers' CAD file specifications, he adds.

PUTTING LOTS OF DATA TO WORK

Going forward, he says, Protolabs figures its new digital platform is designed to scale up as demand increases for its manufacturing services. The platform is also designed to gather information about customer demand and what works best in manufacturing projects.

With a team of about 150 software developers, the company added millions of lines of code to its quoting engine, and it has integrated the commerce platform—which Protolabs built in-house on .Net technology—with its Salesforce.com customer relationship management system and its Dynamics AX enterprise resource planning system.

CNC milling machines at a Protolabs site.

Eventually, Protolabs expects to build a base of data through those integrated systems to support the use of machine learning technology to make better recommendations to customers for their manufacturing projects.

"We built the whole system to have a lot more data points to understand the whole end-to-end process" of designing, producing and going to market with products, Flannery says. "Which then gives us the ability to do machine learning and really understand what works best for your product, for your needs."

The company also takes a more traditional tactic of constantly gathering feedback from hundreds of customers. "We're constantly listening to what customers need," Flannery says.

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SEEING A BIG FUTURE FOR ITS NEW MOBILE VISUAL SEARCH TOOL

As online buyers of business and industrial products want more and easier ways to find what they need, W.W. Grainger rolls out a new visual search tool in its mobile shopping app.

Searching and securing maintenance, repair and operations products online isn't always a desktop computer experience.

Increasingly, as B2B ecommerce becomes more mobile and even more digital, purchasing is being pushed to the job site.

To aid in getting purchasing managers faster access to a slew of MRO products in the field, on the factory floor and elsewhere, W.W. Grainger Inc. is rolling out a new feature to its mobile app: visual search.

With visual search, MRO buyers—whether they have an account or they are just using Grainger.com as a one-at-a-time online purchaser—will be able to use a new visual search tool to find and purchase Grainger's full inventory of two million MRO products. With the new tool, products can be searched and located in three seconds or less, Grainger says.

The new visual search tool app lets Grainger's customers use the camera on their Android or Apple device to scan a bar code, enter an item number or upload a photo to find the particular product or multiple items they are looking for. They then can complete a mobile purchase.

Grainger—which says about 71% of all sales come through its various digital channels, including electronic data interchange, e-procurement, Grainger.com and related ecommerce sites and its

> With the new tool, products can be searched and located in three seconds or less.

KeepStock inventory management service—isn't giving out key details about the new search tool for its app, such as how many purchasing managers have downloaded and currently are using it.

PHOTOS HELP ANSWER TOUGH QUESTIONS

So far, Grainger also isn't saying how many purchasing managers are using the new visual search feature or what specific types of products they are looking for.

"While we would not offer numbers on this, we are very pleased with customer usage of this tool thus far," Grainger says. "Grainger search by image is enabling customers who call with challenging questions to send the call center a photo in helping to problem solve and sales is using the tool to find products more quickly for customers."

Other app features let users chat with a product expert and find a nearby branch, among other features.

VOICE SEARCH

The new visual search tool is the latest search technology update to its ecommerce and mobile commerce business. The Grainger app already lets users conduct advanced keyword search and search by additional criteria. A voice search tool also is available.

With its new mobile visual search feature, Grainger is looking to gain a competitive and technological edge in B2B ecommerce, the company says.
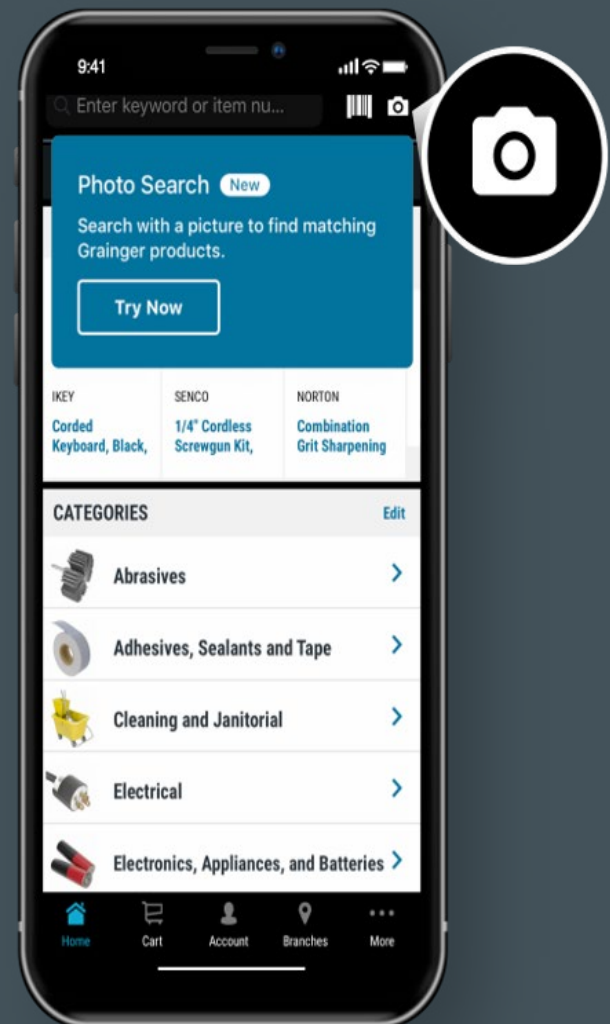
The Grainger app invites buyers to 'search with a picture' to find products.
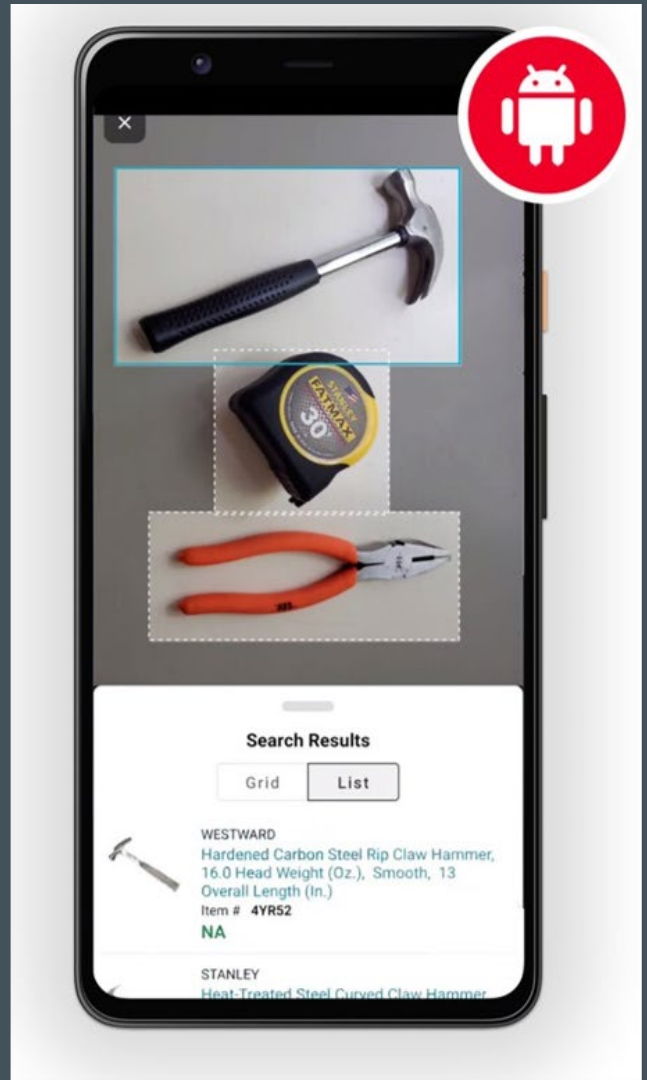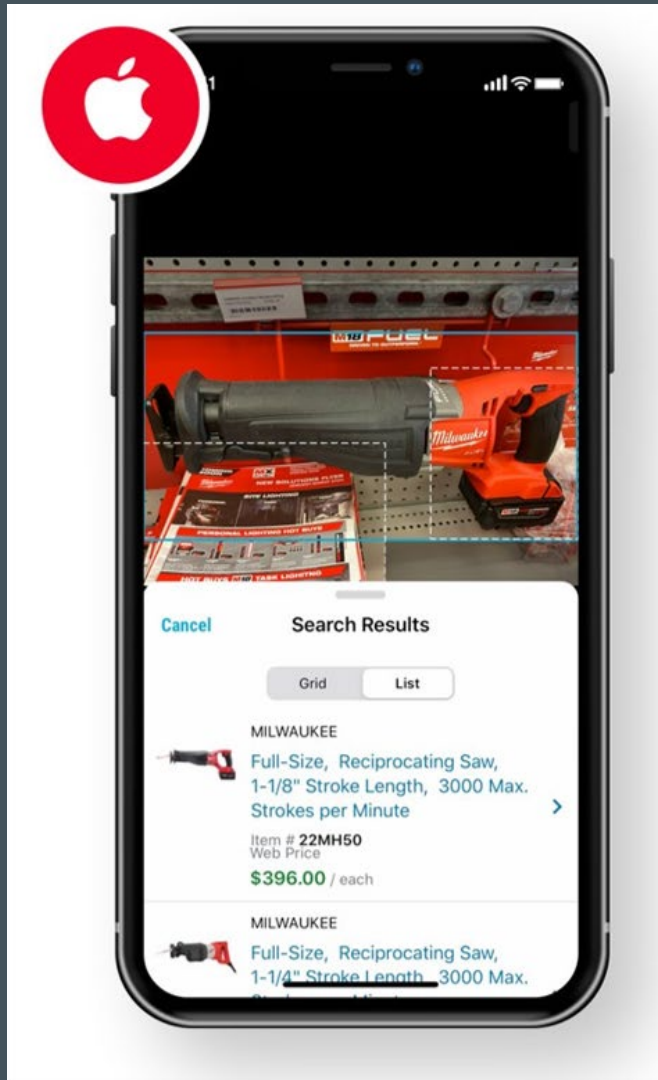
The Grainger app shows results of visual search on Apple and Android devices.

Visual search is relatively new to most B2B ecommerce sites. Amazon.com is one other ecommerce site that offers it.

But Grainger sees its new visual search tool as an advanced mobile tool that gives Grainger customers more and better ways to procure the MRO products they need how and when they want them, says vice president and chief product officer Brian Walker. "This (visual search tool) is quicker, more reliable and smarter than others out there, and it gets smarter the more it's used," Grainger says.

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A ROOFING SUPPLIES MANUFACTURER TAKES PRICING TO NEW HEIGHTS

With a new web-based pricing management system, Terreal has been gaining market share without losing out on profits, the manufacturer says. And with data-gathering solar roofs gaining popularity, it sees new uses ahead for its pricing technology.

As a manufacturer of building materials for roofs, facades, structures and decorations, Terreal has a mission to develop housing that is beautiful, functional and sustainable, the company says.

Its roots in manufacturing terracotta building materials, it carries out that mission by "working with clay and letting it inspire us."

The strategy has helped establish Terreal as a supplier to innovative construction projects, but of late it has also been using a different kind of strategy to build market share—and without cutting into profits, says Jean-Baptiste Fayet, vice president and director of commercial marketing.

Terreal, based in France and with international sales operations, operates several websites worldwide but sells largely to distributors through sales reps. For years, its sales team operation had struggled with ways to efficiently set the best pricing to build both sales and profit margins. But using a system of spreadsheets each designed for a different selling region, "pricing was not managed very efficiently," Fayet says.

Relying on numerous versions of spreadsheets covering many customer projects and SKUs including accessories, Fayet recalls, left the company without a good tool for setting pricing. "There were a lot of gut-feeling decisions by people in the field," he says. "The whole process was not well managed."

'If our competitors increased sales by 1%, we were up 1.4%.'

Jean-Baptiste Fayet,
vice president, Terreal

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NEW PRICING RECOMMENDATION SYSTEM

Last year, Terreal deployed a new web-based pricing system from Zilliant that automates price recommendations for each selling region down to individual SKUs and customer projects.

Working with more than 4,000 segments of customers based on location, the Zilliant system integrates with and analyzes data from Terreal's records of invoices and inventory stocks in its SAP business software. The system then issues price recommendations based on Terreal's targeted and minimum prices, informing Terreal's sales reps through their mobile devices how each price recommendation is likely to affect sales and profit margins.

Terreal sets business rules that instruct sales reps on how to proceed and requires them to get approval from management before selling a product below the recommended minimum price. "If we increase the price by 1%, it tells us what the effect will be on sales volume and margin," Fayet says.

The Zilliant pricing system, which took about six months to deploy, included a three-month training period for sales reps.

"The more we use the system, the better it gets," Fayet says.

GAINING MARKET SHARE

In two years of using the system, Terreal has gained 0.3% of market share as it outpaced competitors with its growth rate by nearly half a percentage point, Fayet says. "If they increased sales by 1%, we were up 1.4%," he says, adding: "We are in a mature market—those are significant numbers."

Going forward, he says, Terreal expects the pricing tool to help it grow in new markets and with new products. "We want to continue

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to innovate," he says. "We're always coming up with new colors and accessories. A major innovation coming is a new roofing solar panel that produces electricity. What's interesting with solar is we have a lot of data from what's happening in the field, we know how much energy a new roof is producing. That allows us to be more sophisticated in the way we price products."

Terreal, which operates in the United States under its New Lexington, Ohio-based Ludowici Roof Tiles brand, operates several web portals for providing product company information to its distribution partners and end-customers. The company may eventually apply the Zilliant pricing system on its website to provide updated pricing on products, Fayet says.

MAKING IT EASIER TO REORDER OFFICE SUPPLIES

Amazon Business is now letting customers automatically reorder office supplies like rolls of packaging tape and toilet paper via a Wi-Fi-connected weight-sensing portable shelf. Below: the Amazon shopping app and the Dash shelf used for stocking paper towels and other items.

Amazon describes the Dash Smart Shelf as a "weight-sensing, Wi-Fi-enabled auto-replenishment scale designed to streamline restocking critical workplace supplies and other essentials for businesses." It's promoting the Dash device as an automated online ordering tool for small and midsized businesses to give them and their "employees peace of mind that they will never run out of essentials like critical office supplies, toilet paper or other vital items like hand sanitizer and gloves."
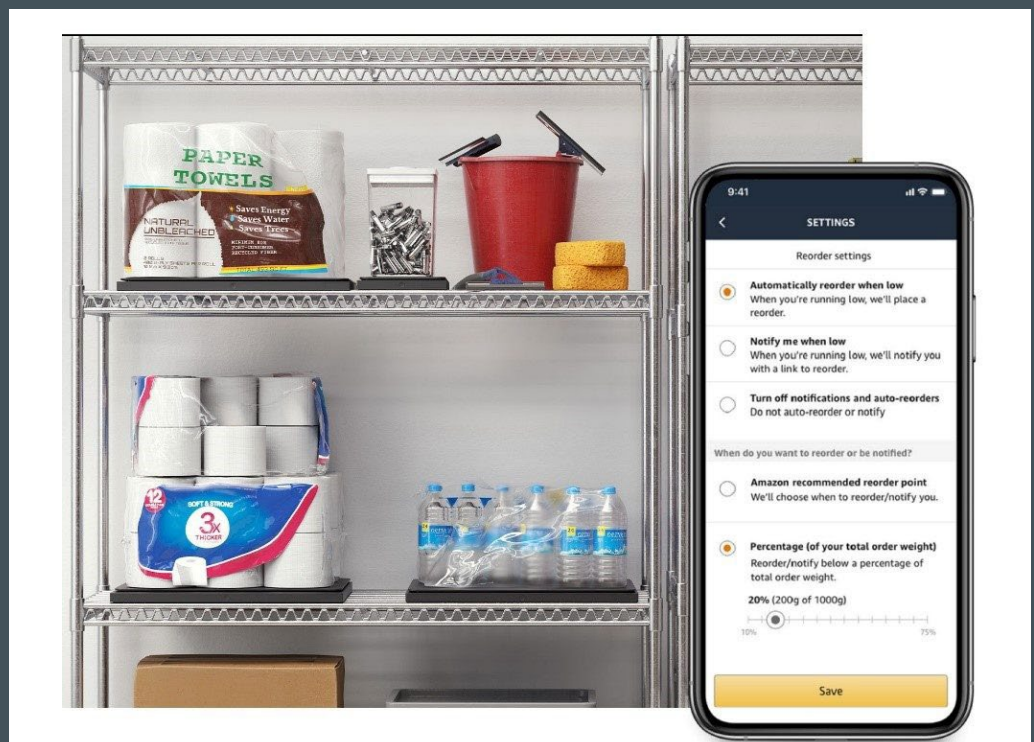
The Amazon shopping app and the Dash shelf used for stocking paper towels and other items.

"We developed Dash Smart Shelf, a new Amazon device, after hearing from our SMB customers that one problem they faced with inventory replenishment was that vendor-managed inventory could be inflexible, with restrictions based on minimum orders or service area," Amazon says. "Also, automated replenishment and inventory management options available today are often tailored for industrial applications, and can be expensive and difficult to implement, placing them out of reach of many SMBs."

Amazon says businesses can set up the Dash device by "using four AAA batteries, connect to Wi-Fi with the Amazon Shopping app, and then log in to their Amazon Business or personal account via the Amazon Shopping app to customize preferences."

The Dash Smart Shelf is shaped like a closed laptop and comes in three footprints: small (7" x 7"), medium (12" x 10"), and large (18" x 13").

BY THE NUMBERS

DATA AUTOMATION AND AI
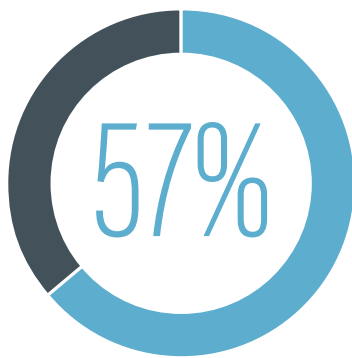
57%

of B2B sellers say they plan to invest more in tools that use data automation and artificial intelligence.

Source: Forrester Research Inc.

60%
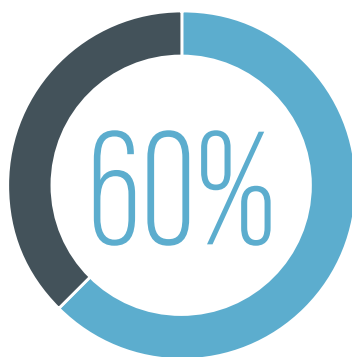
More than 60% of B2B sellers in 2021 will use data automation (i.e., to upload customer activity to a CRM system and free up sellers to develop stronger relationships with customers) and AI (to enable sellers to identify and respond to customers' buying patterns).

Source: Forrester Research Inc.

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VIDEO FOR ENGAGING CUSTOMERS

25%
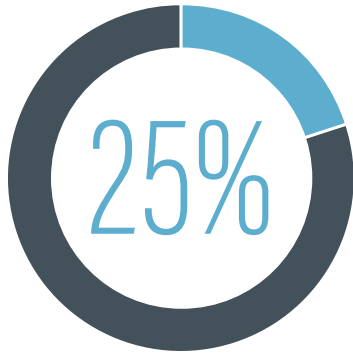
of B2B buyers in 2021 will cite short-form videos from sellers as among the content formats they find most valuable, up from 8% in 2019.

Source: Forrester Research Inc.

HOW MANY B2B SITES DO YOU TYPICALLY RESEARCH PRIOR TO MAKING A PURCHASE FOR THE FIRST TIME?

Category	Percentage
0-1	6%
2-3	51%
4-7	39%
8-10	2%
More than 10	2%

Source: 2020 B2B Buyer Survey

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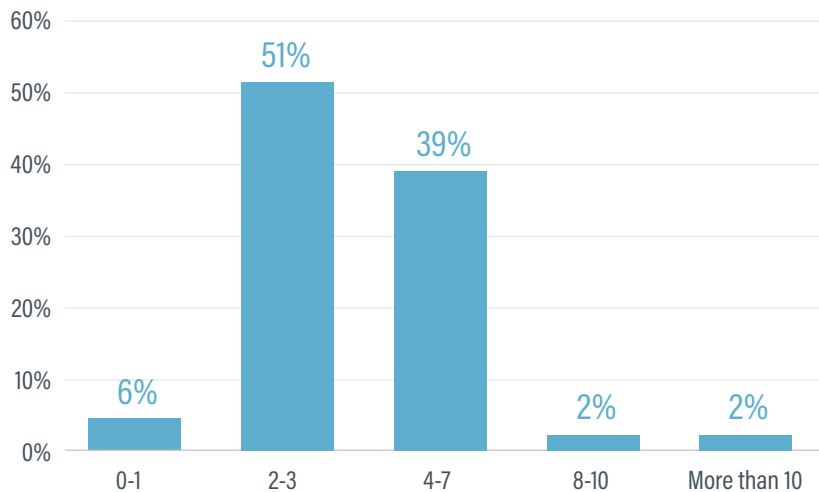
WHAT PERCENTAGE OF YOUR B2B BUYING IS CURRENTLY DONE VIA MARKETPLACES?
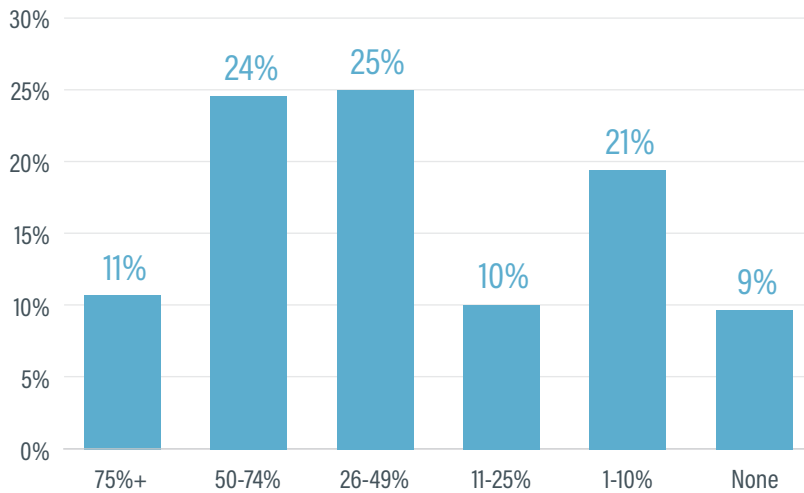
Source: 2020 B2B Buyer Survey

HOW HAS YOUR MARKETPLACE PURCHASING CHANGED AS A RESULT OF COVID-19?
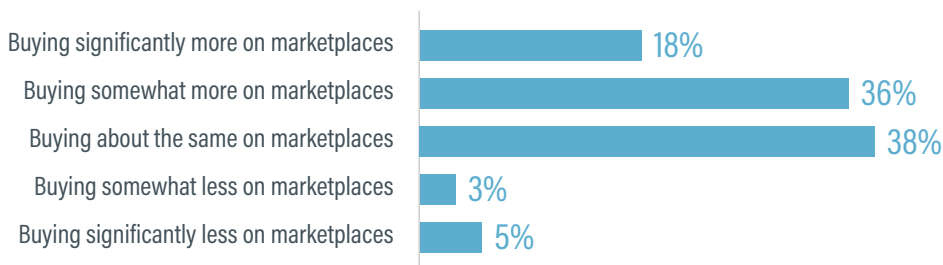
Source: 2020 B2B Buyer Survey

ABOUT THE EDITOR

Paul Demery is editor of Digital Commerce 360 | B2B. Prior to DC360B2B, he was managing editor of Internet Retailer magazine. In earlier work, he was editor-in-chief/associate publisher of Electronic Commerce World magazine, which covered business-to-business applications of internet technology in multiple industries; he also covered various industries for other magazines and newspapers.

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DIGITAL COMMERCE 360 B2B

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