

What's driving the rise of B2B ecommerce?



B2B buyers are consumers too

- 60%** of companies research and evaluate two to three sites before making a first-time online purchase
- 82%** of business buyers want the same experience as when they're buying for themselves
- 67%** of buyers switched vendors to get a more consumer-style purchasing experience

B2B purchases are collaborative decisions

- 79%** said purchasing process involves one to six people
- 81%** of non-C-suiters have a say in purchase decisions
- 64%** of C-suite executives have final signoff



Digital natives and millennials are taking over

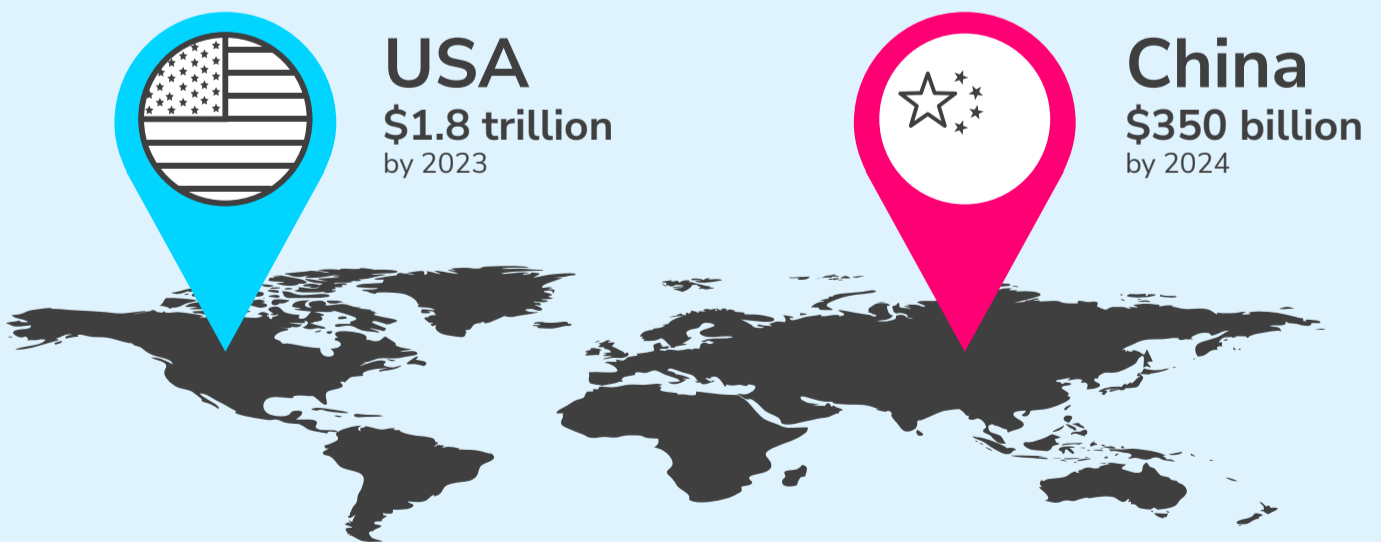
- 73%** of B2B buyers are millennials
- 85%** use social media to research products and services for their companies
- 62%** prefer video-based content to learn more about a product

B2B mobile commerce has come of age

- 78%** of B2B companies think mobile is the future of the industry
- 55%** report mobile use in recent purchases of over \$500,000
- 55%** of buyers expect more mobile transactions in the future



B2B ecommerce forecasted value



The digital future of B2B

Every B2B buyer is also a consumer who is used to the very best ecommerce experiences. These buyers now expect suppliers to match the levels of service and selection offered by leading online retailers and brands.

Manufacturers and distributors that don't offer great digital buying experiences are finding their customers expect them to catch up – quickly.



About Contentserv

Contentserv's software solutions enable manufacturers, brands and retailers to deliver rich, personalized and highly converting product experiences that delight customers, improve time to value and boost ROI.

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