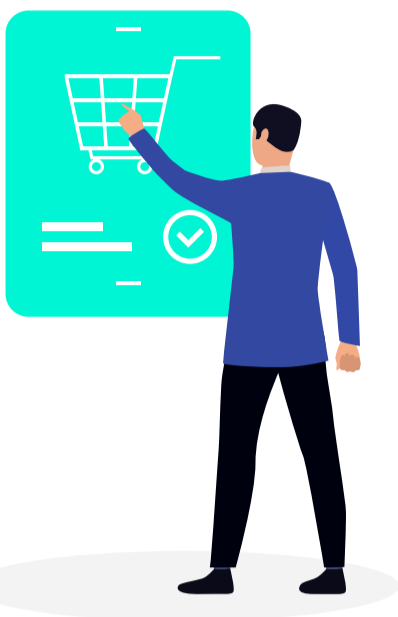


What drives the rise of B2B eCommerce?



B2B buyers are consumers too

- 90%** of B2B customers start their B2B buying journey with an online search
- 73%** of B2B buyers want a personalized business-to-consumer or B2C-like experience
- 77%** of business buyers will not make a purchase without personalized content

The B2B buying process is changing

- 90%** up to 90% of the purchase decision is complete before a buyer interacts with a sales rep
- 83%** of B2B buyers prefer ordering or paying through digital commerce
- 93%** identified their purchase decision as a result of a larger organizational initiative



Millennials are taking over

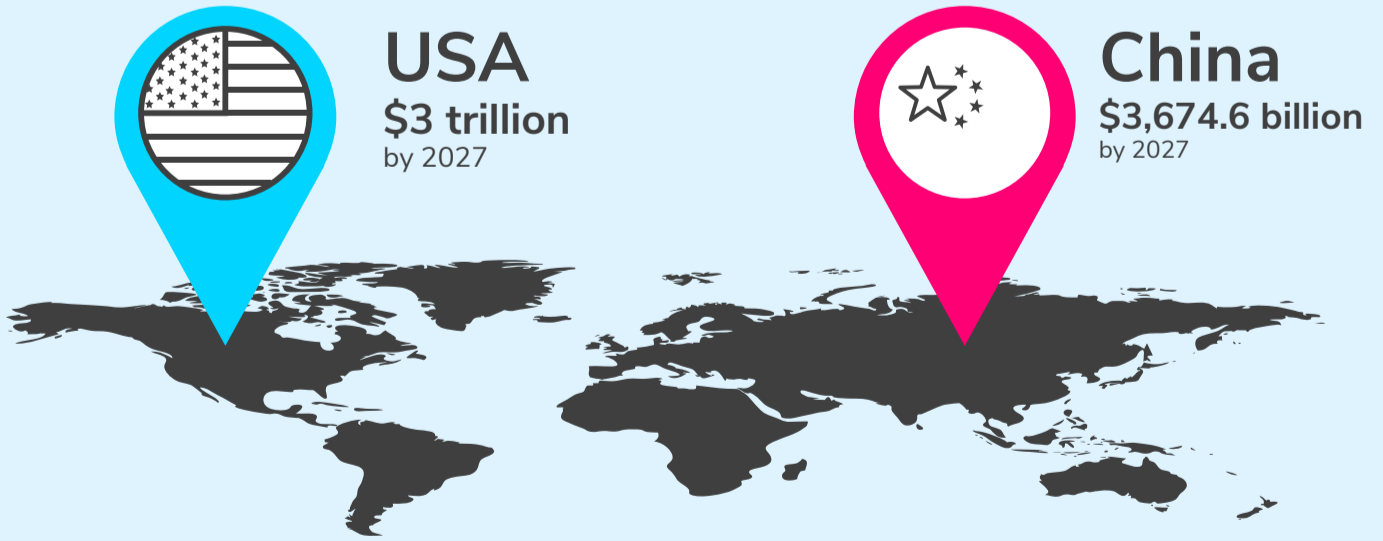
- 73%** of all B2B buying decisions are made by Millennials
- 75%** use social media to make buying decisions
- 91%** want to see more online video content from brands

B2B mobile commerce has arrived

- 50%** of all digital B2B ads are placed on mobile devices
- 80%** of B2B buyers use mobile devices at work for research and purchasing
- 90%** are likely to buy from the same provider again after a superior mobile experience



B2B eCommerce forecasted value



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Every B2B buyer is also a consumer who is used to the best online shopping experience. They now expect their suppliers to offer that same level of service and selection.

Manufacturers and distributors that are decades behind in technology now have customers who expect them to catch up very 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.

Learn more at www.contentserv.com