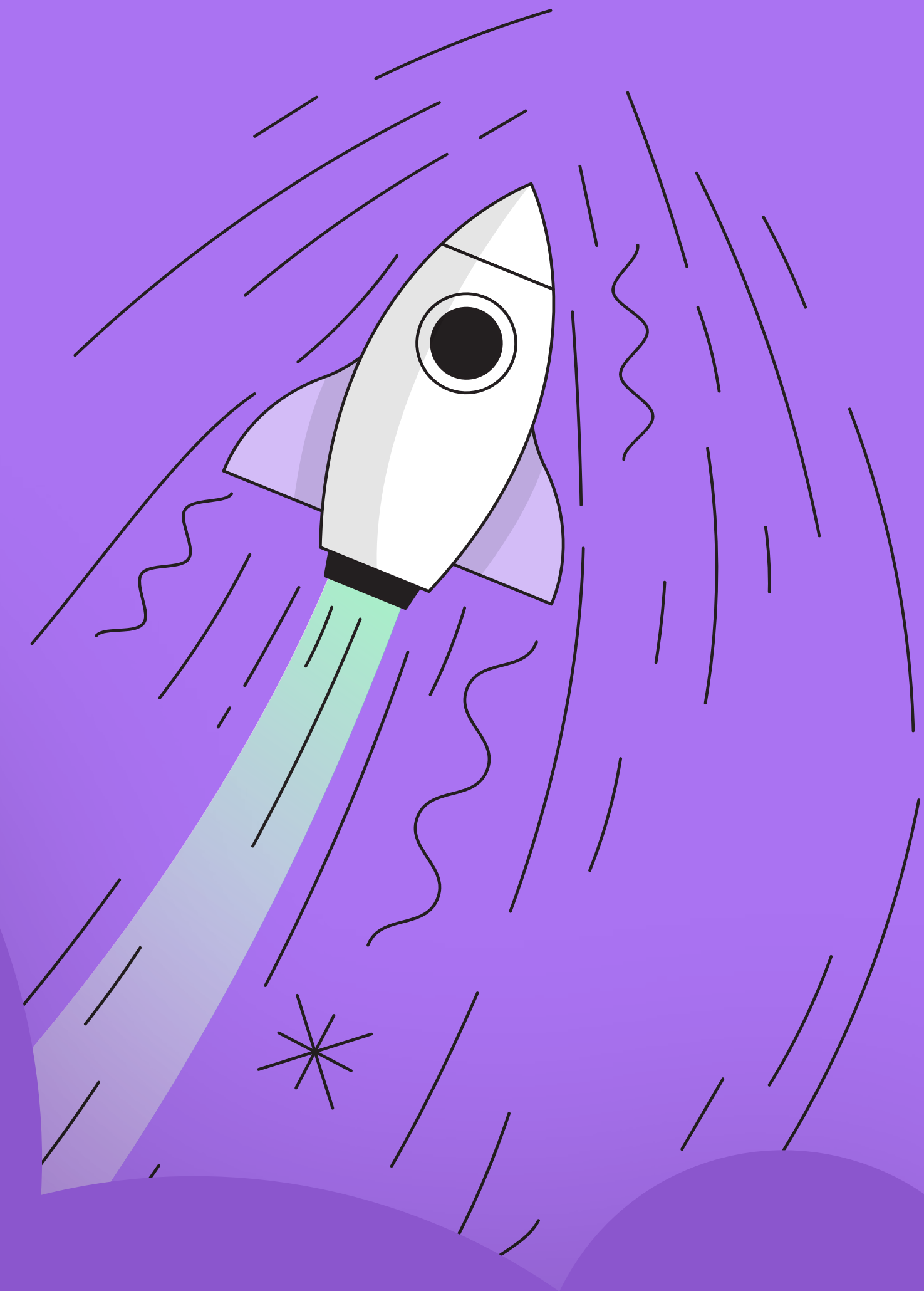# Supercharge your B2B eCommerce sales

Six on-site optimization strategies
to accelerate growth

FACT
FINDER

# Introduction

In today's dynamic business landscape, embracing eCommerce for B2B enterprises isn't just a luxury – it's an absolute necessity.

The COVID-19 pandemic dramatically altered the way B2B firms operate. Before the crisis, a startling 60% of leading B2B companies possessed either no or limited eCommerce capabilities. Yet, as we adapted to unprecedented circumstances, this paradigm shifted dramatically. A mere two years later, over 65% of B2B businesses have transitioned to online sales, according to McKinsey. They additionally found that 86% of B2B decision-makers prefer using self-service tools over speaking to a sales representative. The digital realm didn't just become another option; it evolved into the indispensable foundation of B2B commerce.

As with any rapid transformation, this journey has not been without obstacles. In this guide we delve into the top six on-site optimization strategies that trailblazing B2B organizations have adopted to tackle these challenges head-on and achieve record-breaking eCommerce sales.
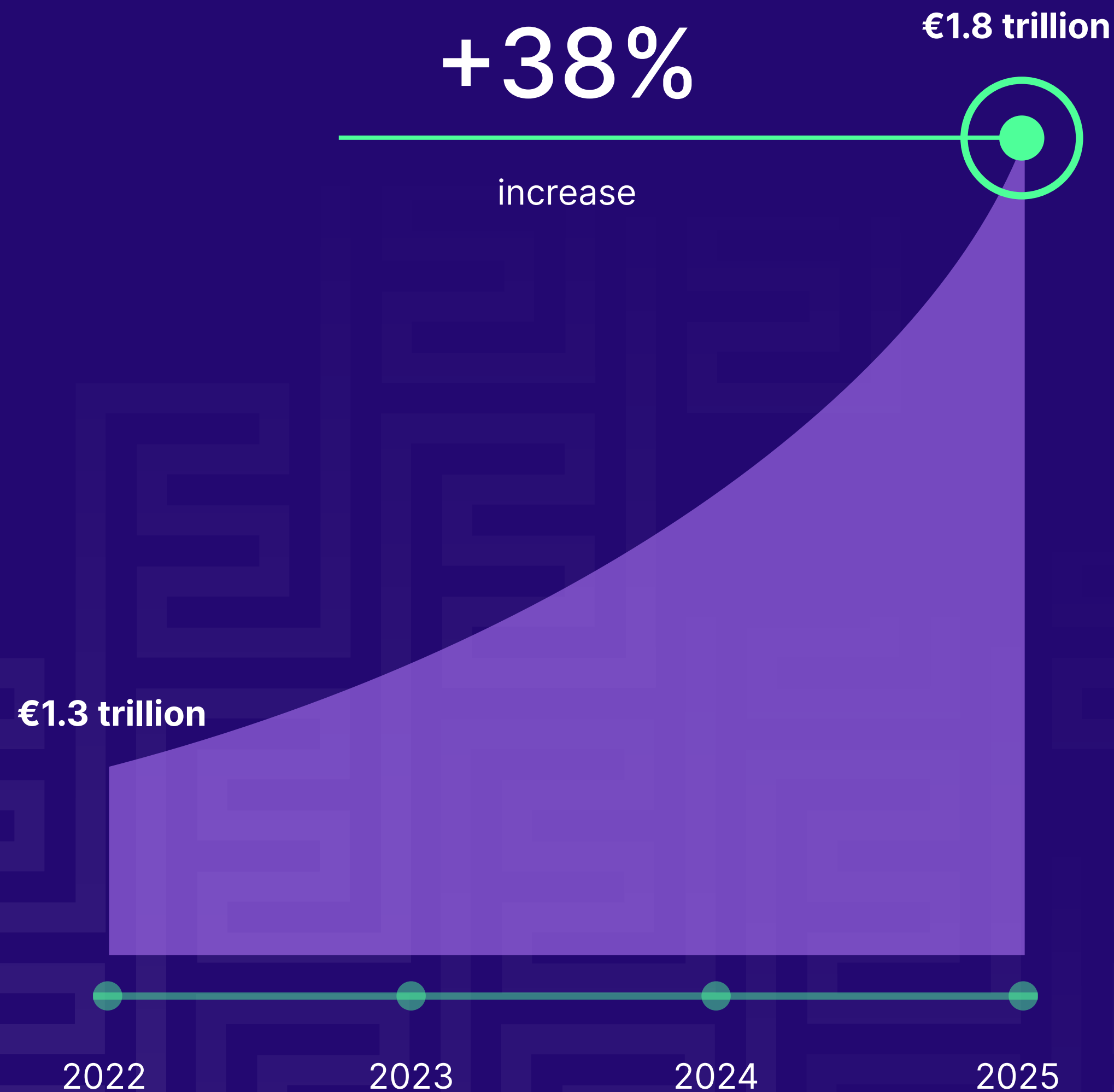
Over **65%** of B2B businesses have transitioned to online sales since the beginning of the COVID-19 pandemic
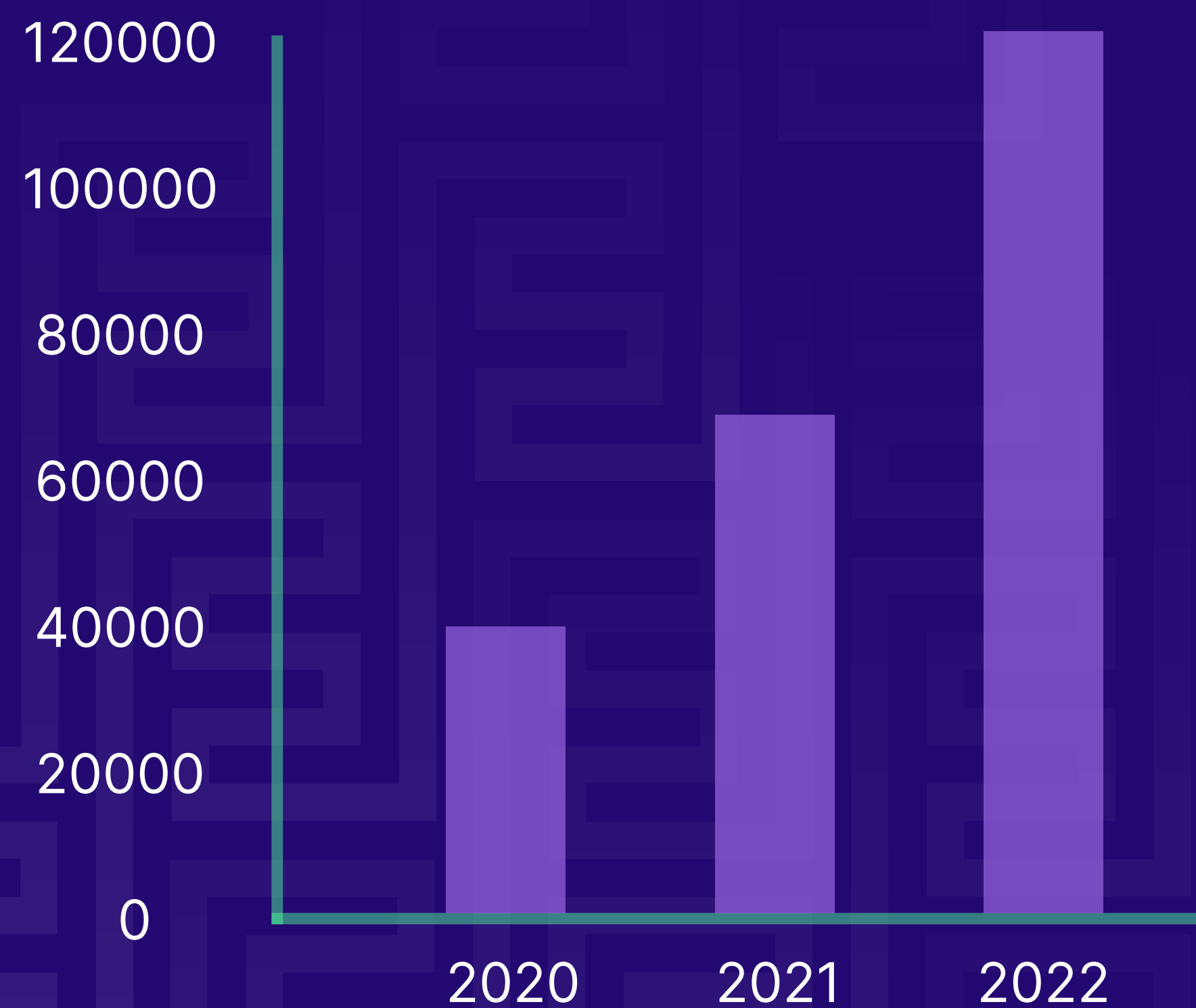
# B2B eCommerce in Europe



+38% increase

€1.8 trillion

€1.3 trillion

2022  2023  2024  2025

The European eCommerce market is well established and continues to grow at an incredible rate, going from 377 billion US dollars in 2017 to 730 billion dollars in 2023 as reported by Statista – that's a 93% increase! This has had a significant impact on the development and growth of B2B eCommerce within the region, as business buyers now expect the same level of convenience and ease when purchasing online as they do when shopping for themselves.

Despite challenging economic conditions such as the war in Ukraine, the energy crisis, and rising inflation, Statista projects that the gross merchandise value (GMV) for European B2B eCommerce will soar to 1.8 trillion US dollars by 2025. This resilience can be attributed to the immense benefits of digitalization, encompassing automation, scalability, cost reduction, enhanced productivity, and ultimately higher profitability.

## The digital on-site experience

**Number of search queries in B2B stores powered by FactFinder**



Our own B2B clients have seen a 216% increase in the number of average online searches in a year, going from about 38K in 2020 to over 120K in 2022. This illustrates that digital adoption in B2B is well underway and is no longer a bonus, but table stakes. With 90% of B2B buyers stating that they would turn to a competitor if a supplier's digital experience couldn't keep up with their needs and 48% claiming they experience problems 'often' or 'always,' it's abundantly clear that an optimal on-site experience is paramount to remain competitive.

In this guide, we'll delve into the strategies you can employ to achieve just that, ensuring your business is well-positioned to thrive in this rapidly evolving market.

# Create bespoke pricing strategies, at scale.

At the heart of every B2B transaction lies a highly personalized relationship built on trust. Traditionally, B2B companies would offer customized deals or discounts to cultivate these relationships. In today's digital landscape, it's essential for these tailored pricing agreements to continue to flourish.

Advancements in product discovery technology enable the seamless display of individualized prices and promotions in online stores, dynamically and at scale. This provides your customers with a high degree of relevance and transparency which they've come to expect based on their B2C shopping experiences. Meanwhile, it also saves your eCommerce teams time and resources that would otherwise be consumed by manual updates to product assortments and complex pricing configurations.

**Office DEPOT**

63.99

68.99

60.99

**HP**
Original HP Ink
Vibrant. Precise. Reliable.
303

# +12%

increase in eCommerce revenues using product discovery technology, including a customer-specific pricing feature.

**LEARN MORE HERE**

# Create B2C-like experiences

In today's fast-paced world, business buyers crave and expect the same level of convenience they encounter when shopping online as consumers. In fact, 73% of B2B buyers say they want a personalized B2C-like experience. B2B businesses must ensure that their online purchasing process resembles the B2C customer journey as closely as possible – fast, personalized and hassle-free. By integrating powerful product discovery features that support the most successful B2C websites, you can create a seamless on-site experience that helps buyers easily find and purchase what they are looking for – giving you an edge against the competition.

## 72%
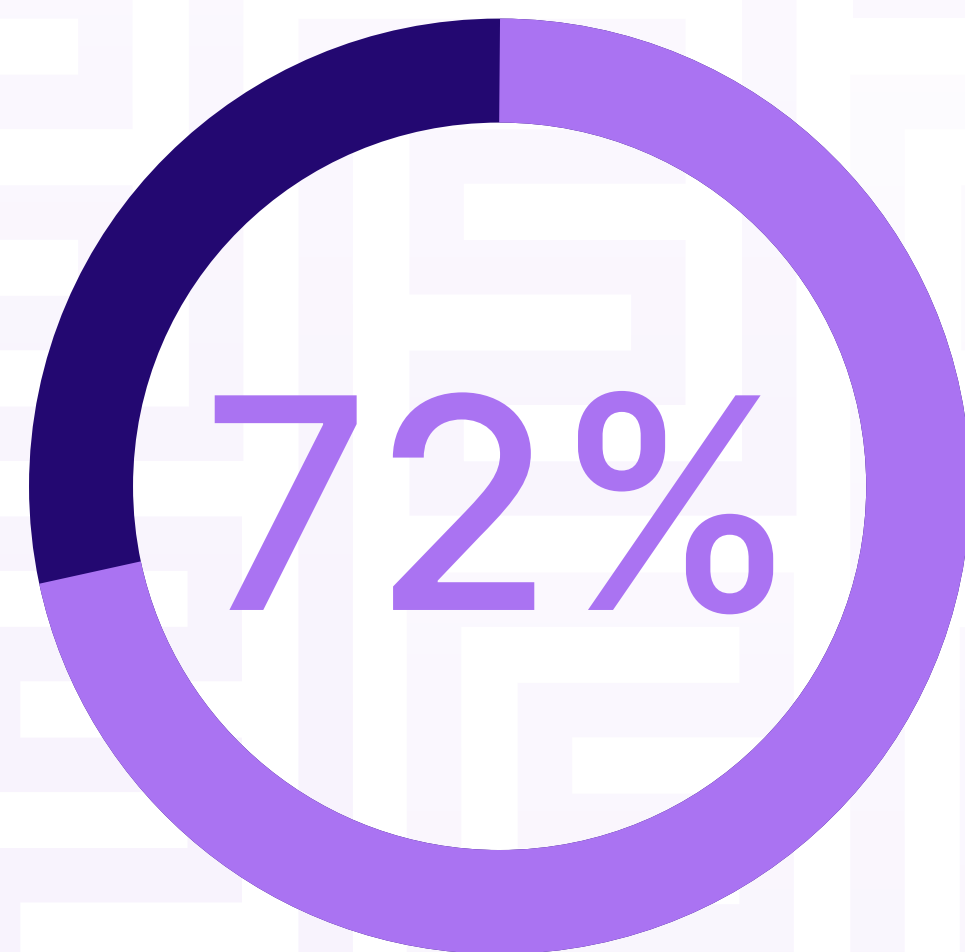
**B2B shoppers expect a similar experience buying on a B2B site as on a B2C site**

*Wunderman Thompson*
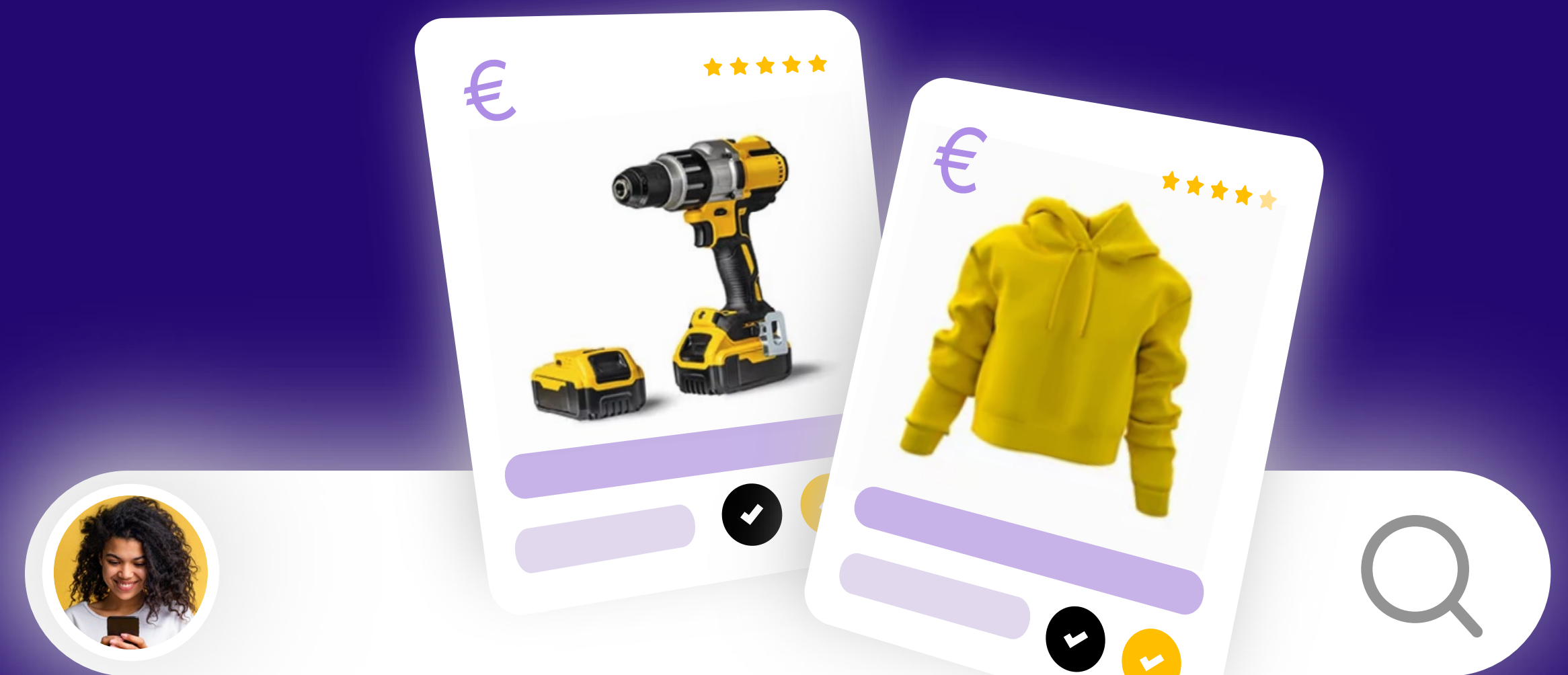
**Key features that can make a big impact on your bottom line are:**

✓ **Error-tolerant search** that allows buyers to search for any query, from SKUs to complex, long-tail queries and everything in between.

✓ **Intelligent predictive search** that auto suggests what a buyer is looking for to lead them to their desired product in fewer clicks.

✓ **AI-powered recommendations** that adjust in real time to promote complementary or alternative products that increases both shopping convenience and average order value.

# Leverage geo to bridge the gap between online and physical worlds

The demand for access to local market data has been increasing steadily, ranging from locating nearby products and checking their availability to determining shipping options and delivery schedules. By providing B2B buyers with localized information, you can enhance their omnichannel shopping experience, leading to greater customer satisfaction and stronger business relationships.

**Geo can be used in multiple ways to help your buyers find what they are looking for:**

### Distance-based ranking

Adjust the score of products based on the distance to the customer. Using set parameters, products within the specified radius will rank higher in the results.

### Shipping

Dynamically provide transparency for delivery fees and shipping times.

### Local prices

Display regional prices or special offers, at scale.

### Targeted merchandising

Show location-specific marketing content, such as sales events or seasonal promotions.

# Streamline complex purchases with digital guidance

While some buyers have a clear idea of the product they need right down to the SKU, others may find the B2B purchase process to be challenging and complex.

It's common for buyers to be unsure about which product or version is the best fit for their needs, or what specifications they need to particularly look out for. Guided selling offers a time and cost-saving solution by eliminating the need for a buyer to contact the call center and request assistance from a sales representative.

Guided selling is an online consulting function that displays relevant products through its interaction with the shop visitor. By guiding the buyer through a series of targeted questions, search results are refined until the selection is narrowed down to a precise product match based on the buyers' unique specifications. Similar to a friendly sales associate, guided selling streamlines the purchasing process and helps online customers find the product that best fits their needs – increasing their satisfaction and loyalty while decreasing the likelihood of a costly return.

**Your flooring consultant**

## Which color matches your interior?

1/3
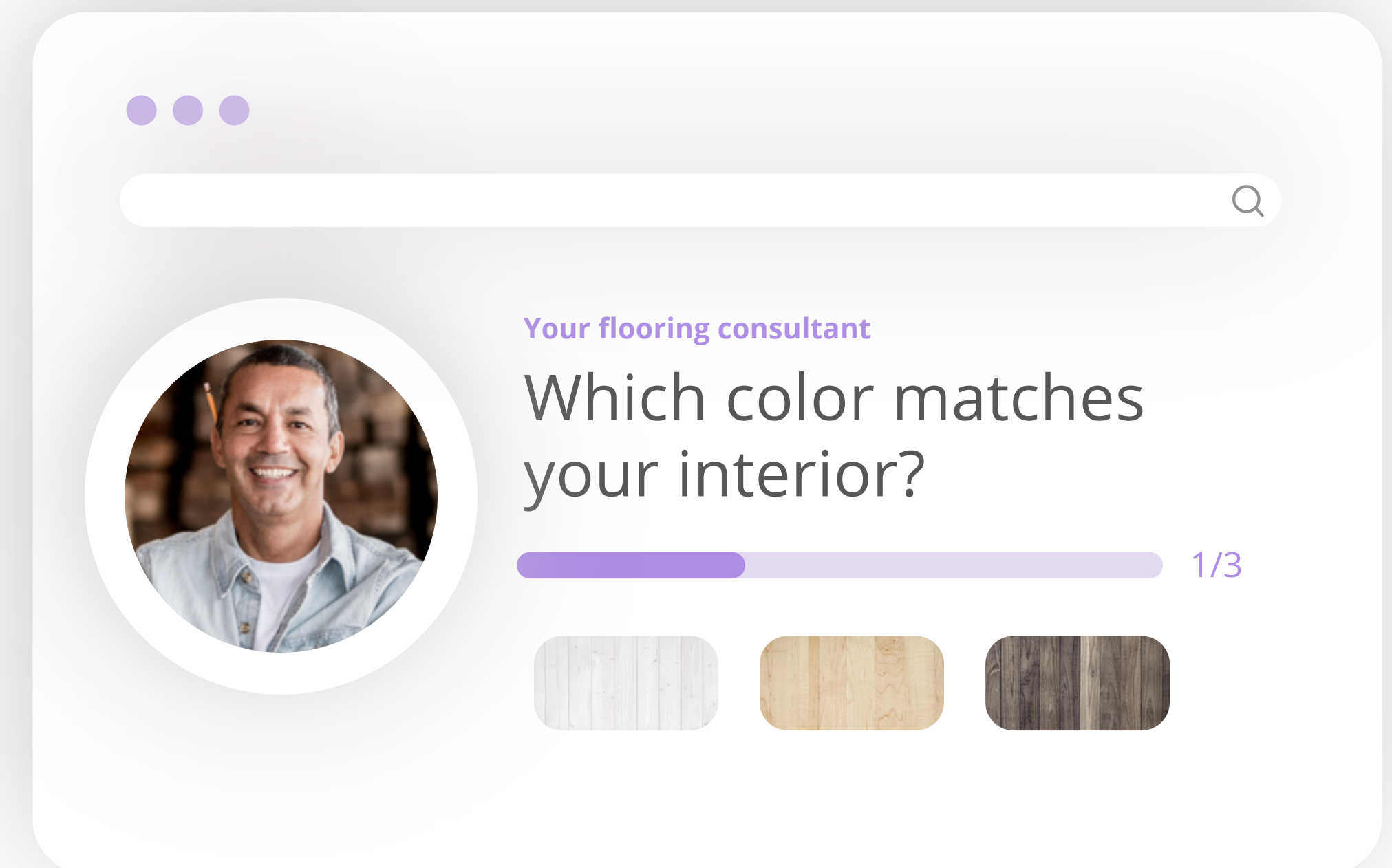
Guided selling offers visitors expert advice equivalent to an in-store sales associates - interactive, helpful, intuitive - but fully digital.

# Harness the power of AI to optimize the on-site experience.

The explosive growth and adoption of AI has had a huge impact on B2B eCommerce. While many vendors claim to be backed by AI, the key is to discern between unsubstantiated AI claims and find technology that genuinely makes you smarter, empowering your eCommerce team as well as your customers.

Using AI in product discovery has been proven to create an on-site experience that buyers love while also improving the bottom line. Mayflex, a leading UK B2B infrastructure and security organization, increased online sales by 30% through AI-powered search and recommendations across their 10,000 products and 30 brands. Using customer intent data along with purchase history and information on overall customer behavior, they were able to provide a personalized experience that resulted in higher conversions and a more intuitive shopping experience.
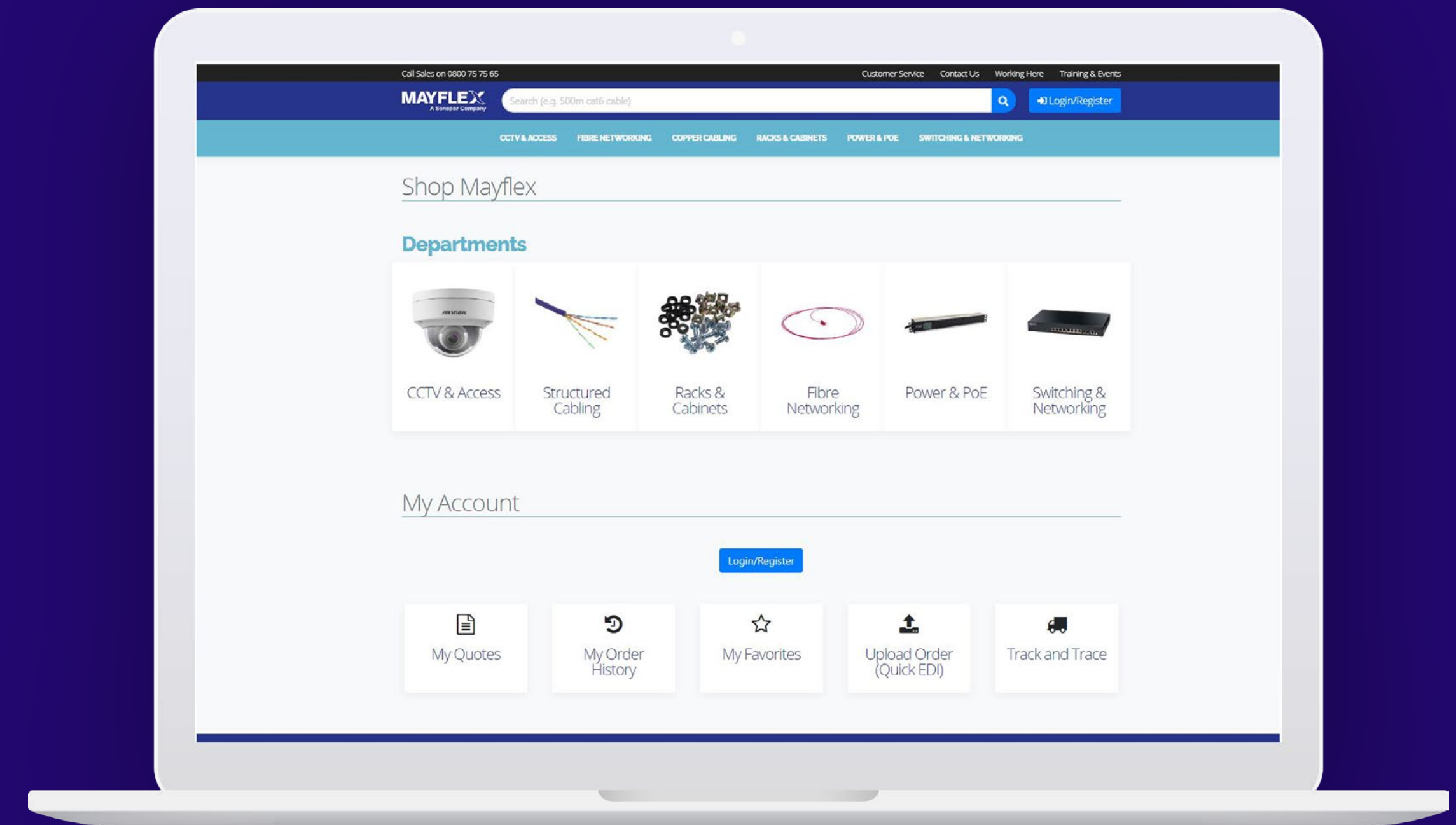


# +30%

**increased online sales through** AI-powered search **and recommendations**

**LEARN MORE HERE**

# Get creative with merchandising

In the competitive world of B2B eCommerce, it's important for businesses to use creative methods to showcase their products, ultimately converting customers. Visual merchandising tools can help B2B eCommerce teams respond rapidly to evolving market needs and changing demands.

The most effective merchandising campaigns enable non-technical business users to create their own customized landing pages, complete with rich and engaging media. This helps organizations promote products and categories that they want to sell, based on information such as overstock and margins, to help meet business objectives.

HOW TO REPLACE YOUR CARTRIDGES

-20%
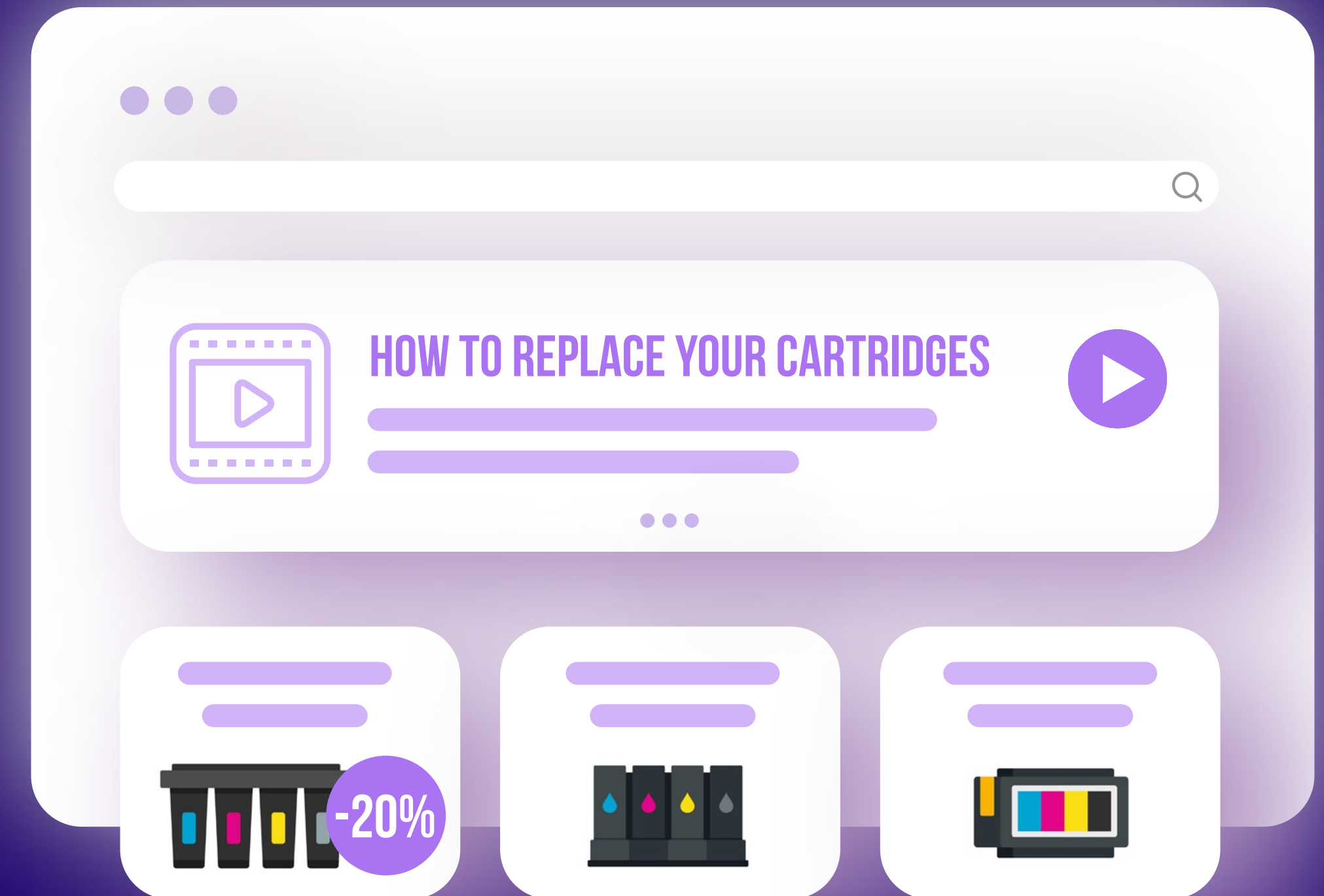
Also in B2B shops, visual merchandising is one of the most powerful sales levers. Non-technical users can easily create compelling landing pages and banners for brands, promotional offers and information pages.

# Optimize your digital experience and supercharge your B2B sales

The B2B eCommerce sector is a thriving and growing space. By 2025, Gartner predicts that 80% of B2B sales transactions between buyers and suppliers will occur via digital channels. As such, creating or optimizing your digital experience is an absolute necessity to stay relevant.

Although 83% of B2B companies  intend to increase their investment in eCommerce technology in the future, selecting the appropriate investment tactics and technologies can be an overwhelming task.

We're here to help you through it. FactFinder is the European leader in eCommerce product discovery technology and search. With more than two decades of experience, we help millions of B2C and B2B shoppers find what they are looking for every day – fast, personalized and with joy. We'd love to help you  establish a sustainable and profitable eCommerce future that allows you to continue nourishing your relationships digitally.

If you'd like to learn more about the strategies discussed in this guide, please reach out to our team of eCommerce experts on info@fact-finder.com.

# FACT FINDER

# Ready to see us in action?

REQUEST DEMO

or contact us at info@fact-finder.com.