



# B2B eCommerce

IN MANUFACTURING & DISTRIBUTION

In July 2016, Handshake surveyed 450 manufacturers & distributors to understand their operational challenges, sales and fulfillment processes, and technology investments, with a particular focus on B2B eCommerce.

## PRIORITIES

63%

said B2B eCommerce is a priority for their business

79%

of respondents with B2B eCommerce had customers that requested online ordering

## PRODUCT DISCOVERABILITY

50%

of respondents with B2B eCommerce noticed customers discovering new products and ordering in more categories

34%

noticed an increase in average order value

## ORDER FREQUENCY

45%

noticed customers placing orders more frequently after implementing online ordering

79%

noticed previously inactive customers placing orders via their B2B eCommerce portal

## MOBILE COMMERCE

63%

of respondents with B2B eCommerce say that customers are able to place online orders from a mobile device

75%

from a mobile web browser

17%

from a native mobile app

8%

from other mobile hardware

Source:

2016 Manufacturing & Distribution Sales and Technology Report

[http://pages.handshake.com/WCResources-REPORT-2016Survey\\_LP-Download.html](http://pages.handshake.com/WCResources-REPORT-2016Survey_LP-Download.html)

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