

MOBILE B2B ECOMMERCE IN 2018

This infographic highlights stats and insights on the topic of mobile B2B eCommerce in 2018, sourced from the 2018 Manufacturing & Distribution Sales and Technology report, a survey of over 500 suppliers who sell B2B.

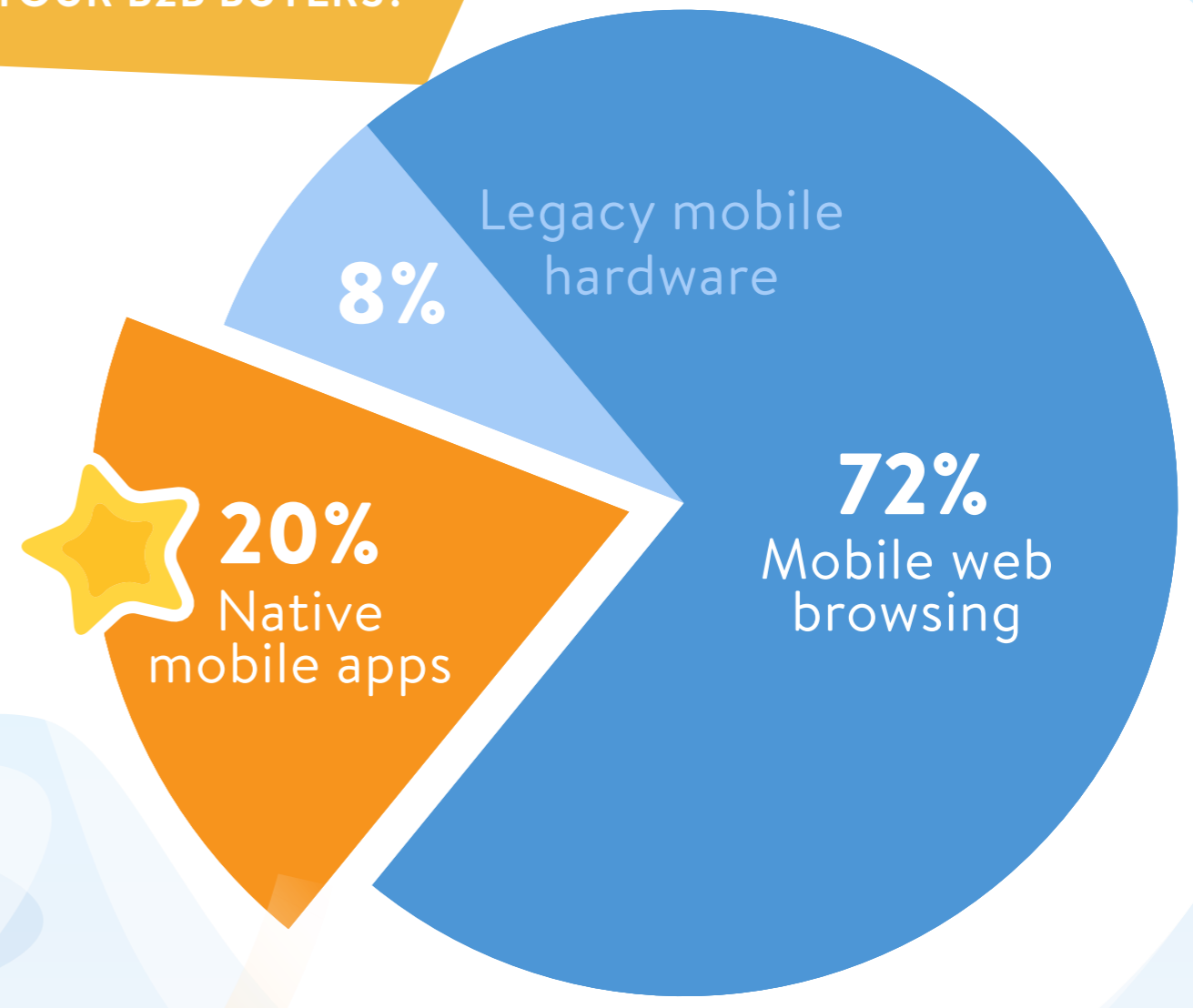
MARKET PENETRATION

75%

of respondents offered B2B customer ordering in 2018.

TYPES OF MOBILE BUYER EXPERIENCES

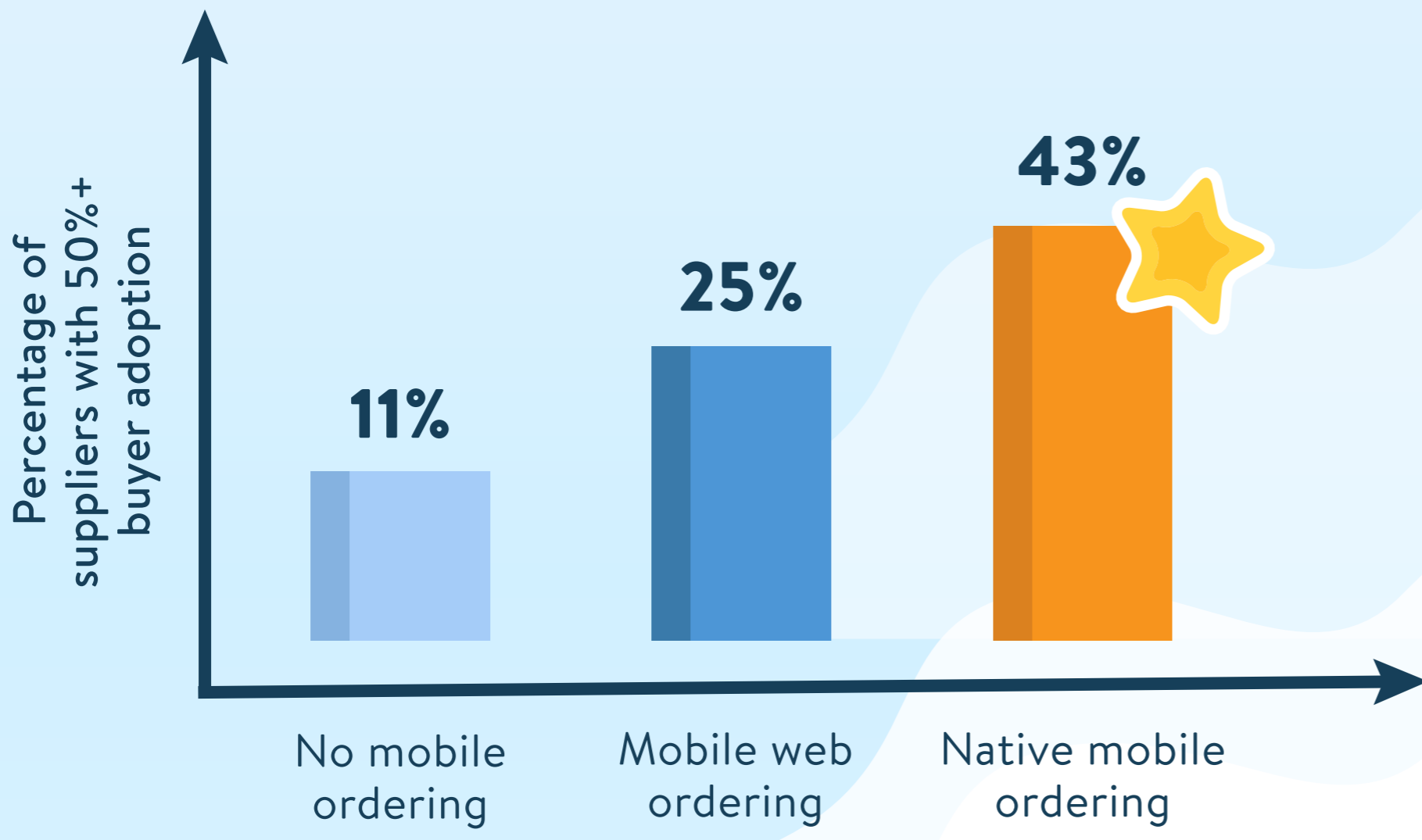
WHAT TYPE OF MOBILE EXPERIENCE DO YOU OFFER YOUR B2B BUYERS?



NATIVE MOBILE = STRONGER ADOPTION

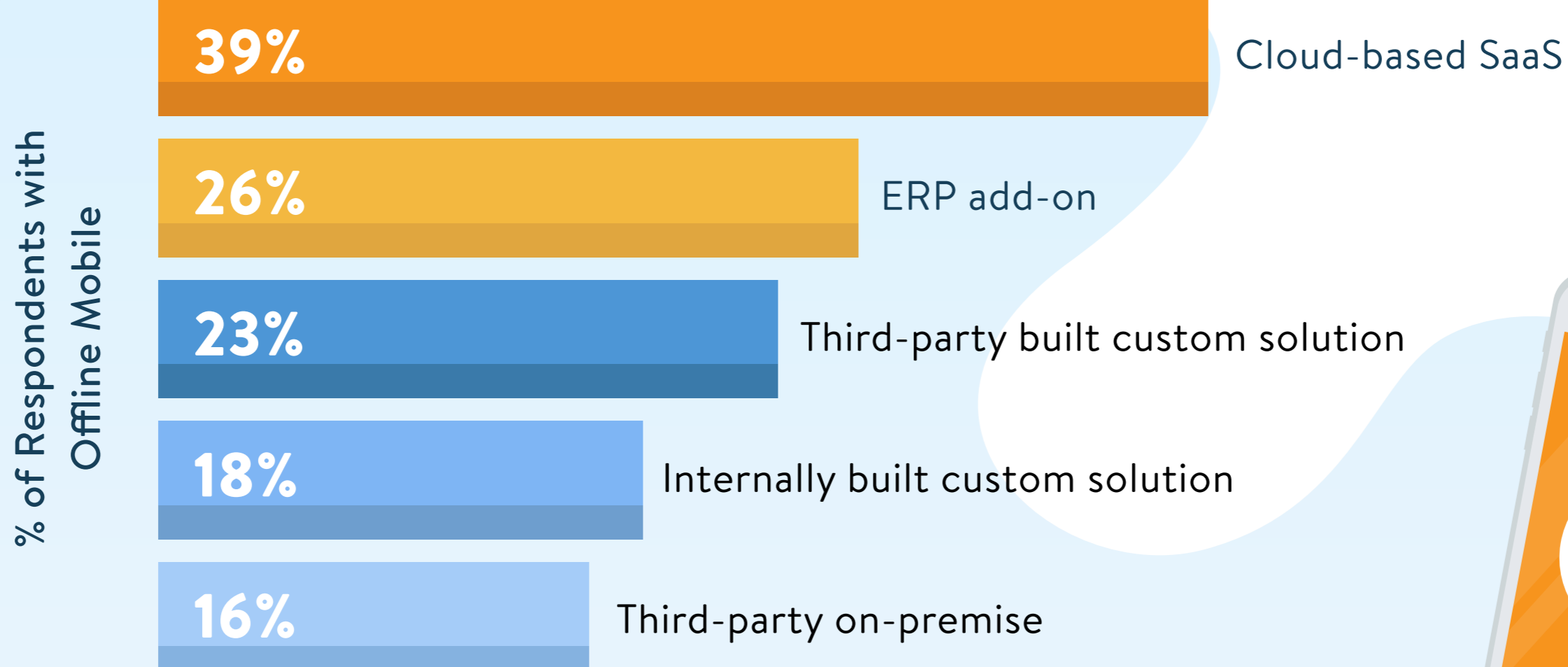
SUPPLIERS THAT OFFER NATIVE MOBILE APPS FOR B2B ORDERING ARE MOST LIKELY TO HAVE STRONG BUYER ADOPTION.

Native mobile apps offer an underutilized opportunity to improve buyer adoption.



OFFLINE ACCESS

SaaS solutions are most likely to offer B2B buyers the ability to place orders offline:



BUYER PREFERENCES

IS THE ABILITY TO ORDER ON A MOBILE DEVICE IMPORTANT TO YOUR CUSTOMERS?

51% YES

28% NO

22% I DON'T KNOW

While the majority of suppliers say their B2B buyers want to order on mobile, 22% are unaware of their buyers' preferences!