

State of Commerce



Nearly **1,400** commerce leaders surveyed

Shopping data of over **1 billion** consumers analysed worldwide

Over 40 Countries

65% of B2B organisations plan to invest more in eCommerce in the next 2 years



Trends in B2B Commerce

B2B IS WARMING UP TO ECOMMERCE

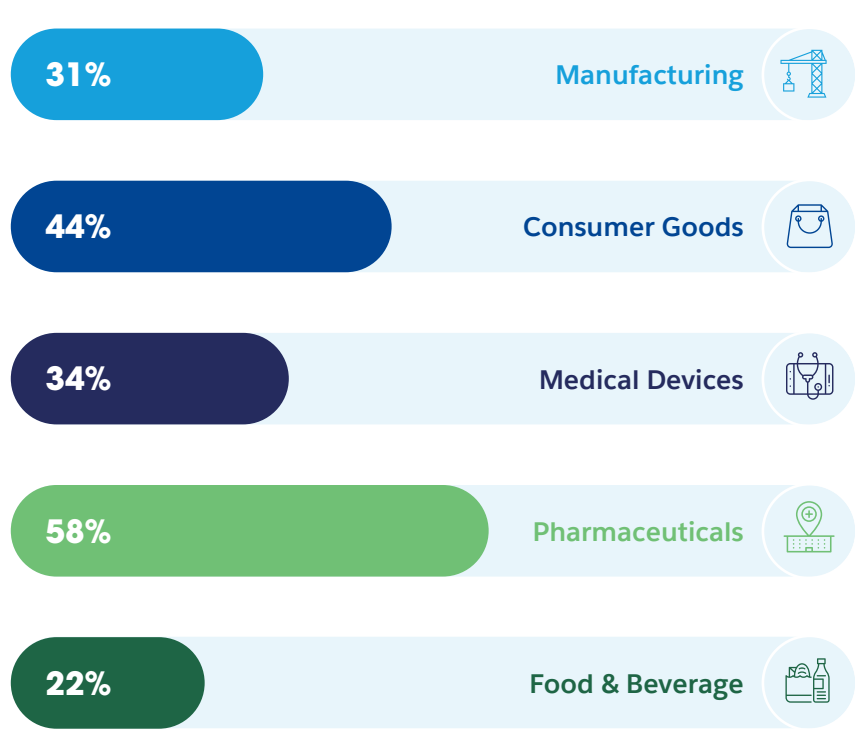
Growth in Digital Commerce Activity for B2B companies

44%
global increase in B2B orders placed online between January and August

55%
of respondents said digital channels would provide more than 50% of B2B revenue in the next three years

eCommerce Revenue Industry Snapshot

% of businesses that earn a majority of their revenue from eCommerce



TRANSFORMING SALES AND SERVICE AMID A DIGITAL REVOLUTION

How B2B Sales Roles Are Evolving in Response to Ecommerce*



68%
B2B organizations plan to increase or maintain size of sales teams after investing in ecommerce



73%
High performers Customer Service agents are more involved in the eCommerce experience

Top Performing Sales Teams Closely Track Deeper Customer Insights



FUTURE-PROOFING IN THE NEW NORMAL: VALUE DRIVERS FOR B2B ORGANISATIONS

Top 3 Value Drivers of eCommerce for B2B Organizations

- #1 Digital innovation
- #2 Customer satisfaction
- #3 Growth



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