

A RPYD REPORT



Rapyd

Five B2B eCommerce Experiences You'll Wish You'd Thought Of

Tips and tricks to drive B2B ecommerce sales.

rapyd.net

TABLE OF CONTENTS

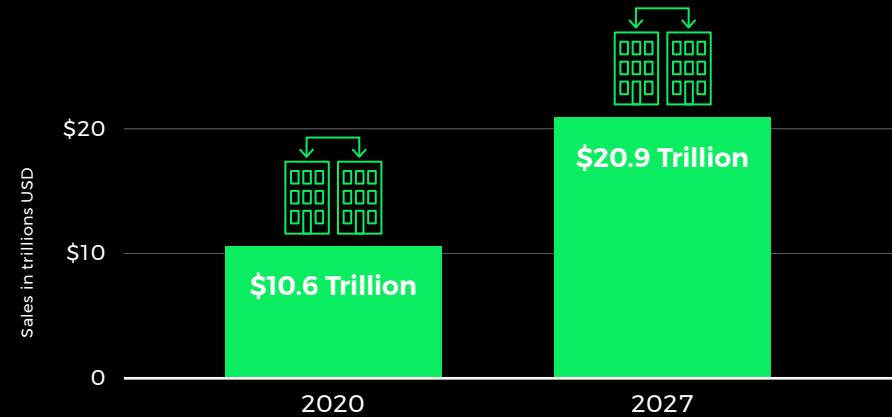
Introduction	3
Five B2B eCommerce Examples	5
JOOR	6
Arrow Electronics	8
Grainger	10
Caterpillar	12
Alibaba	14
The B2B Digital Transformation is Underway	16
Sources	17
About Rapyd	18

The Global B2B eCommerce Opportunity

Today's B2B buyers are more likely to educate themselves, find solutions and buy online. Companies must deliver frictionless online sales and payment experiences optimized for B2B.

Global B2B Growth Will Continue to Accelerate

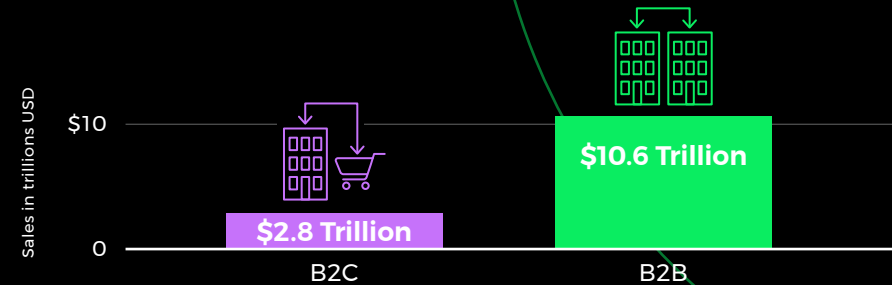
The annual value of global B2B ecommerce transactions is projected to nearly double in size by 2027.



(Research and Markets)

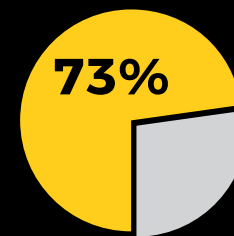
B2B eCommerce Surpasses B2C in Market Value

The market value of all B2B transactions was more than three times greater than all B2C transactions in 2020.



Source: (Quickbooks)

Sellers Lag Behind B2B Buyer Expectations



73% of Millennial workers are involved in decisions to purchase products or services for their companies. (Merit)

Millennial B2B buyers cited Internet search and vendors' websites as their top two means of researching products and services. (Merit)

B2B Companies Must Adopt Digital-First Sales Models

- ✓ By 2025, 80% of B2B sales interactions will occur through digital channels. (Gartner)
- ✓ By 2023, B2B organizations with digital commerce offerings will see 30% more revenue compared to competitors without digital commerce sites. (Gartner)
- ✓ Much of this shift is driven by the fact that today's largest B2B buyer demographic is millennials. (Forrester)



62% of B2B buyers now prefer to search for information, solutions and suppliers online.

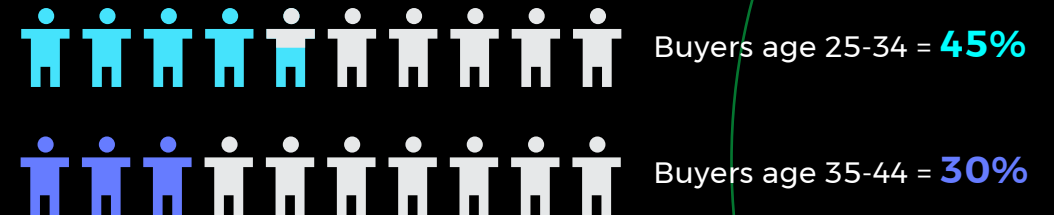
62%

Key Considerations For Choosing a B2B Supplier

1. |  Ability to track orders online
2. |  Ability to place orders online
3. |  Ability to manage returns online

Source: <https://www.sana-commerce.com/blog/let-me-introduce-you-to-your-21st-centuryb2b-customer/>

The Largest Demographic of B2B Buyers Is Millennials



Source: <https://www.themarketingblender.com/statistics-boost-sales/>

Five B2B eCommerce Examples

Creating a better B2B eCommerce experience helps improve conversions, enhance sales and tap into an expanding online market. The following case studies offer prime examples of companies that offer excellent eCommerce experiences by following B2B best practices.

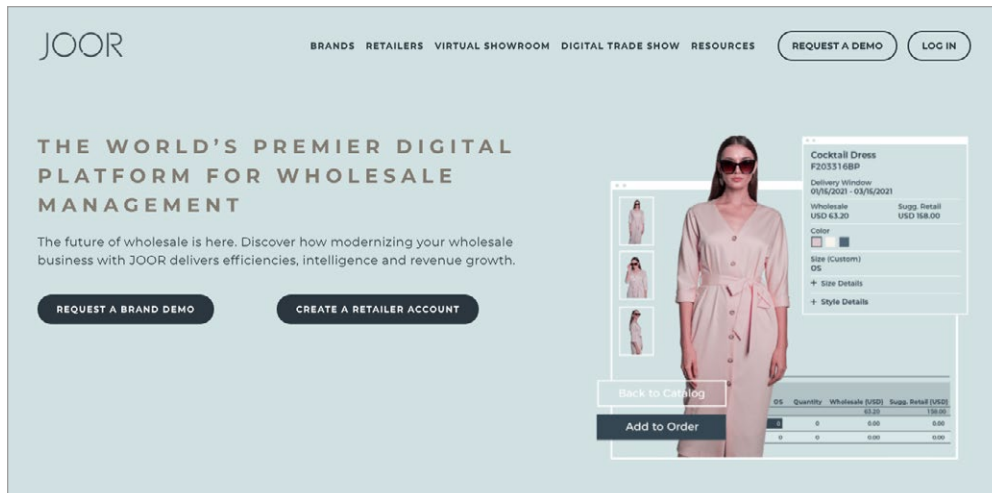
- ✓ JOOR
- ✓ Arrow Electronics
- ✓ Grainger
- ✓ Caterpillar
- ✓ Alibaba



JOOR

JOOR Transformed an Online Catalog into a Global Marketplace with Digital Payments

JOOR is a wholesale international marketplace for clothing. JOOR originally focused on in-person sales at industry expos and events. As trade shows were shut down during COVID-19, JOOR used ecommerce to supplement and enhance its existing business model.



The screenshot shows the JOOR website's virtual showroom section. The heading reads "Our Virtual Showroom" and "INNOVATE YOUR VIRTUAL SHOWROOM AND POWER YOUR WHOLESALE GROWTH". Below this, there is a video player showing a woman in a coat. To the right, there is a laptop displaying the virtual showroom interface. Below the video, there is a section titled "Generating over \$45B in GMV to date, JOOR brings the wholesale industry together on one platform with unmatched global access and truly immersive virtual showroom tools." Below this, there is a section titled "Let JOOR's Virtual Showroom help you:" with a bullet point: "Bring your products to life online with superior look and feel featuring zoom-in, 360-degree imagery, dynamic video,". At the bottom right, there is a "SCHEDULE A FREE DEMO" form with fields for First name, Last name, Company name, Website URL, Work email, and Phone number.

JOOR

JOOR supplemented traditional payments with ecommerce capabilities within its online catalog, thereby connecting B2B buyers and sellers.

JOOR simultaneously facilitated global transactions by adding online payment acceptance for different merchants.

Merchants using JOOR's platform can sell online – something JOOR's audience requested in a 2019 survey. So far, 175 brands have used the platform's payment acceptance model.

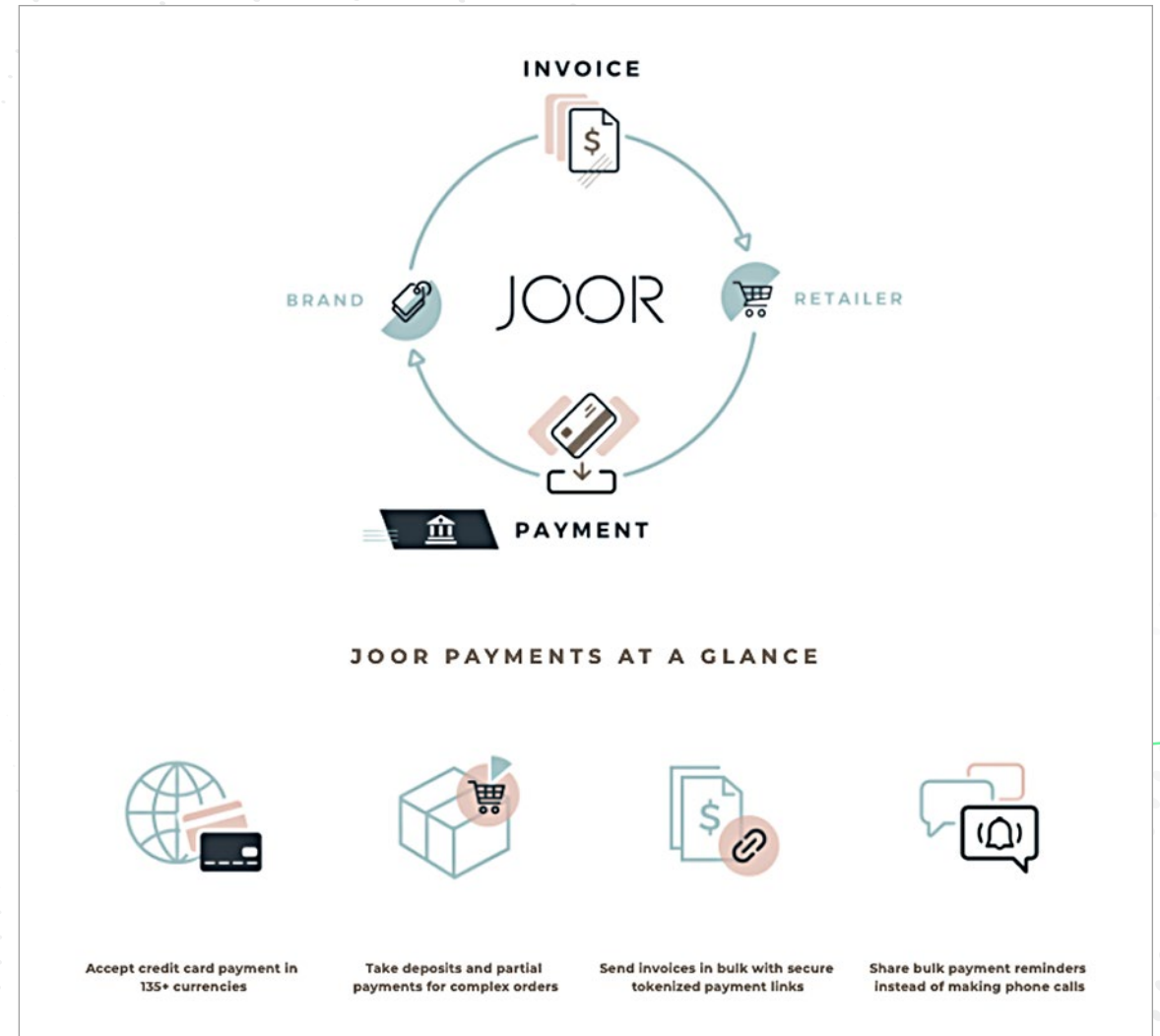
JOOR accepts payments by card, SEPA and global ACH – and 50% of JOOR's users prefer the latter. JOOR also simplifies invoicing with the option for split payments.

BEST PRACTICE

The cross-border market for B2B sellers is poised to reach over \$63 billion by 2026.

(Acumen Research & Consulting)

Accepting a variety of payment methods, like bank transfers and ewallets, can boost sales around the globe.



Arrow Electronics

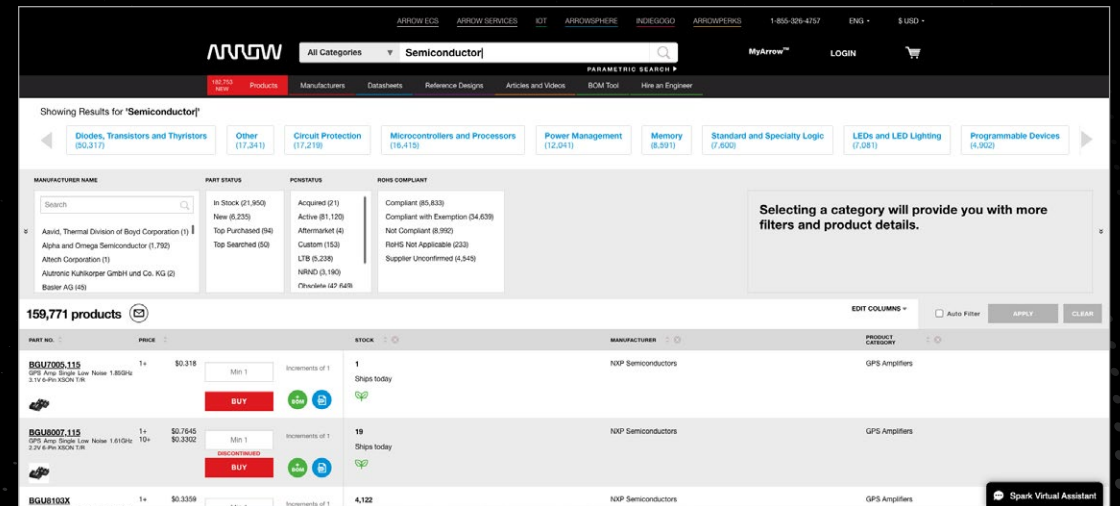
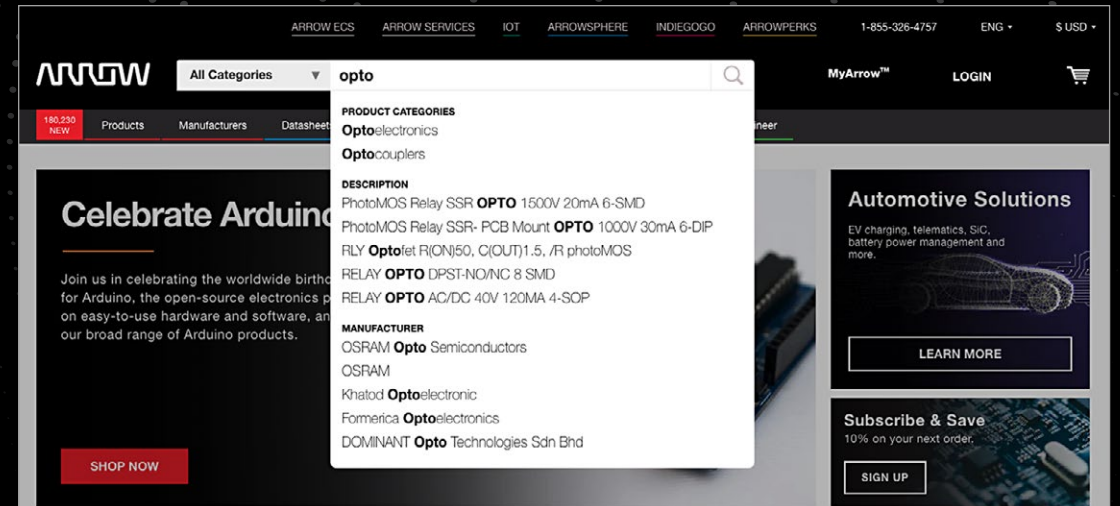
Arrow Electronics Streamlined the On-Site Search Experience

Arrow Electronics provides electronic components, enterprise computing solutions and expertise to businesses across the globe. From medical devices to smart cars, many of the transformative technologies that make headlines and disrupt industries are built using Arrow components.

Arrow's search functionality is second to none, offering results with detailed info on inventory and availability as well as the ability to place an order right from the results screen.

BEST PRACTICE

Arrow's informative search results power their online sales. Search is critical for B2B ecommerce because more visitors have purchase intent when compared with B2C ecommerce visitors who are more likely to be browsing.



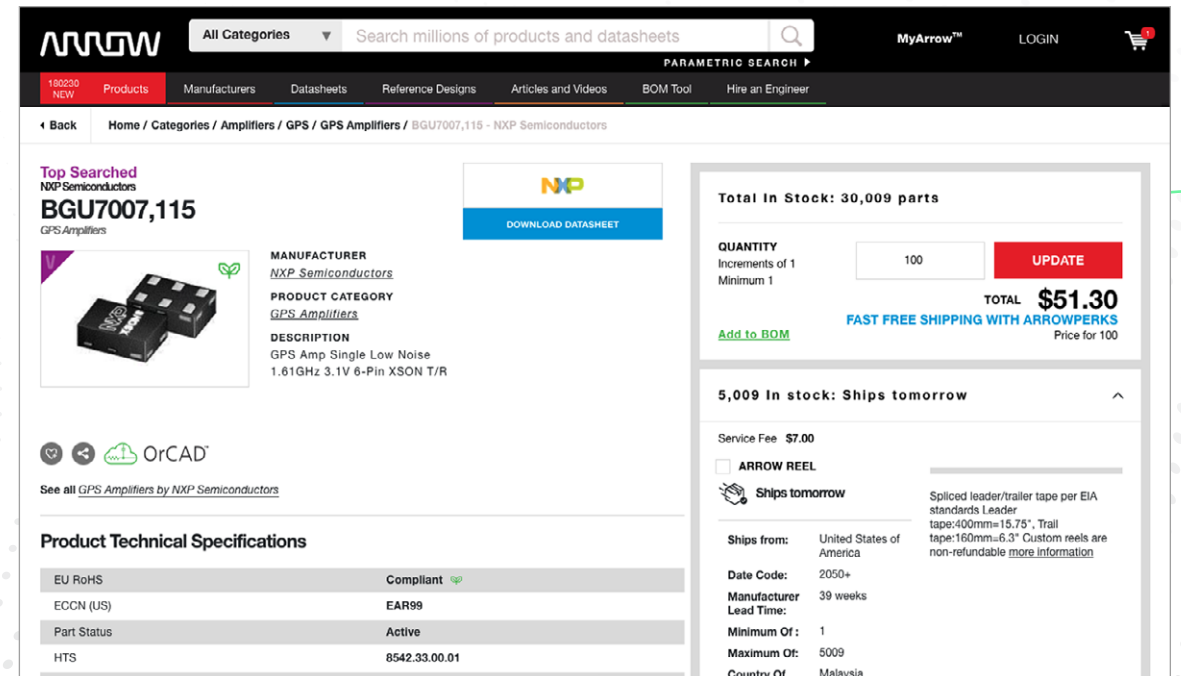
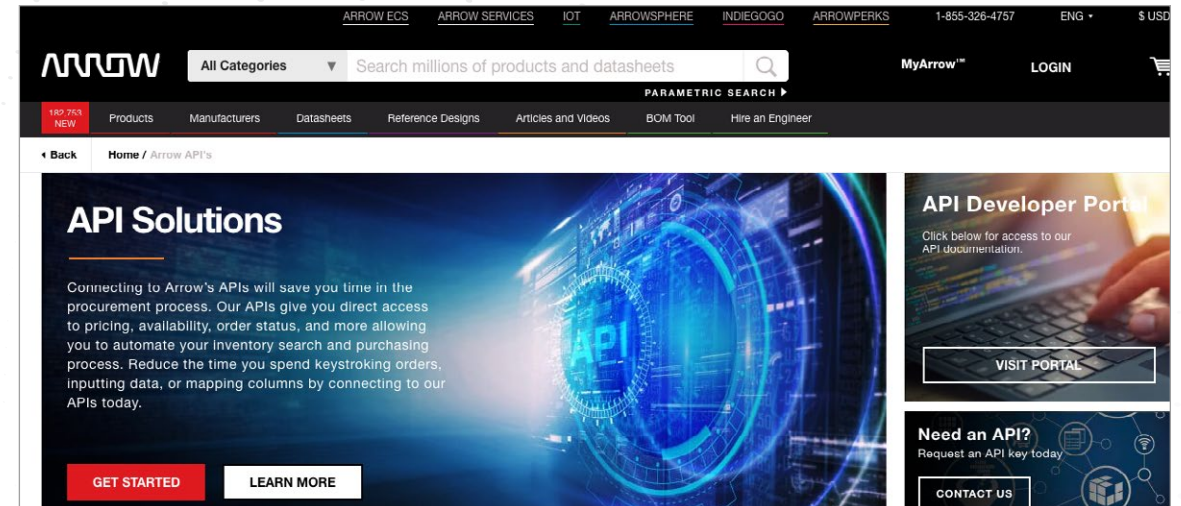
ARROW ELECTRONICS

Arrow even offers search APIs so customers can integrate Arrow part search into their own applications.

The buying process is also excellent, offering customers the ability to find components, see available inventory, and add products to their carts all before they need to sign in or create a merchant account – no hiding behind a login screen.

BEST PRACTICE

Arrow customers can add items to their cart and wait until later to create a login or sign up at checkout. Giving customers the ability to find the products or solutions they are looking for before requiring them to create an account enables modern B2B buyers to conduct product research and identify solutions on their own.



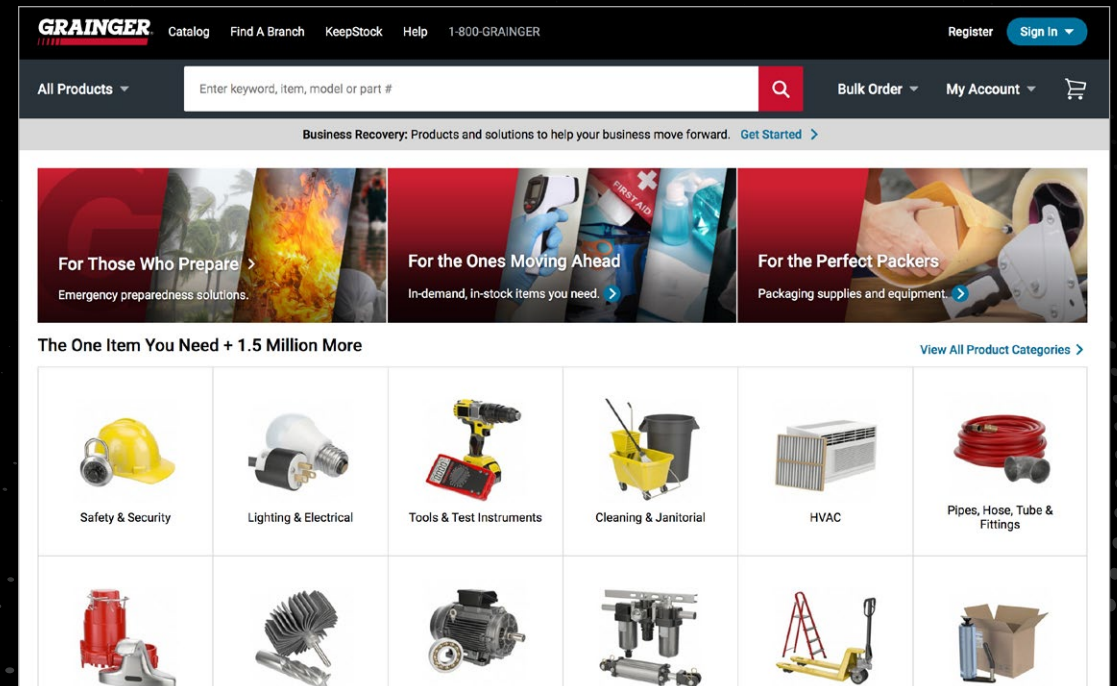
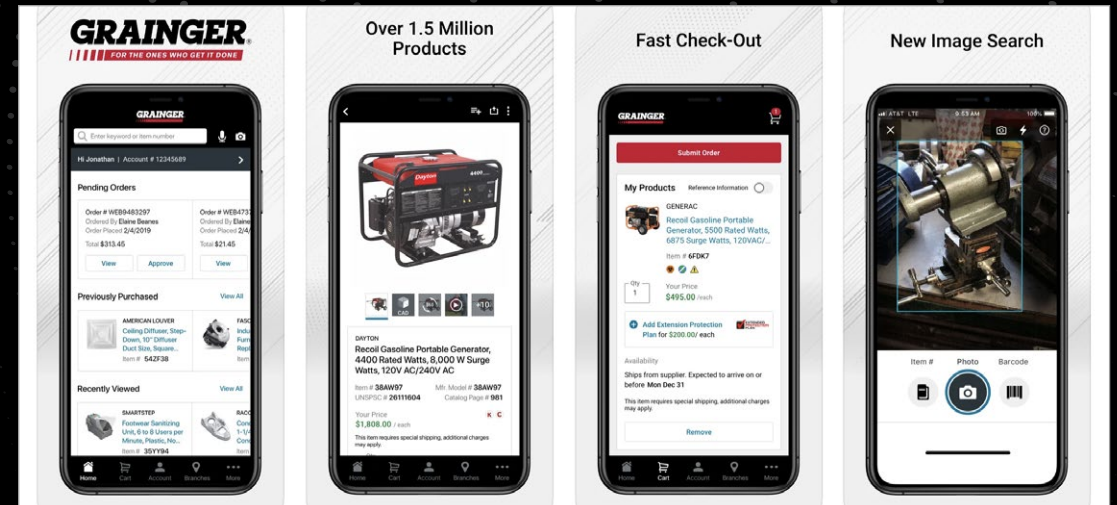
Grainger

Grainger Improved Usability With a Mobile App

Grainger is a leading industrial supply company that sells everything from hardware to safety equipment. Grainger's exemplary B2B ecommerce website focuses on ease of ordering, with straightforward navigation, quick access to categories and products, and a clear, compelling search bar – all with a top-notch user interface. Grainger's 3.5 million customers worldwide are proof that their strategies work. (B2B Online)

BEST PRACTICE

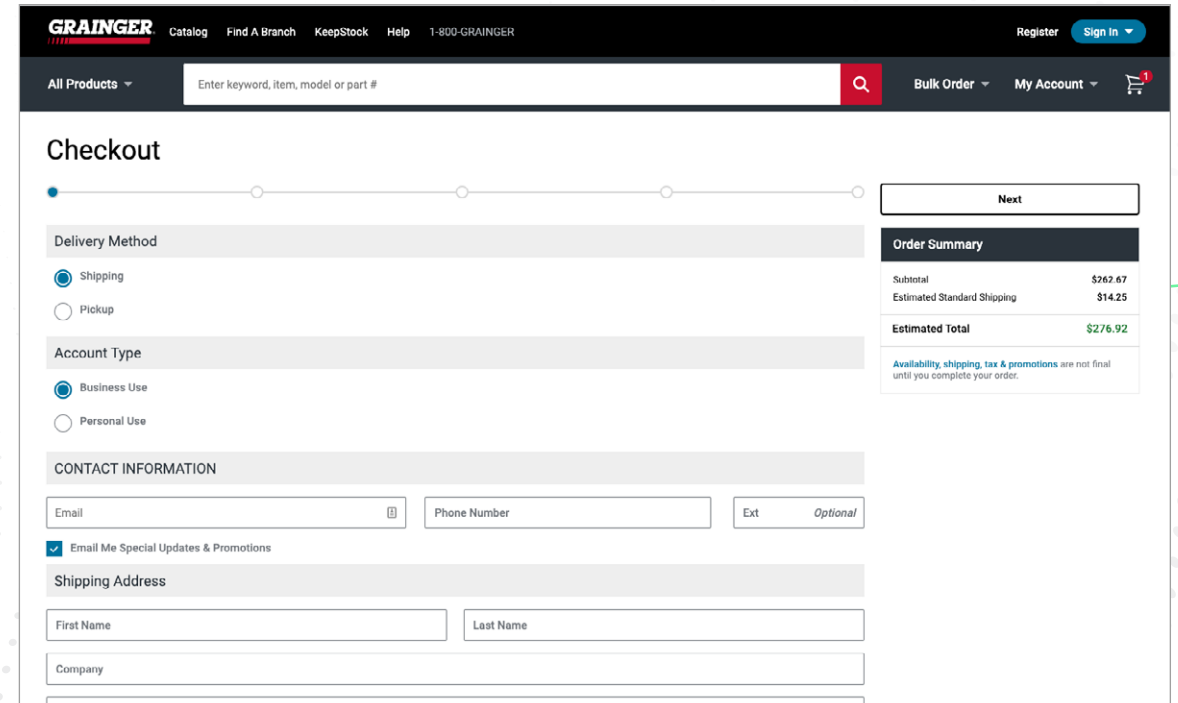
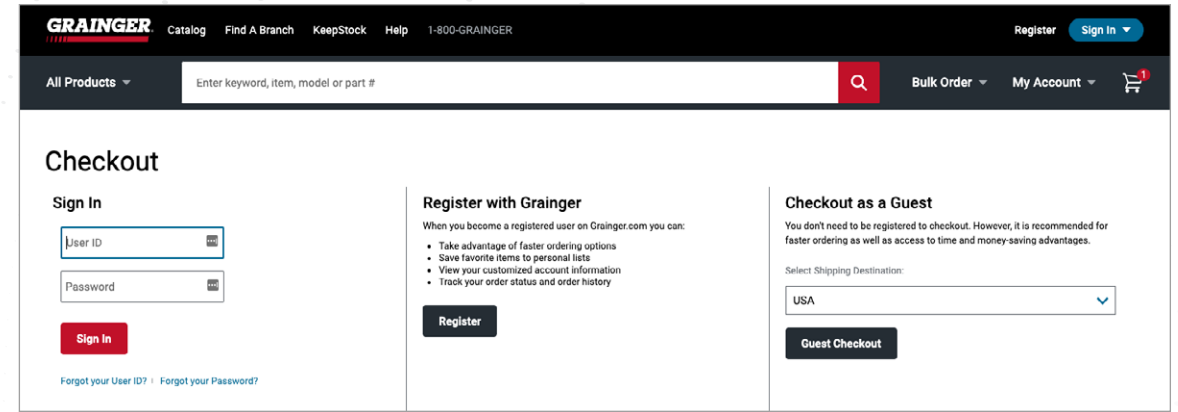
Grainger's mobile app invites users to upload images, chat with agents and scan a barcode to promptly re-order the same product. This makes the purchasing process simple and convenient, smoothing out the repeat order process.



Grainger also offers an exemplary checkout interface. A guest checkout option means there's no login required, allowing a seamless experience.

For repeat orders, an account system lets businesses sign up and manage their orders quickly and easily.

Registered users can take advantage of faster ordering options, save items to personal lists and track order status with ease.

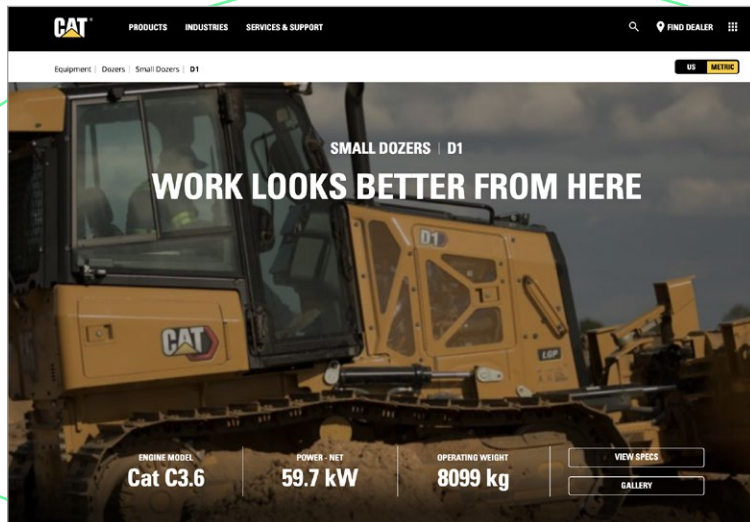


Caterpillar

Caterpillar Built Exceptional Visual Navigation

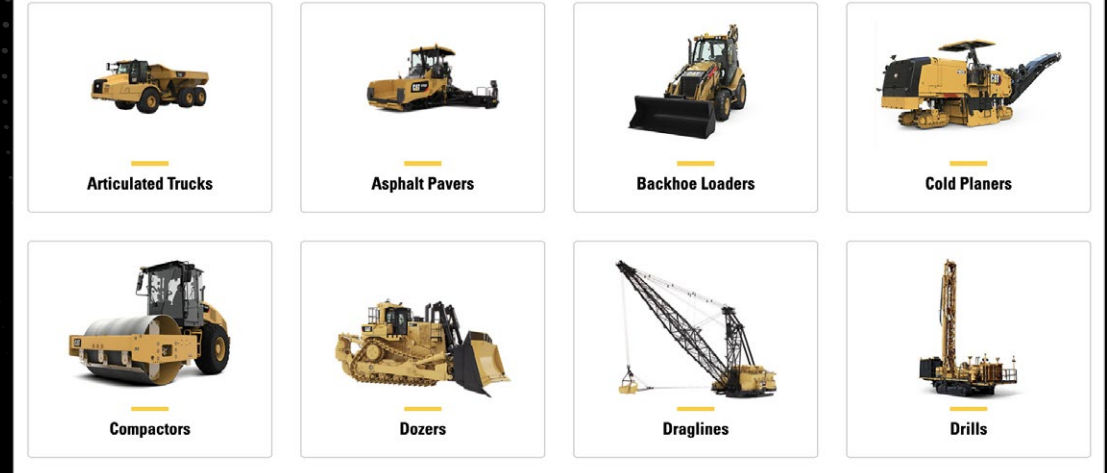
Caterpillar is the world's leading manufacturer of construction and mining equipment.

CAT's B2B ecommerce success stems from great visual site navigation. Clear images of different equipment by model help buyers find what they are looking for fast, just by scanning the graphics.

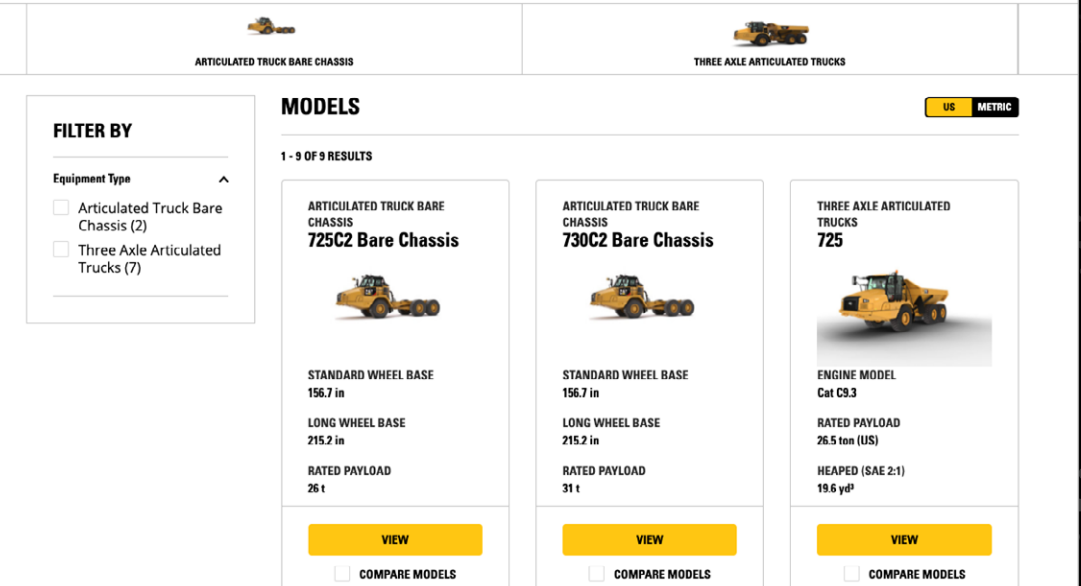


MODELS

1 - 16 OF 23 RESULTS



EQUIPMENT TYPE (2 ITEMS)



CATERPILLAR

While CAT buyers will need to find a dealer to make a purchase, they can request price quotes online. This helps bridge the gap between traditional sales models and contemporary ecommerce.

BEST PRACTICE

CAT allows buyers to educate themselves with online resources such as maintenance manuals, how-to videos and app-based inspection tools. Providing information and solutions on your website or app can improve the customer experience immensely.

You can now create an account to manage your preferences and personalize your experience on Cat.com. [REGISTER NOW](#)

CAT PRODUCTS INDUSTRIES SERVICES & SUPPORT [FIND DEALER](#) [MY ACCOUNT](#) **NEW**

Products & Services - North America [Request a Quote](#)

REQUEST A QUOTE

To receive a quote from your local dealer, please fill out the form below. A dealer representative will follow up with you with the quote information you requested

First Name	Last Name
Email	Business Phone
Company	Company Address

Purchase Timeframe
Please Select

Additional Information

Financing options Extended Protection Parts Information Service Options

Yes I'd like to receive future marketing (e.g. new product information, promotions) communications (e.g. email, text and phone) from Caterpillar Inc., its affiliates and subsidiaries worldwide and the Caterpillar dealer network. Regardless of whether you decide to receive these marketing communications, Caterpillar will continue to send service/transactional messages, including those that have to do with any accounts that you may have with us.

No I would not like to receive future marketing communications.

Alibaba

Alibaba Embraces International Payment Preferences

Asia's leading online B2B marketplace, **Alibaba** is the go-to online shopping resource for wholesalers.

Alibaba accepts a variety of local payment methods to improve its B2B ecommerce experience globally. Since businesses all over the world shop on Alibaba, the ecommerce behemoth takes credit cards, wire transfers and ewallets, as well as regional payment methods such as online bank transfers in Europe and Boleto in Brazil.

BEST PRACTICE

Offering local and alternative payment options like bank transfers can improve conversion rates, reduce cart abandonment, reduce transaction fees for merchants and help protect merchants from chargebacks.

Ready to Ship In Stock Fast Dispatch

12V Rechargeable Lithium Battery Cordless Drill Power Screwdriver
Multifunctional Electric Hand Drill Electric Screwdriver Kit Hot sale products

★★★★★ 4.5 2 Reviews 13 buyers

2 - 49 Pieces	50 - 499 Pieces	>=500 Pieces
\$9.65	\$8.90	\$8.16

Type: Multifunctional Screwdr...

Rated Input Pow... 12V

No-Load Speed: 750-1350r/min \$9.65 - 2 +

Samples: Multifunctional Screwdriver , 12V , 750-1350r/min \$9.65/Piece | 1 Piece (Min. Order) | [Buy Samples](#)

Customization: Customized logo(Min. Order: 100 Pieces)
Customized packaging(Min. Order: 100 Pieces)
More v

Trade Assurance protects your Alibaba.com orders

Payments: **VISA** **MasterCard** **T/T** Online Transfer **Apple Pay** **WesternUnion** **WU** **Boleto**

Alibaba.com Logistics Inspection Solutions Production View One-Stop Service
Payment Terms: Net-60

Trade Assurance protects your Alibaba.com orders **86.7% On-time delivery rate**

Alibaba.com Freight | [Compare Rates](#) | [Learn more](#)

Payments: **VISA** **MasterCard** **T/T** Online Transfer **Apple Pay** **WesternUnion** **WU** **Boleto**

Alibaba.com Logistics Inspection Solutions Payment Terms: Net-60

This supplier also supports L/C,D/A,D/P,T/T,Western Union,MoneyGram,paypal payments.

ALIBABA

Alibaba is another example of a website that offers a great search experience.

The site's search results offer a filter on the left side that allows users to drill down and refine their results.

Each search result listing contains relevant information like an image, minimum order quantity, availability and the seller's rating.

BEST PRACTICE

Alibaba uses search filters to help customers refine their results and find exactly what they are looking for.

The screenshot shows the Alibaba.com search results for "Metal Credit Card". The page features a navigation bar at the top with the Alibaba.com logo, search bar, and user account options. Below the navigation bar, there are several filters and a search result listing. The search results show 14364 results for "Metal Credit Card". The first result is a listing for "Metal Credit Card Metal Name Card Chip Slot Etched Blank Metal Credit Card With Mag" priced at \$1.20-\$2.00 per piece, with a minimum order of 100 pieces. The listing includes an image of the card, the supplier name "Shenzhen Thanks Card Ltd.", and various ratings and reviews. A filter panel is visible on the left side of the search results, and a modal window is open over it, showing a detailed view of the filters.

CATEGORIES

- Plastic Cards
- Metal Crafts
- Card Holders
- Sculptures

Supplier Types

- Trade Assurance
- Verified Supplier
- ≤1h response time

Product Types

- Ready to Ship
- Paid samples
- Fast dispatch

Min. Order

less than OK

The B2B Digital Transformation Is Underway

Six Best-Practices for B2B eCommerce

- ✓ Enable a variety of international payment methods
- ✓ Improve the on-site search experience
- ✓ Show products and cart details without requiring a login
- ✓ Make the repeat order process easy and accurate
- ✓ Provide information and solutions for customers to self-educate
- ✓ Offer payment options that avoid high credit card fees



The value of cross-border B2B money transfers is projected to be \$218 trillion in 2022.

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Some icons made by **Freepik** from www.flaticon.com



About Rapyd

Rapyd is the fastest way to power local payments anywhere in the world, enabling companies to expand globally without building out complex payments infrastructure. By utilizing Rapyd's global payments network and flexible Fintech-as-a-Service platform, businesses can accept international payments with local ewallets, bank transfers, cash, credit and debit cards. Rapyd manages local licensing and regulations to maintain payment compliance with built-in AML, CTF, sanctions screening, tokenization and encryption, and KYC and KYB identity verification, making it easy to offer local payment methods, securely, anywhere you do business.