

B2B ECOMMERCE BY THE NUMBERS

apruve

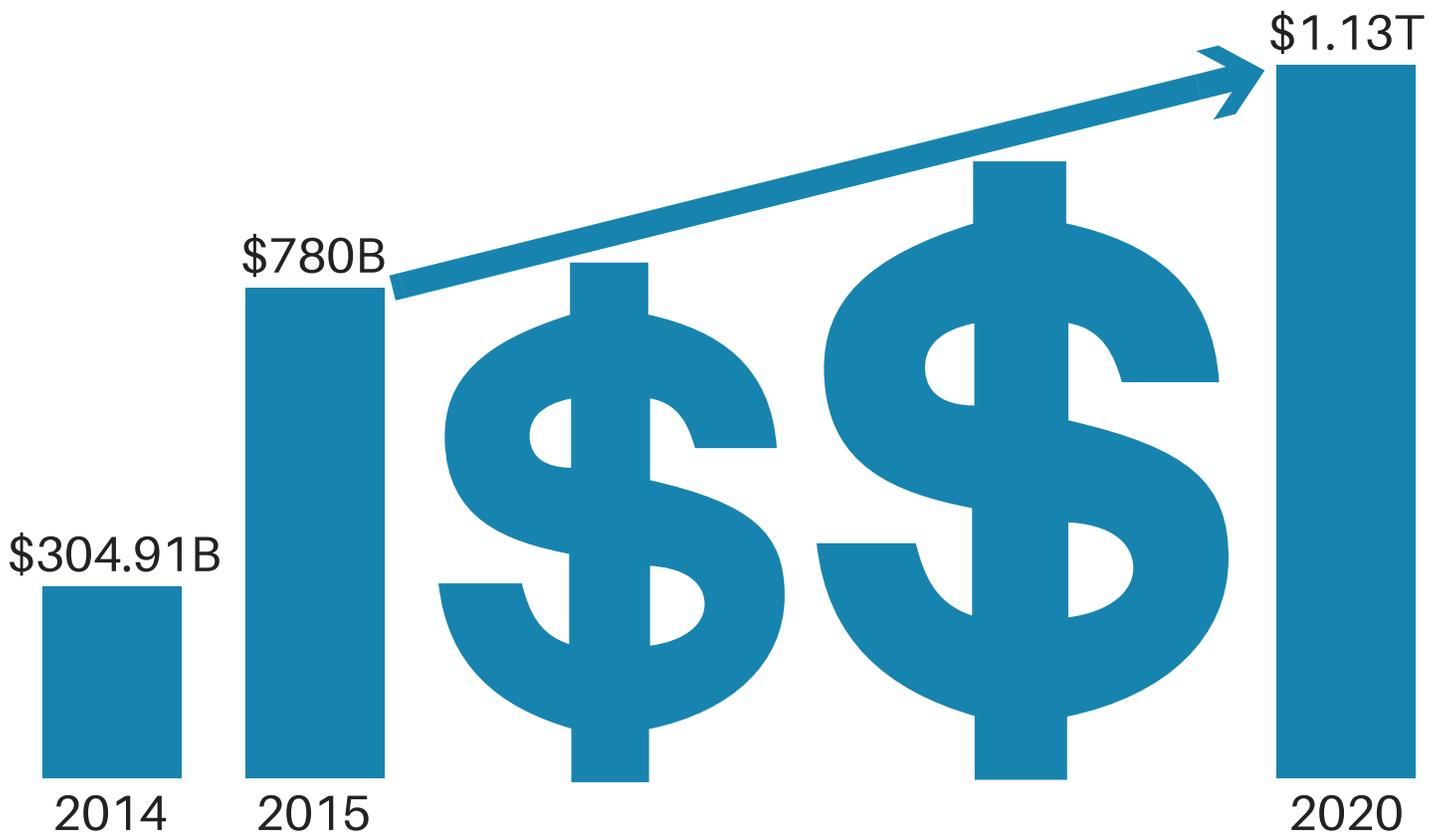
B2B ECOMMERCE

BY THE NUMBERS

How large is the B2B ecommerce industry?

How large will it get?

Forrester Research Inc. projected B2B e-commerce sales in the United States to reach \$780 billion in 2015. That is more than twice the most recent figure of \$304.91 billion in U.S. retail e-commerce sales released by the U.S. Department of Commerce for 2014. B2B e-commerce sales are on course to grow at a compound annual growth rate of 7.7% until they reach \$1.13 trillion in 2020.



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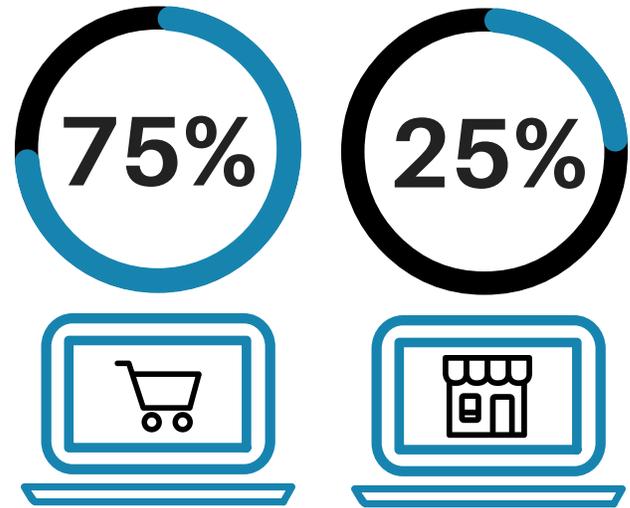
<https://www.internetretailer.com/2015/04/02/new-report-predicts-1-trillion-market-us-b2b-e-commerce>

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What is driving this growth?

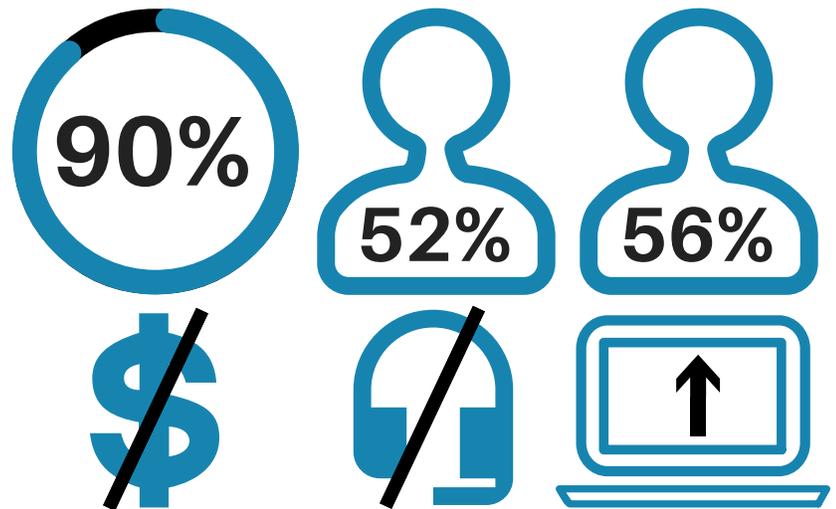
Channel Shifting

B2B buyers are choosing to buy online rather than through phone and other offline channels¹. “New Forrester data shows that nearly 75% of B2B buyers prefer to buy online when purchasing products for work, yet just 25% of B2B companies actively sell online.”²”



Cutting Costs

“B2B companies can slash the costs of serving and selling to customers by as much as 90% by introducing self-service e-commerce features, Forrester says. It notes that 52% of B2B executives say they have reduced their customer-support costs by migrating offline customers online, and that 56% say they have customers they can only serve profitably online.”¹”



Sources:

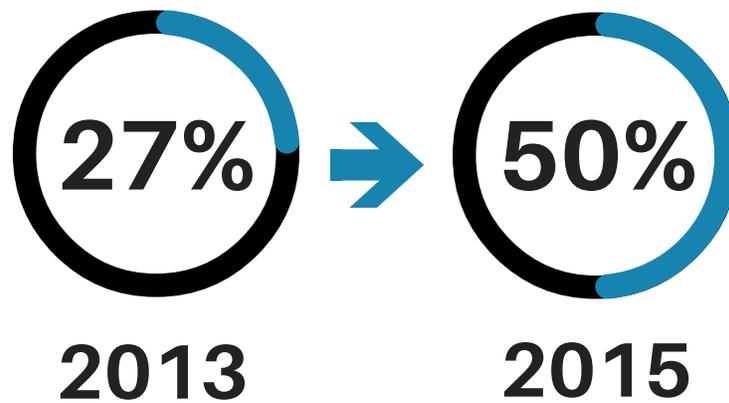
¹<https://www.internetretailer.com/2015/04/02/new-report-predicts-1-trillion-market-us-b2b-e-commerce>

²<https://www.forrester.com/One+Million+B2B+Sales+Jobs+Eliminated+By+2020/-/E-PRE7784>

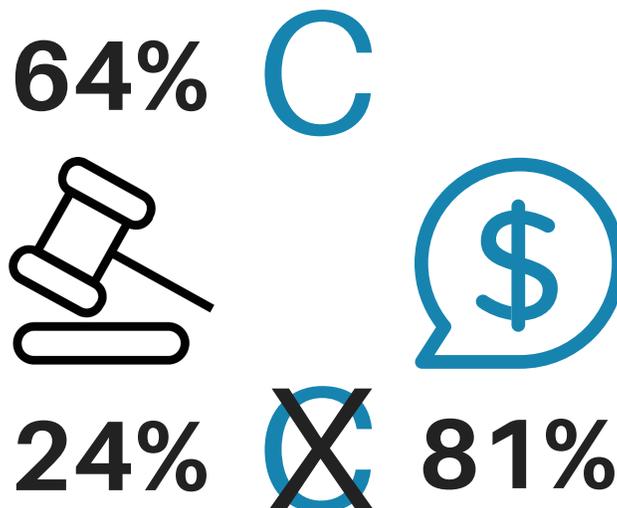
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Who is making B2B purchases online?

In 2015, “[n]early 50% of all B2B buyers [were] millenials, up from 27% compared to [three] years ago (IBM Commerce). This new generation of decision makers demands convenience, collaboration and customization.”¹



“While 64% of the C-suite have final sign off, so do almost a quarter (24%) of the non-C-suite. What's more, it's the latter that has the most influence; 81% of non-C-suiters have a say in purchase decisions.”²



Sources:

¹<http://www.gartner.com/smarterwithgartner/what-b2b-can-learn-from-b2c-digital-commerce/>

²<https://www.thinkwithgoogle.com/articles/the-changing-face-b2b-marketing.html>

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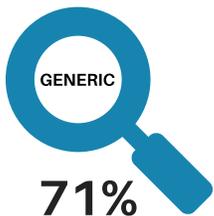
How are B2B buyers researching products before buying?

"42% of researchers use a mobile device during the B2B purchasing process."¹

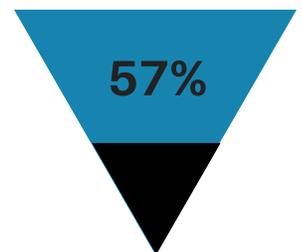


"In fact, 49% of B2B researchers who use their mobile devices for product research do so while at work."¹

"71% of B2B researchers start their research with a generic search" and, on average, they "do 12 searches prior to engaging on a specific brand's site"¹.



"[B]usiness buyers do not contact suppliers directly until 57 percent of the purchase process is complete. That means for nearly two thirds of the buying process, your customers are out in the ether: Forming opinions, learning technical specifications, building requirements lists, and narrowing down their options, all on their own, with minimal influence from you."²



Sources:

¹<https://www.thinkwithgoogle.com/articles/the-changing-face-b2b-marketing.html>

²<https://www.thinkwithgoogle.com/articles/b2b-digital-evolution.html>

ABOUT APRUVE

Credit management for B2B ecommerce

Use Apruve to offer payment terms without any risk, A/R overhead or cash flow concerns. We pay you upfront for your invoices paid on terms.



OFFER TERMS

Give your customers the ability to pay their invoices at a later date.



IMPROVE CASH FLOW

You get paid within 24 hours of any invoice being generated.



REDUCE RISK

We take on the risk associated with offering payment terms.

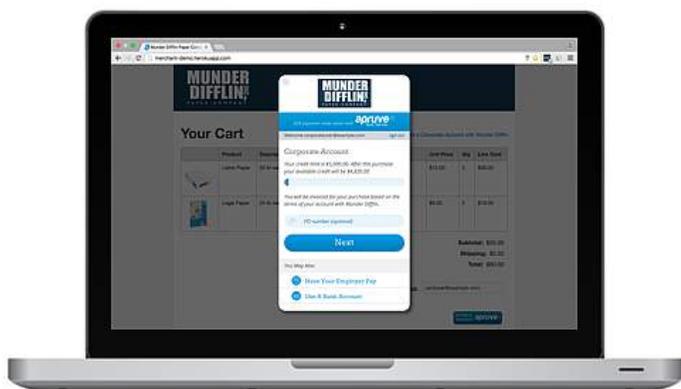
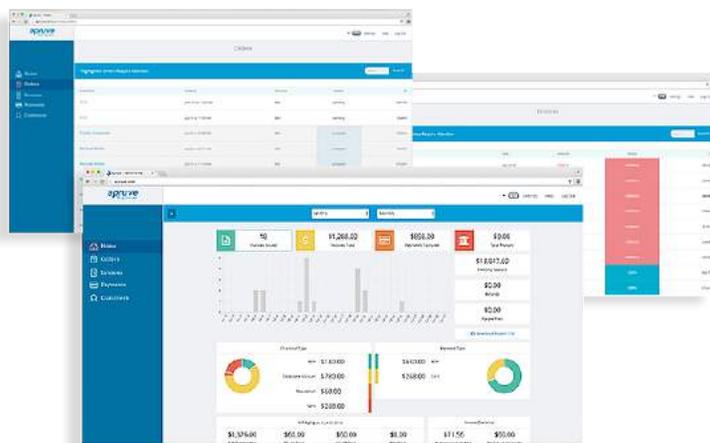


BUILD LOYALTY

Offering credit binds you more tightly to your customer.

Simple Credit Management

The Apruve web portal gives you cloud-based access to all of your customers' invoices, statements, and credit usage. Monitoring your Corporate Account program is a breeze with Apruve.



Easy Checkout

Apruve gives your customers the ability to use credit from their Corporate Account at checkout. With an up-to-date progress bar, your customer will always know how much credit they have available for purchases.

Contact Us:

hello@apruve.com

844-4-APRUVE