

Five best practices for B2B mobile commerce



Mobile

is a driving force for B2B companies

B2B sites have **16%** of mobile traffic.



B2B customers

56% read reviews on mobile

55% read product info

50% compare features

48% compare prices



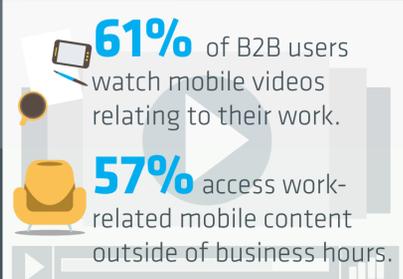
52%

of B2B customers are using smartphones to research products for their businesses.



61% of B2B users watch mobile videos relating to their work.

57% access work-related mobile content outside of business hours.



B2B and Tablets

B2B Companies' Use of Tablets for Sales Enablement

Research conducted with B2B marketers and salespeople worldwide in February 2014.

23%

of respondents have deployed tablets to aid in sales-related activities.

83%

of those that have not yet deployed them have no plans to implement them.

46%

of respondents overall believe that tablets would significantly improve salespeople's adoption of marketing messages and sales tools.

29%

believe that tablets would slightly improve the adoption of messages and tools.



45%

of respondents from companies using tablets say they use them as their exclusive device to perform various CRM activities.



B2B Commerce Strategy

57%

of B2B vendors say they are shifting their B2B commerce transactions from offline to online and self-service.



44%

agree "that B2B commerce is adopting B2C best practices in order to optimize the purchasing experience."

Although currently **only 3% to 5%** of B2B e-commerce sales come from mobile, **7% to 10%** of all B2B web traffic comes from mobile devices.

7% to 10%
3% to 5%

Up to **75%** of B2B companies will offer mobile commerce in 2014.



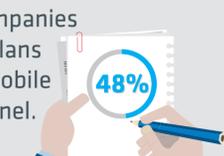
The percentage of B2B traffic coming from mobile will soon match the **22%** of traffic from mobile on B2C sites.



Mobile commerce appears to be the future of B2B selling for **78%** of companies.

48%

of B2B companies reported plans to add a mobile sales channel.



Currently, **about half** of B2B vendors sell through mobile (including stores and applications), while **3 in 4** plan to offer mobile commerce by the end of 2014.



\$106 million

increase in marketing spending in 2014 by B2Bs.

42.8%

of B2B firms planned an increase in mobile marketing.



Tips & Tricks



Optimize the journey for every user on every device. Tablets and smartphones differ in format, and the manner in which users consume content and are guided along the path to purchase should emphasize speed and navigability.



Reduce site clutter. Provide a simple, clean interface for quick navigation, accessibility, and browsing speed.



Prioritize research and discovery functions with slide-out menus so that customers can easily find what they need. This matters a lot when the product set is extensive and navigation is complex.



Image sizes below 50 kilobytes and file sizes below 25 KB are optimal for increasing site speed across the site.



Use location services to promote partner distributors and make it easy for buyers to continue the shopping cycle, across multiple sites.

Usablenet helps leading companies in multiple industries to create unique experiences for their customers on smartphones, tablets, apps and kiosks.

Visit our website www.usablenet.com and follow us on Twitter @Usablenet.

Sources

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