



argyle.

B2B E-commerce

Argyle Executive Spotlight

A person is working at a laptop in a modern office setting. The person's hands are visible, one typing on the keyboard and the other holding a smartphone. The background is a blurred office environment with a window and some office equipment. The text is overlaid on the right side of the image.

Today

Big Picture

Key Drivers

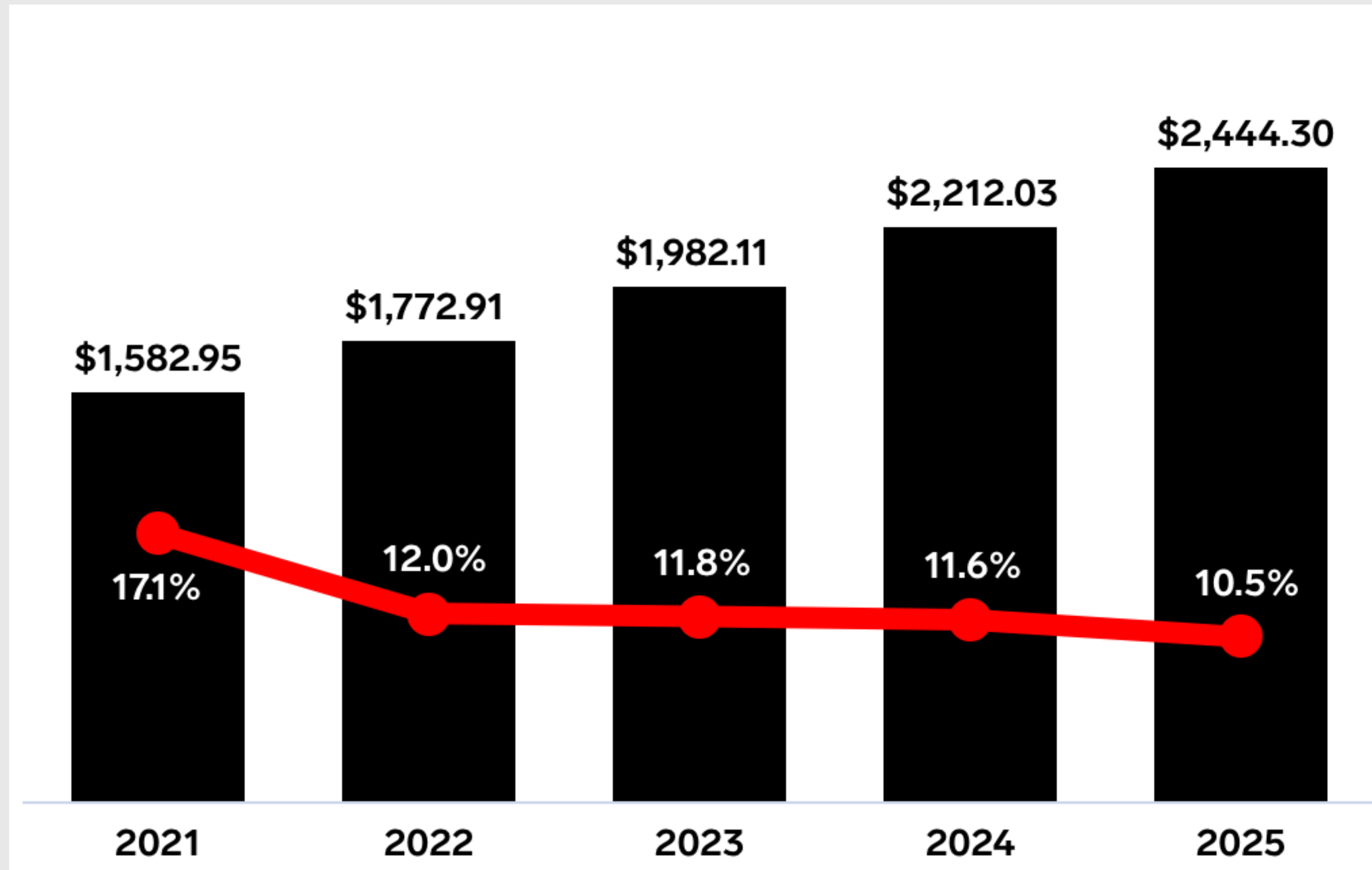
What To Do Next

Q&A

Total U.S. B2B Ecomm already 2x B2C

B2B Ecommerce Site Sales

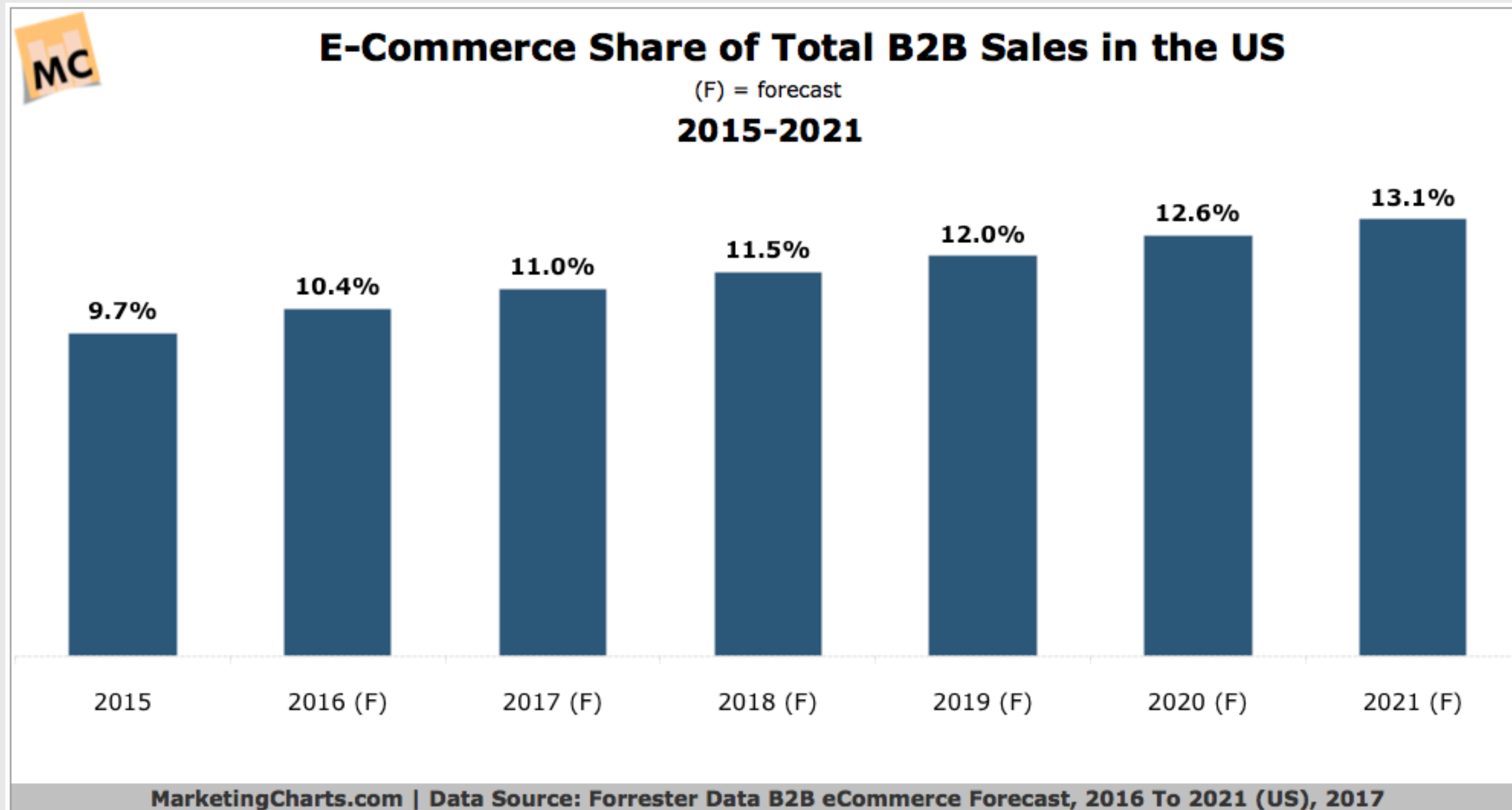
US, 2021-2025



20-21 +17%: \$1.6 Trillion
1.2x faster than physical

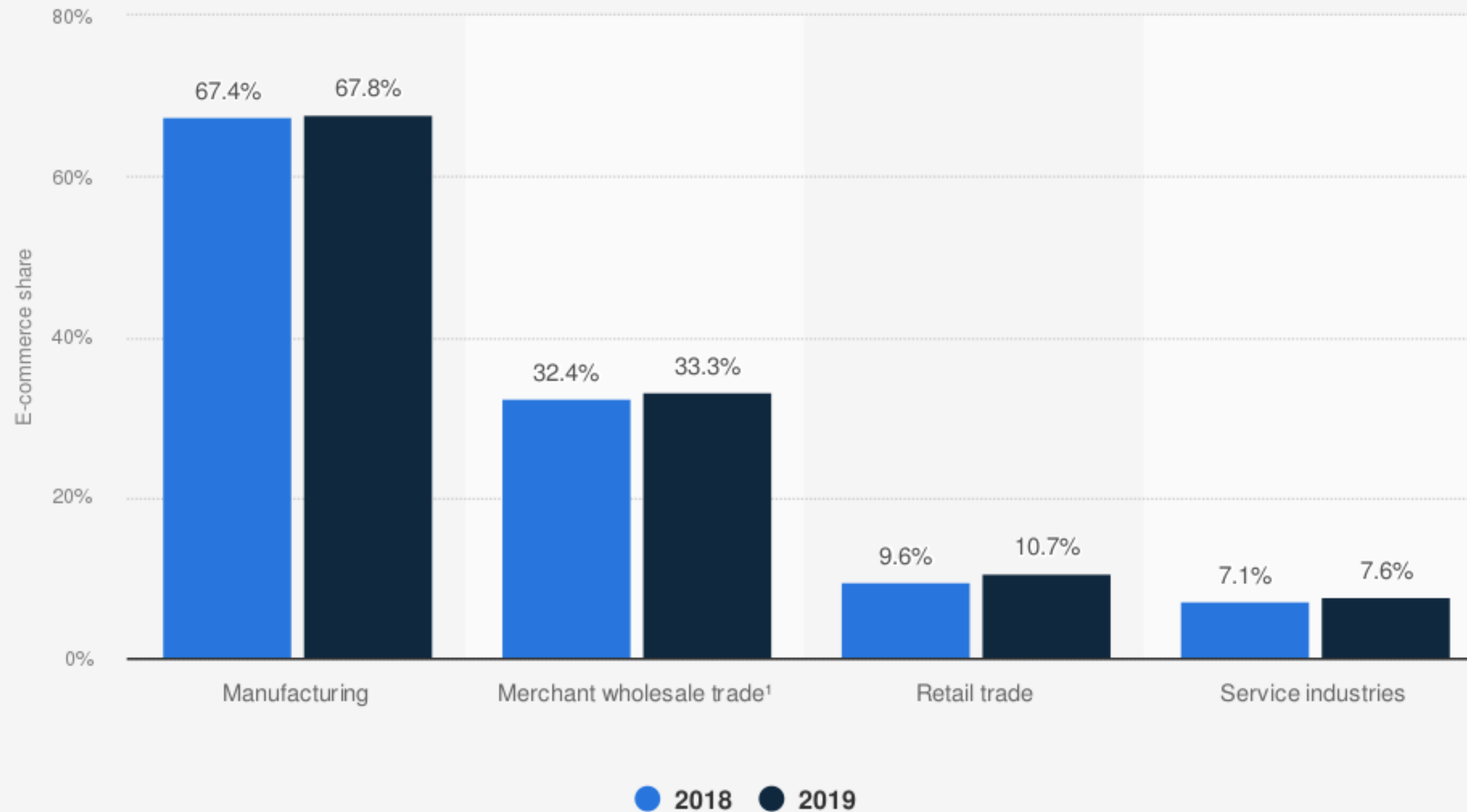
... but still modest compared to total

@12% of total market



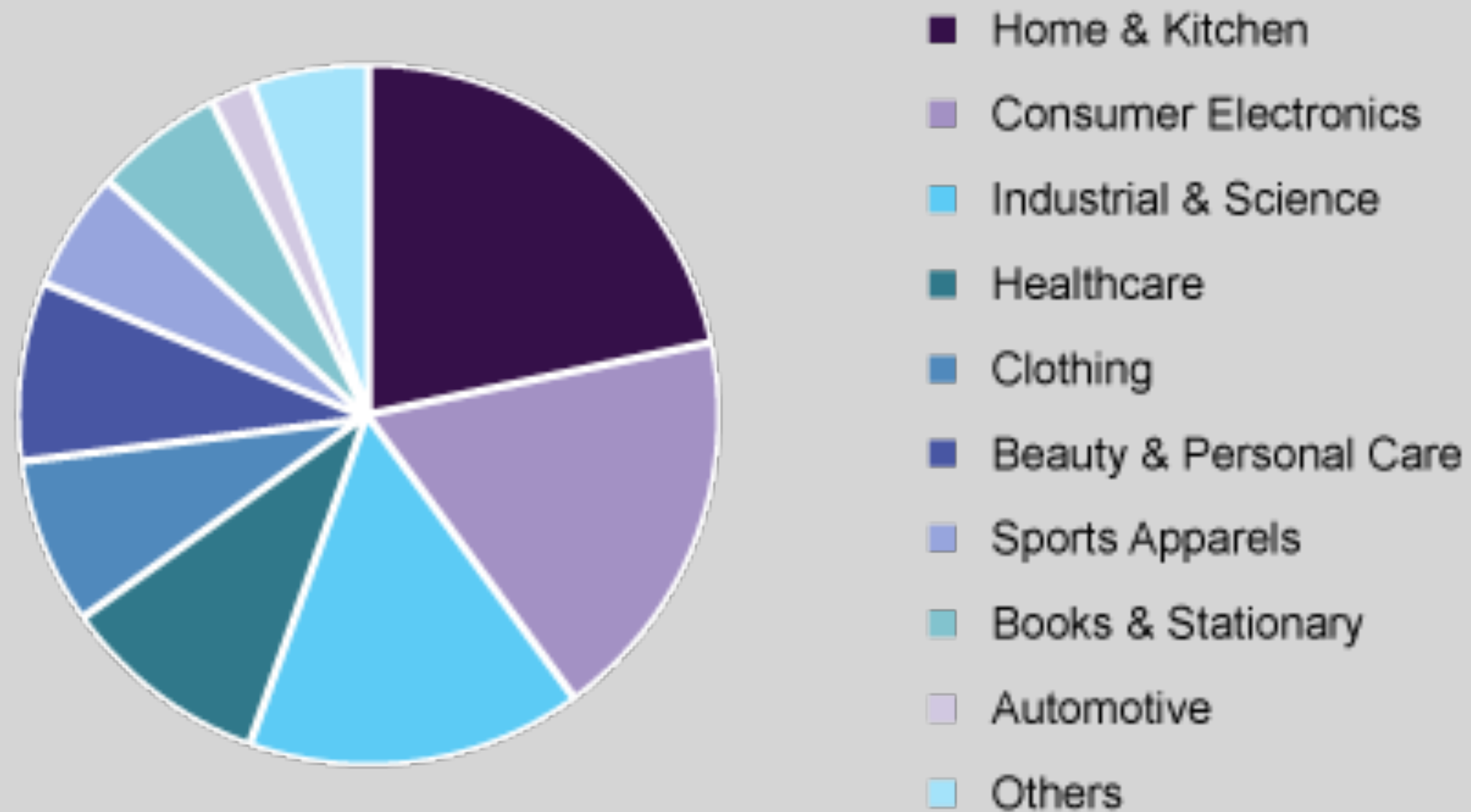
Sector shares

E-commerce as percentage of total B2B and B2C shipments, sales and revenues in the United States in 2018 and 2019, by sector



Diverse category applications

Global B2B Ecommerce market share, by application, 2020 (%)



Marketplaces are the big difference

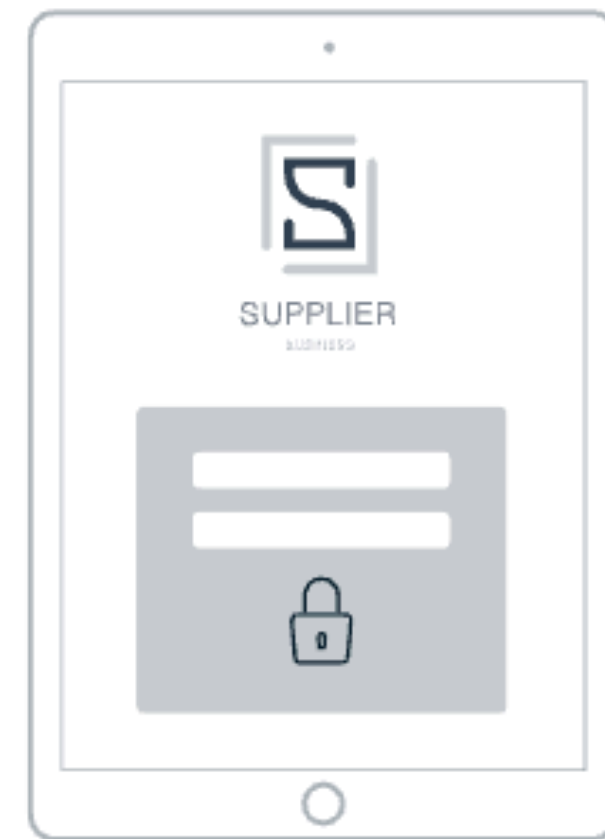
Comfort level with an online purchase across multiple types of websites

% of B2B customers



56%

Supplier website



64%

Supplier website with a paywall



60%

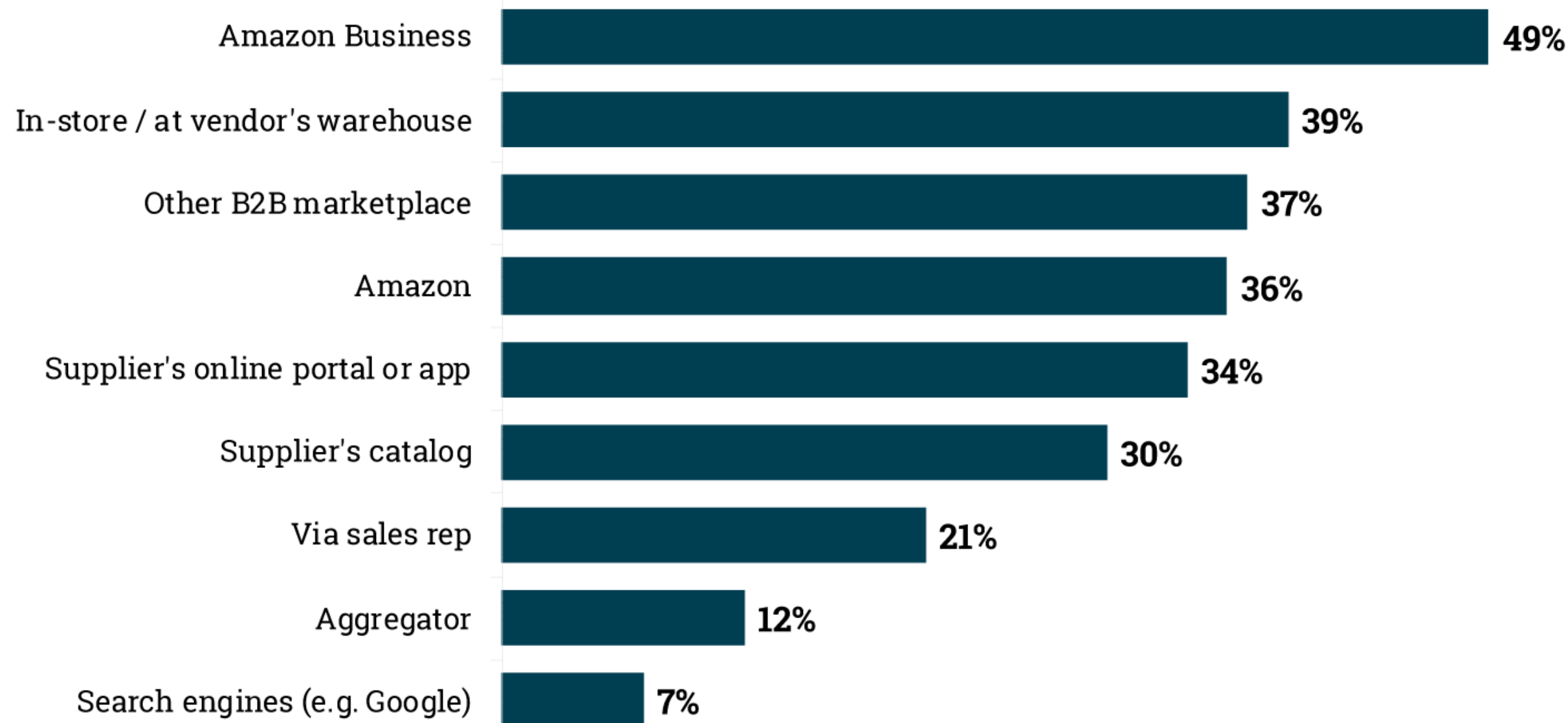
Marketplace

79% of suppliers have built, are planning to build, or are considering building a marketplace

Amazon Business marketplace

Where US B2B Product Buyers Search for Items

"Through which channels, if any, do you search for B2B items?"

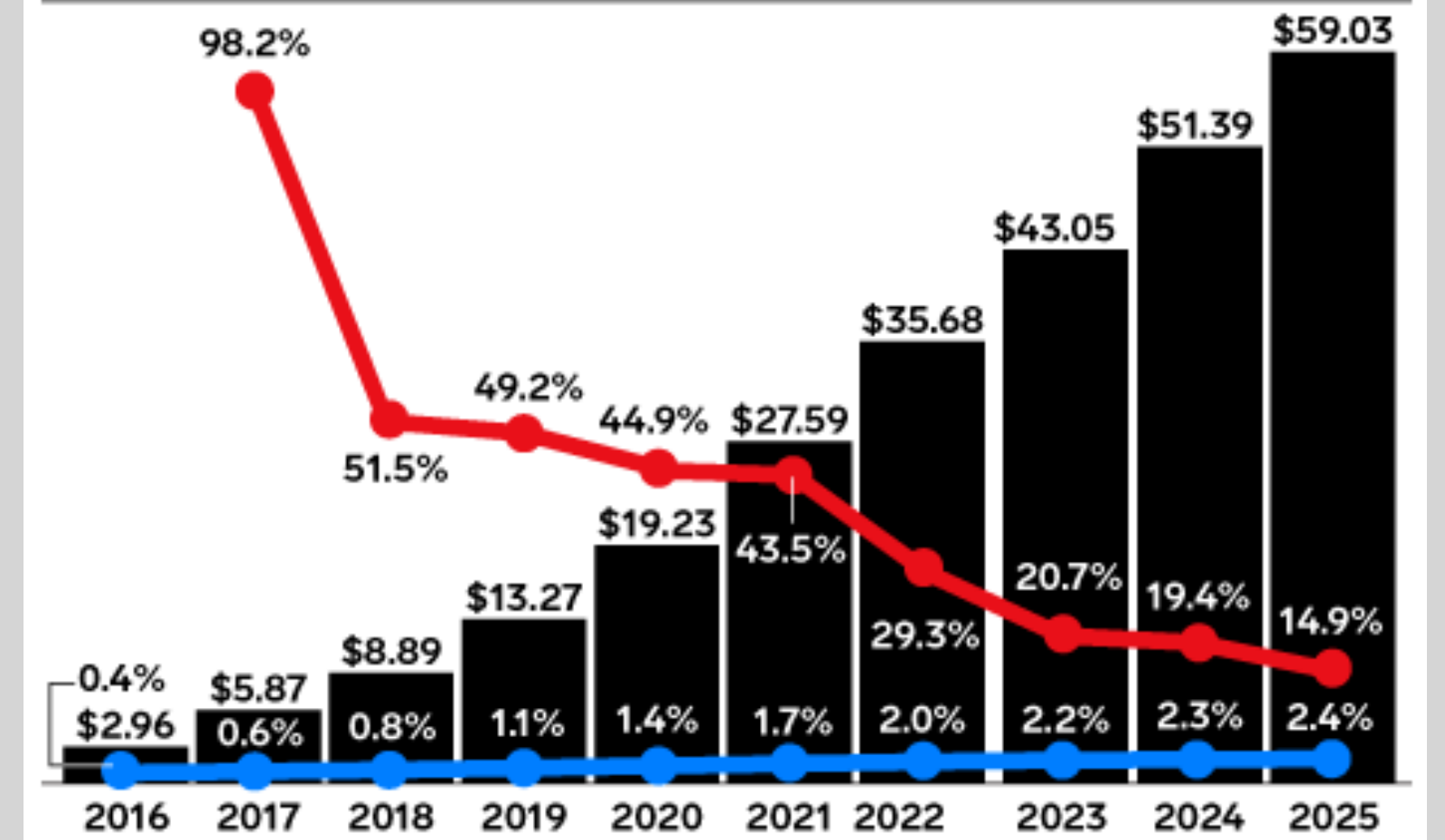


Published on MarketingCharts.com in November 2021 | Data Source: Wunderman Thompson Intelligence

Based on a survey of 202 US purchase managers, procurement managers, purchasing clerks, agents, purchaser and C-level executives
 Respondents were ages 20 and older and part of the final product-buying decision-making process for their company

US Amazon Business Product Sales, 2016-2025

billions, % change, and % of US B2B ecommerce site sales



■ Amazon Business product sales
 ■ % change ■ % of US B2B ecommerce site sales

Note: represents the gross value of products sold on Amazon Business (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales
 Source: eMarketer, July 2021

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eMarketer | InsiderIntelligence.com



Key drivers

Digital natives taking over buying

B2B eCommerce Demographics



Millennials are involved in the B2B buying process



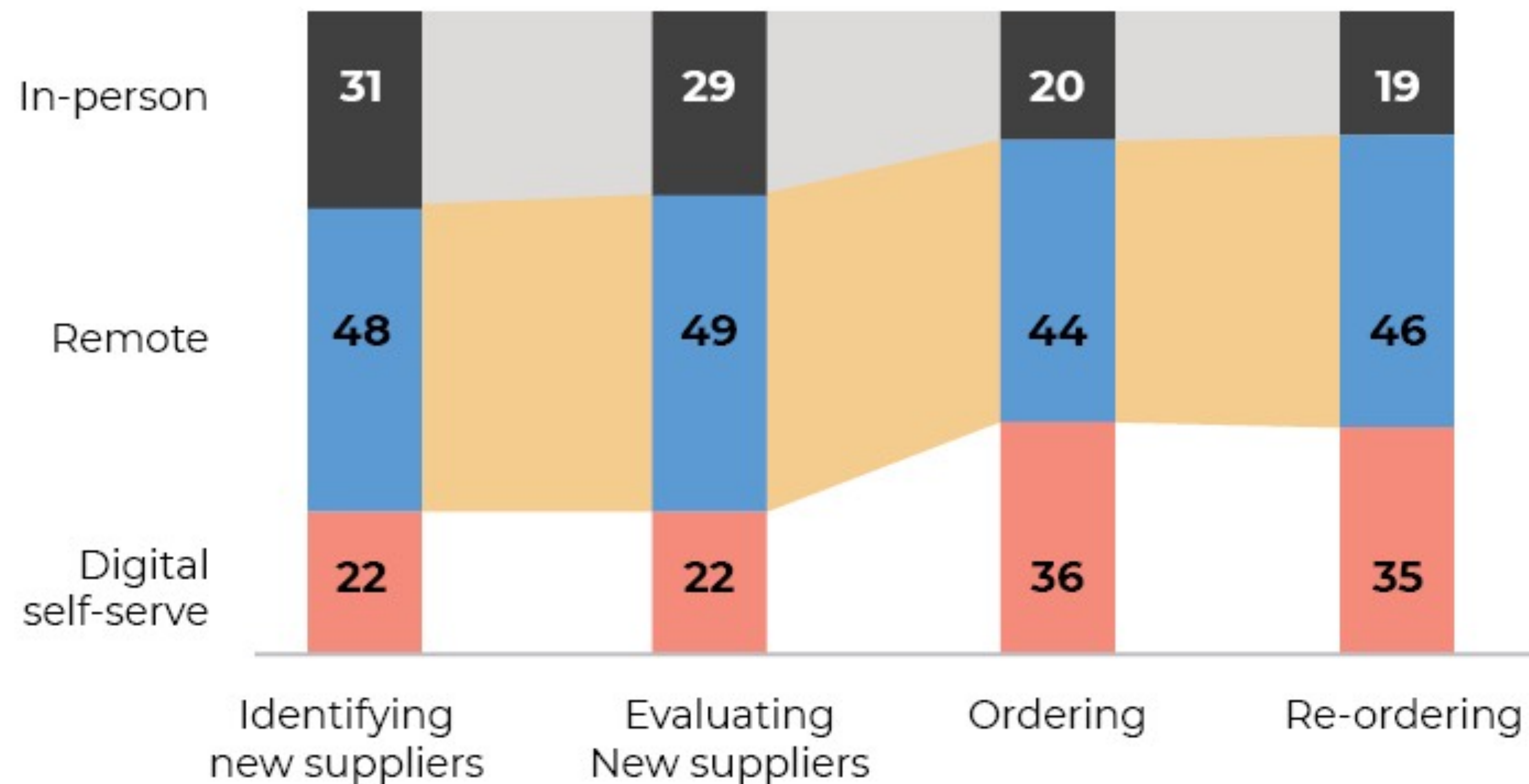
B2B buyers are millennials in 2020

*Gen Z graduating / first jobs

Remote/Digital now preferred sales channel

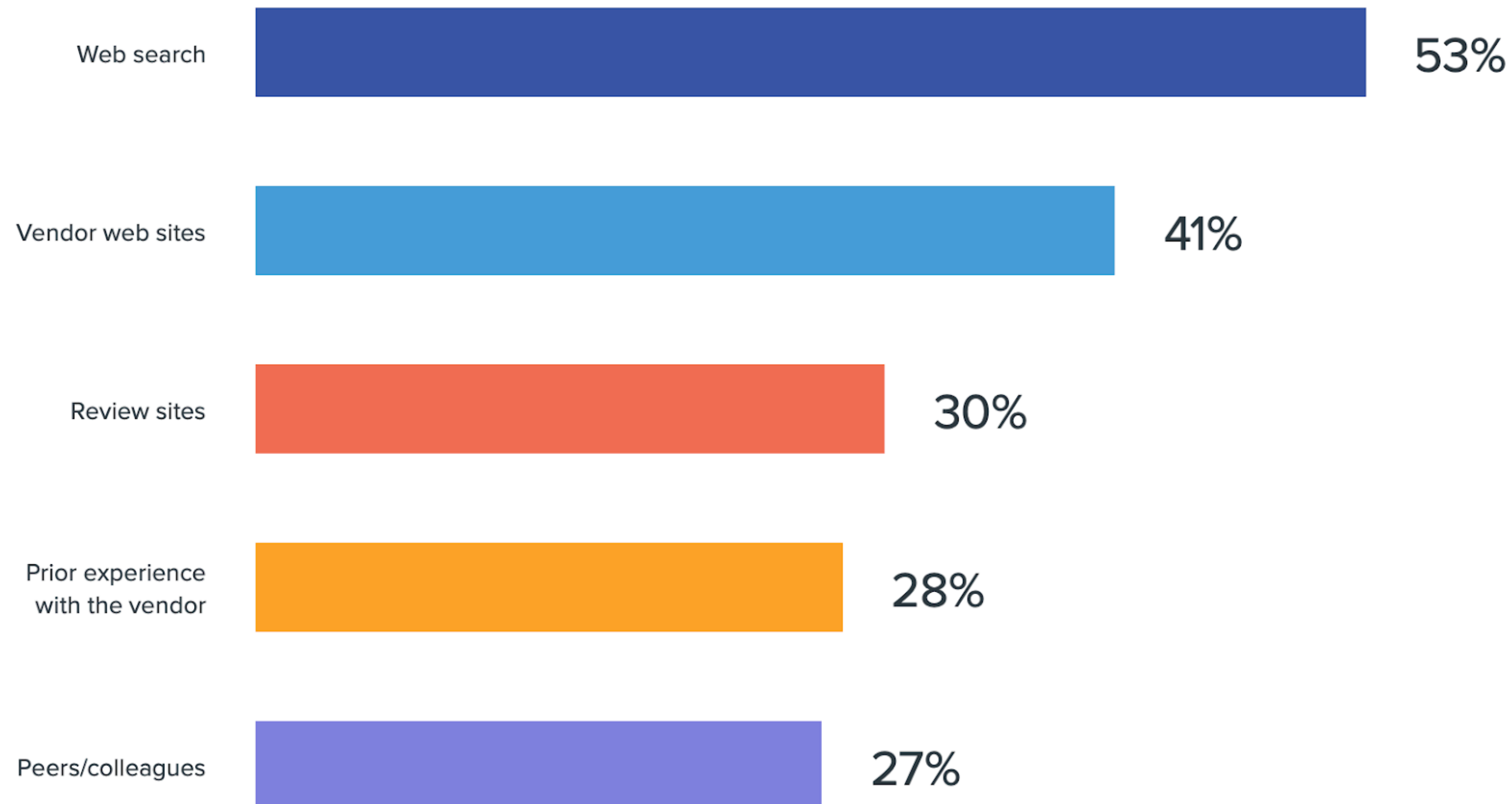
Current way of interacting with suppliers' sales reps during different stages

% of respondents



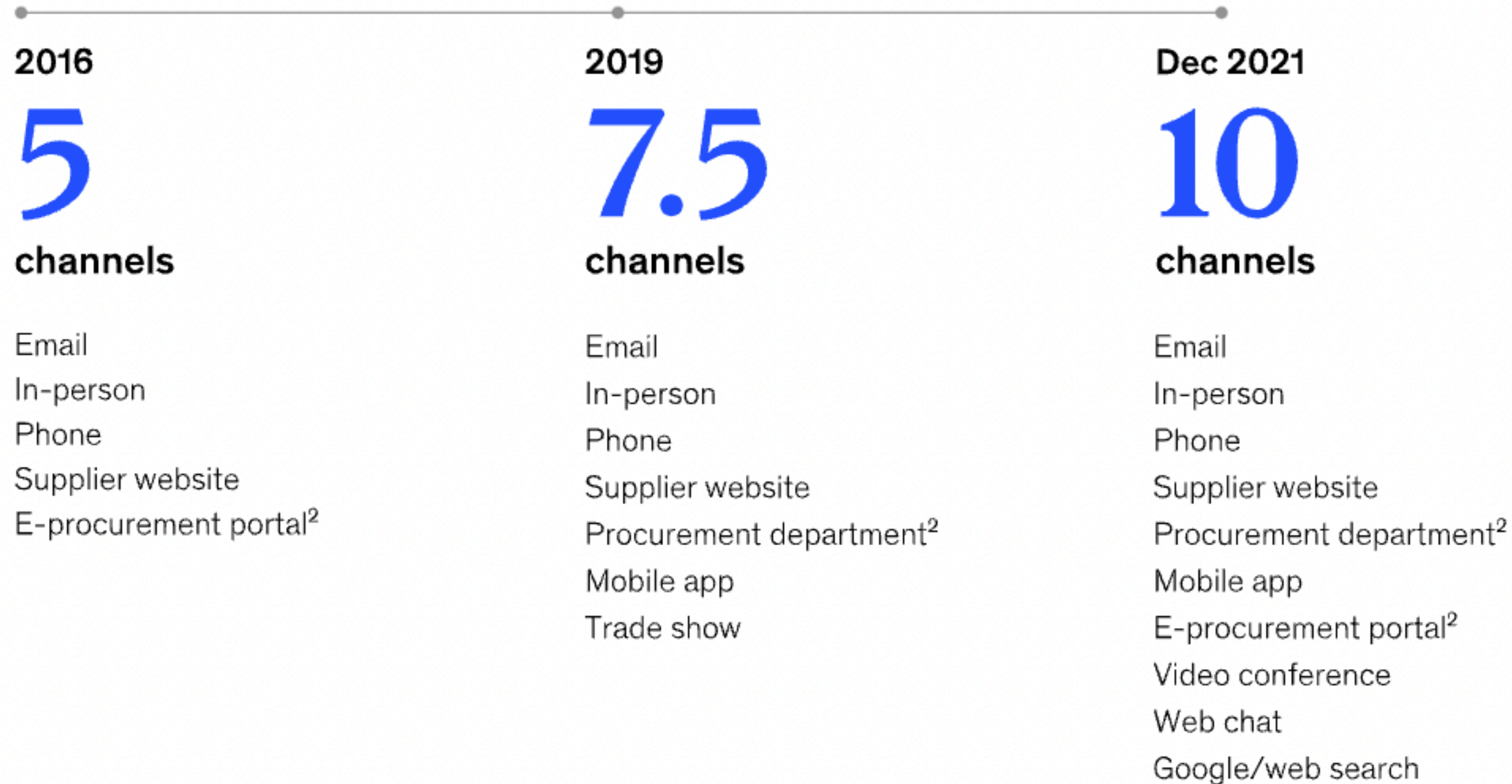
Digital dominates B2B search and discovery

What were the first three resources that informed you about the solution in question?



Rapid proliferation of efficient channels

Number of distinct channels that B2B customers use during their decision journeys¹



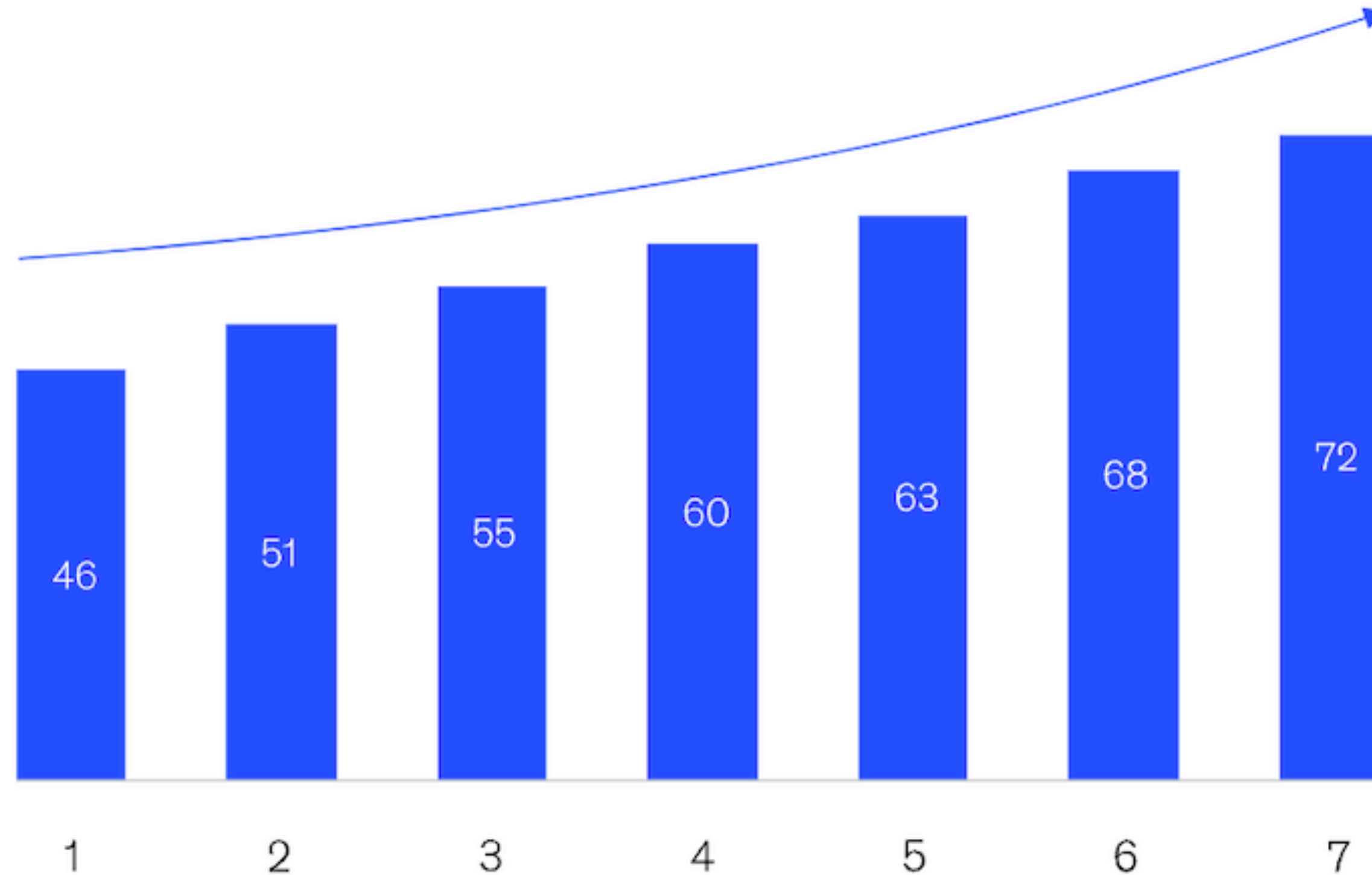
A woman with long, dark, curly hair and glasses is smiling and pointing her right hand towards a tablet held by another person. The scene is set in a modern office or meeting room with large windows in the background. The entire image has a blue color overlay. The text "Things to do now" is centered in a bold, orange font.

Things to do now

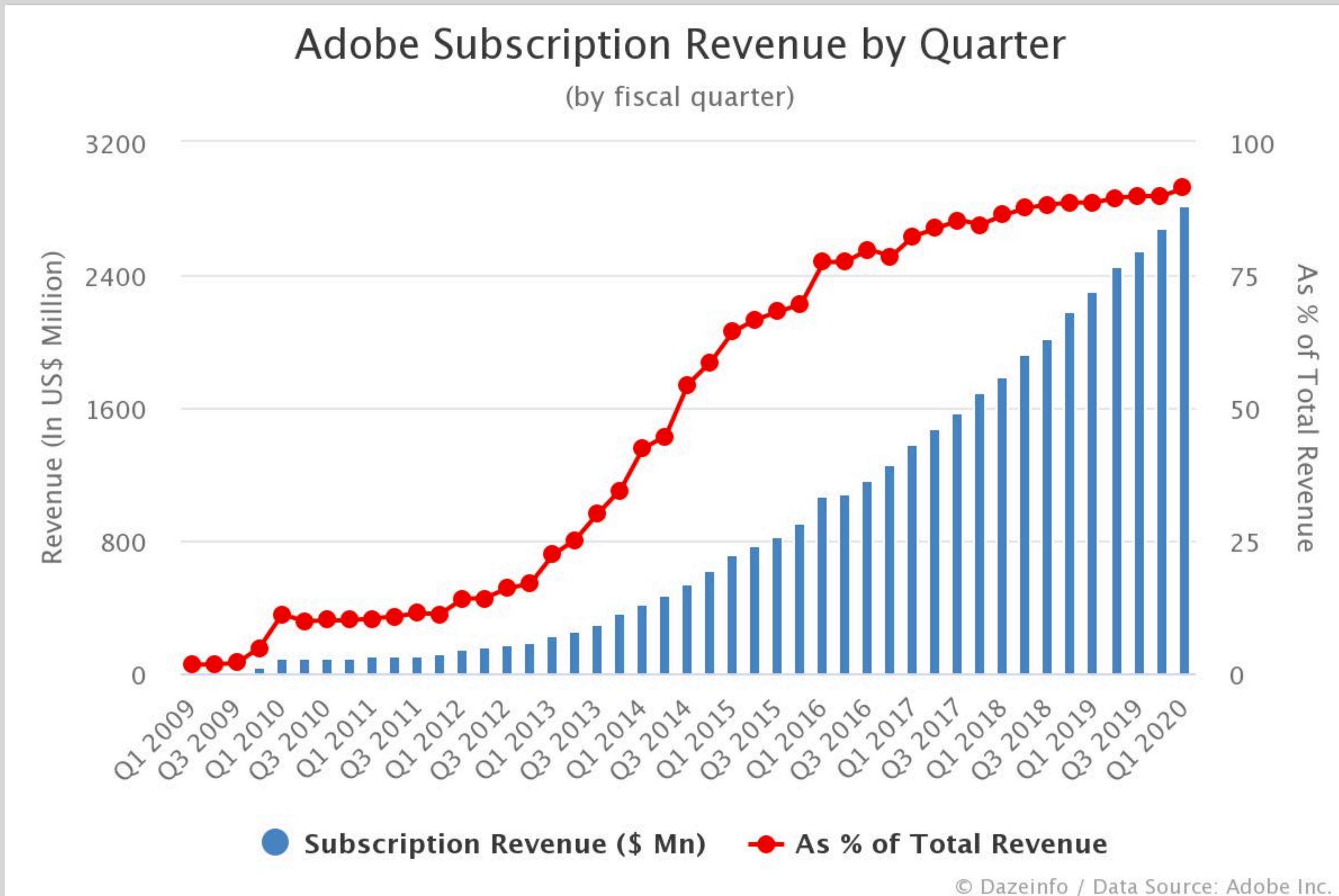
Think omni-channel: the more the better

Market share gainers,¹ by number of channels engaged,² number of channels offered to customers

B2B companies that enabled purchase over more channels grew market share at a faster rate

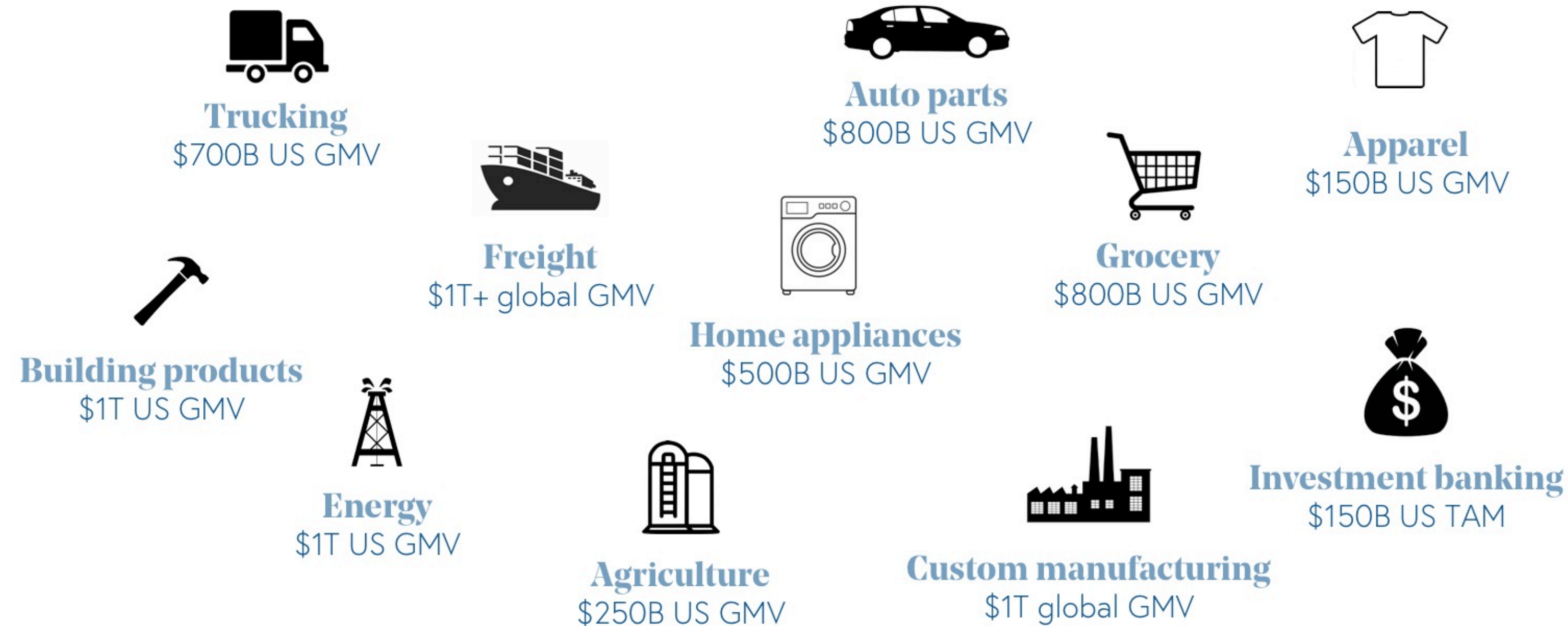


Three key revenue models: subscription

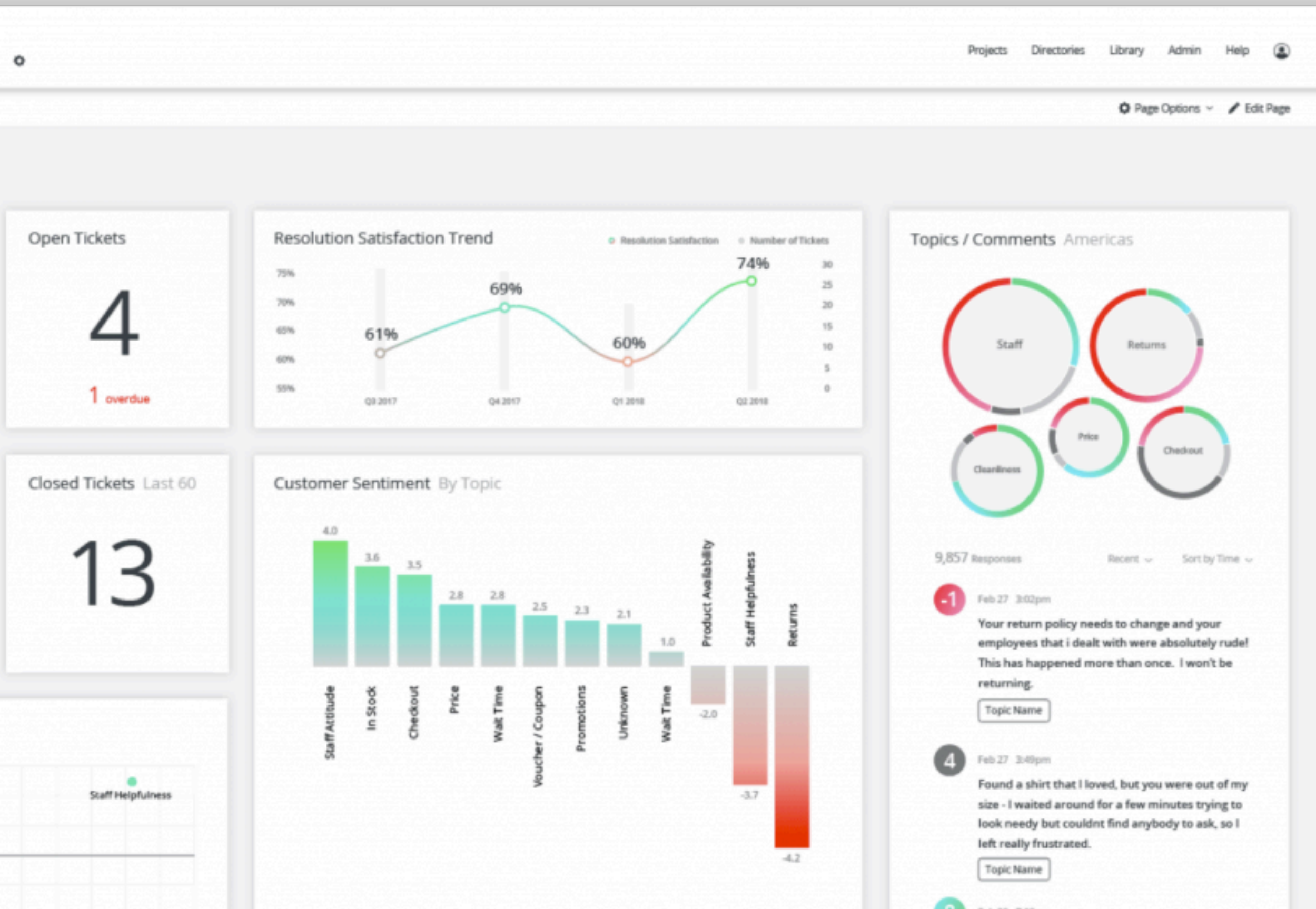


Three key revenue models: volume

B2B marketplaces in vertical industries



Three prevailing revenue models: configurators

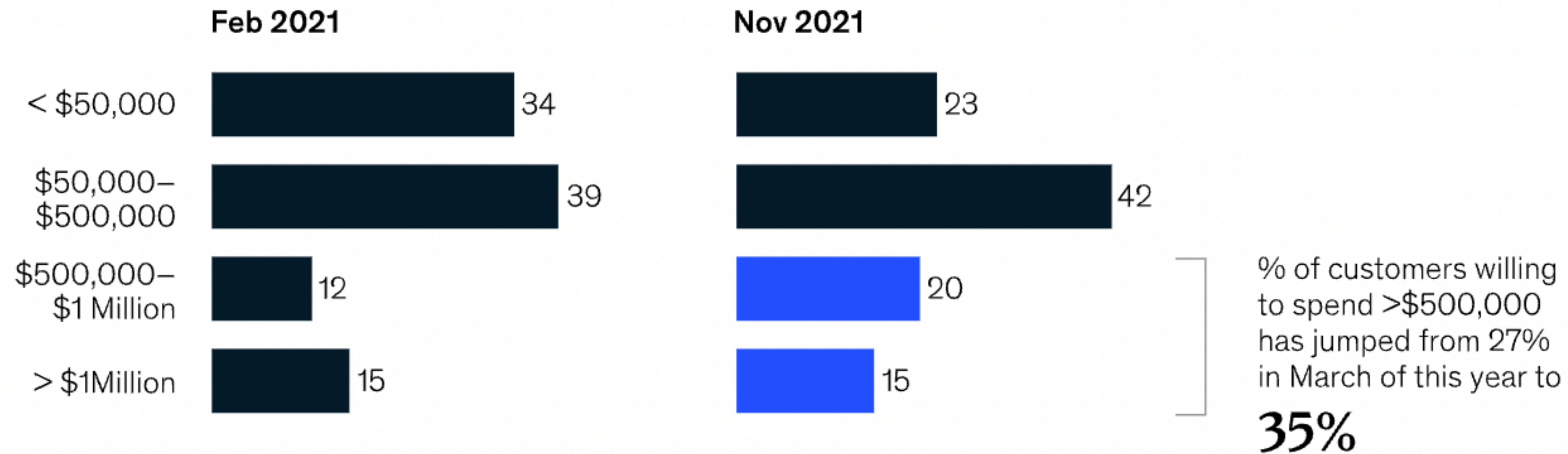


The landing page features the following elements:

- Navigation:** Loan Types, How It Works, Resources.
- Logo:** snapcap | lendingtree
- Headline:** Business Lending Redefined. Achieve great things with SnapCap.
- Form:** Input field for "\$ How much do you need?" and a "Get Started" button.
- Text:** Searching for financing is free and won't affect your credit score.
- Process Steps:**
 - 01:** Answer a few quick questions. This won't impact your credit score!
 - 02:** Find financing up to \$1M in as little as 24 hours.
 - 03:** Terms from 3 months to 18 months serving most industries.
- Testimonials:** "Excellent" (5 stars), "Seamless and smooth process" (5 stars), "Happy with the service" (5 stars).

Be ready for ANY price

Maximum order value through digital self-service and remote human interactions for a new product or service,¹ % of respondents, US only²



Evolving preferences depending on price and complexity

Preferred use of channel by type of purchase situation¹

% of time communicating with suppliers

The pendulum swings to traditional for first-time, high-value, and complex purchases, while shifting to self-serve for lower-value, less complex purchases.

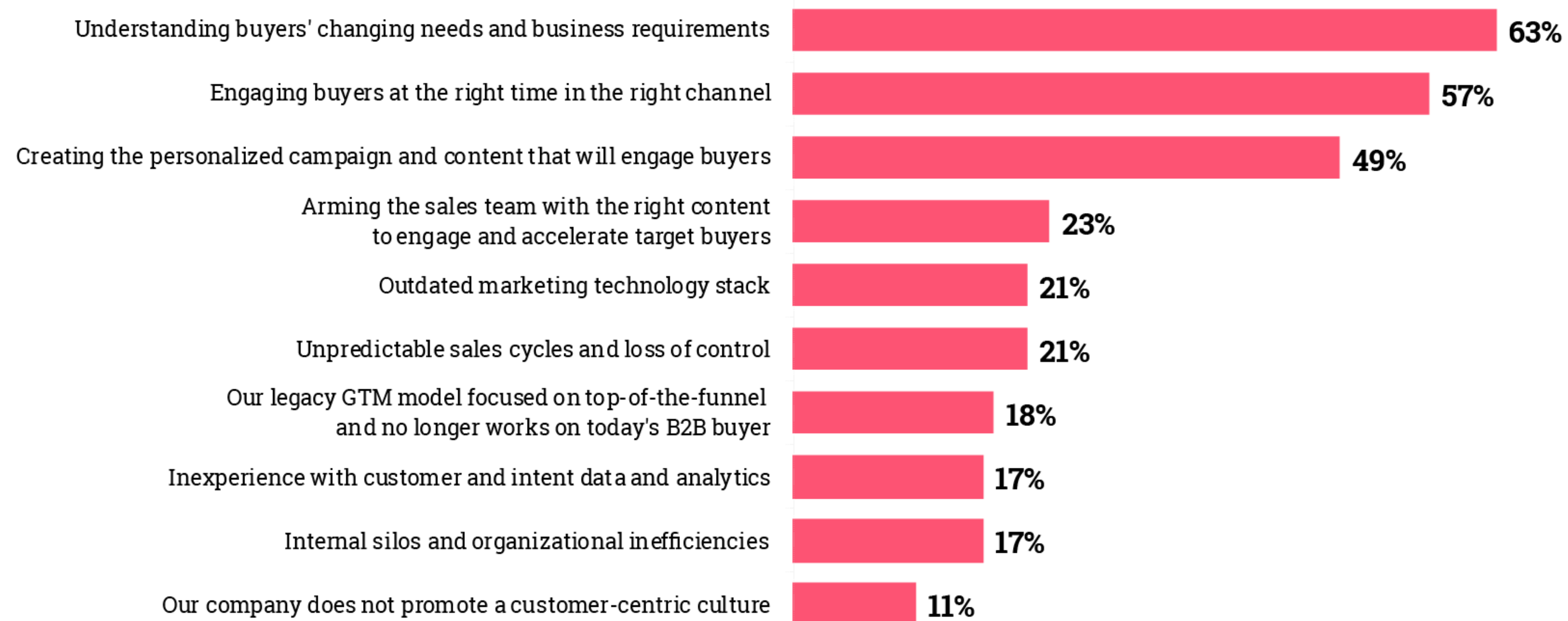
Traditional ²	40	34	38	32	40
Remote ²	31	31	31	32	31
Self-serve ²	29	35	31	36	29
	First time	Lower value	Higher value	Less complex	More complex

Perception of value and complexity is **relative to an individual B2B customer's perspective**

Digital marketing needs to catch-up

Top Challenges Marketing to Today's B2B Buyer

"When it comes to marketing to today's B2B buyer, what are your top three challenges?"



Published on MarketingCharts.com in September 2021 | Data Source: Demand Gen Report / Folloze

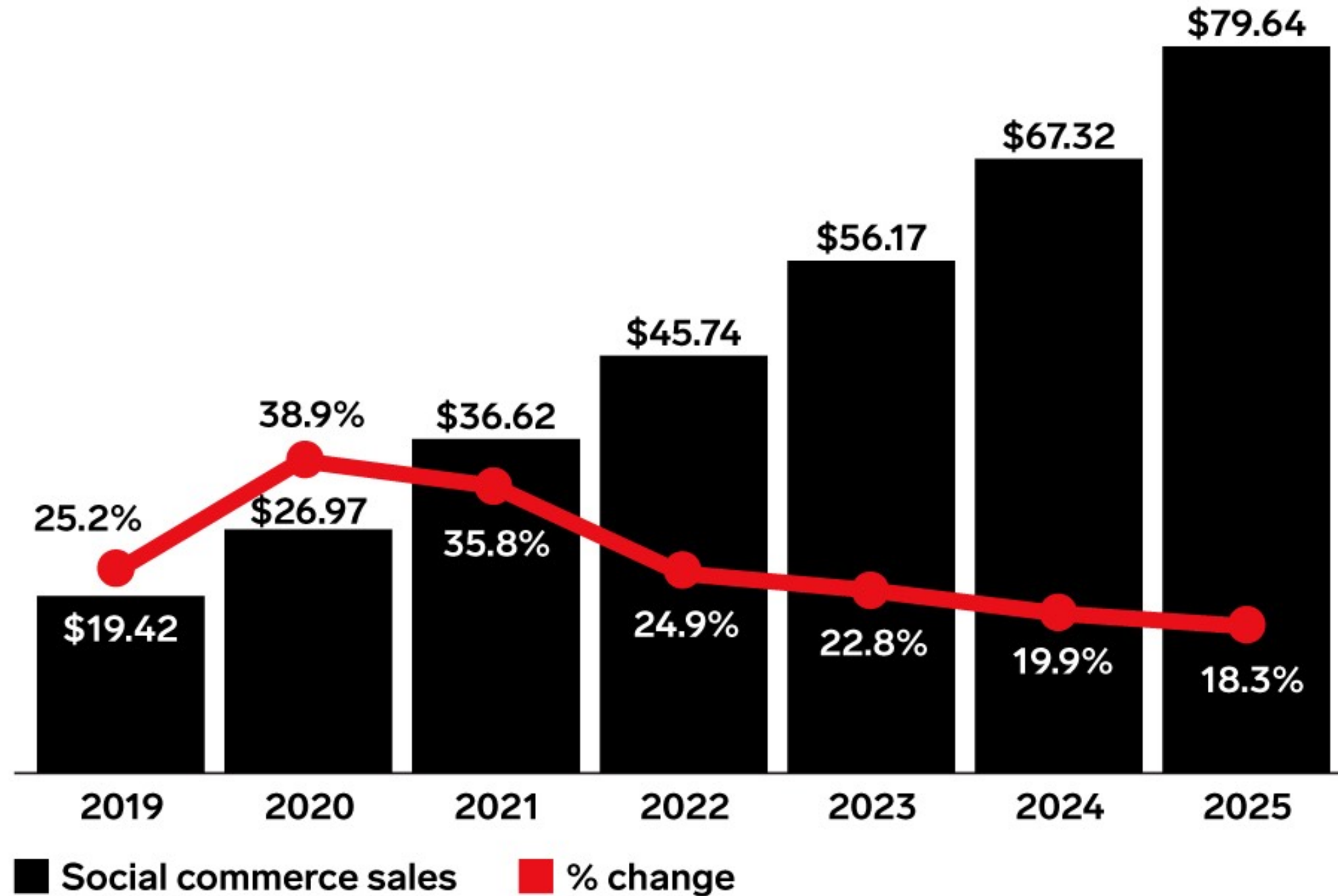
Based on an April 2021 survey of 104 B2B marketing executives and professionals from a range of industries and company sizes

What's next

Social commerce for business?

US Retail Social Commerce Sales, 2019-2025

billions and % change



Note: includes products or services ordered via social networks (such as Facebook, Instagram, Pinterest, WeChat, Line, VK, and others) regardless of the method of payment or fulfillment; excludes travel and event tickets, tips, subscriptions, payments, such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2021

Mobile commerce

78%

B2B eCommerce companies think mobile apps are the future

65%

B2B eCommerce companies already have a mobile app

61%

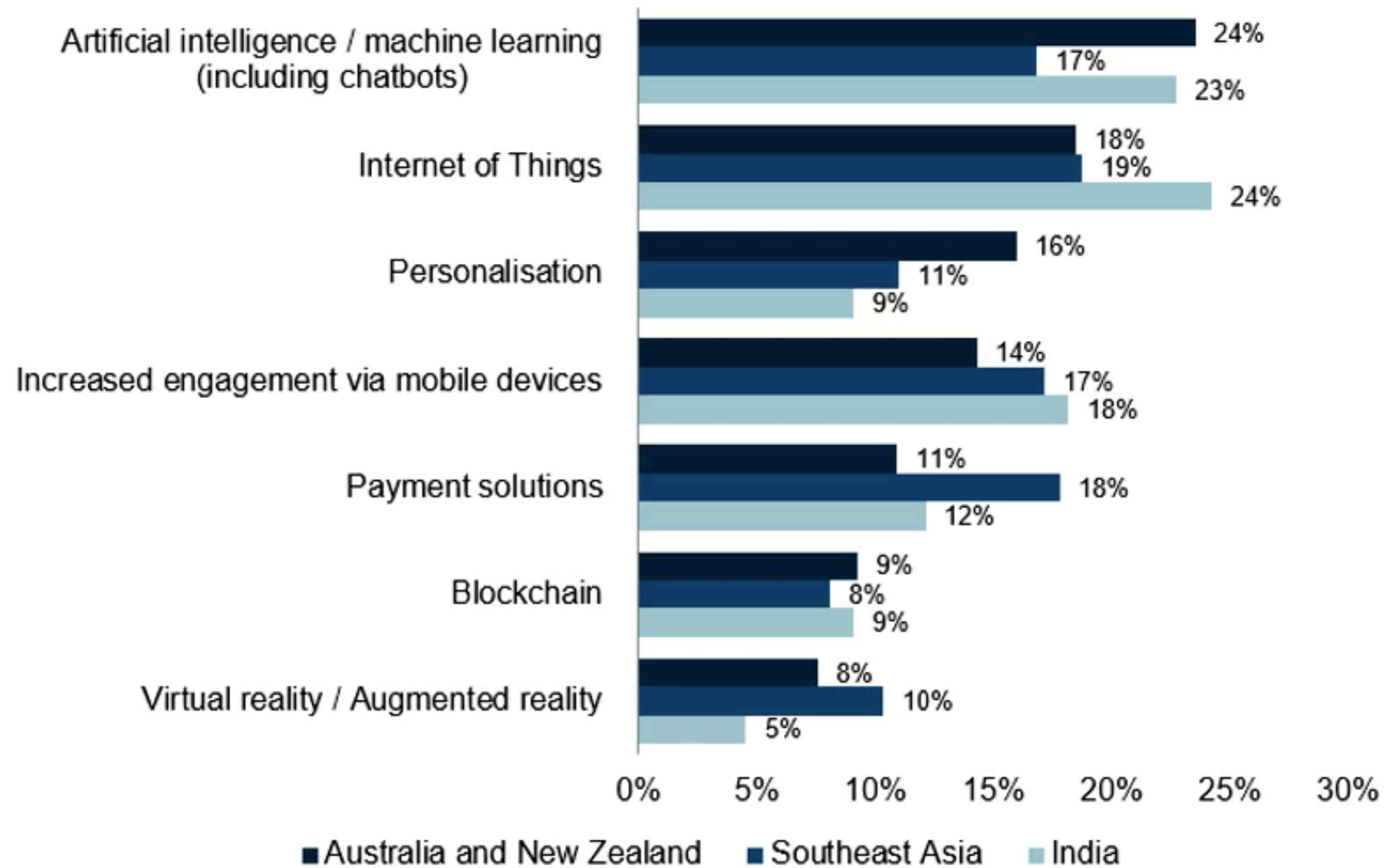
B2B buyers use mobile devices to research the products and services

60%

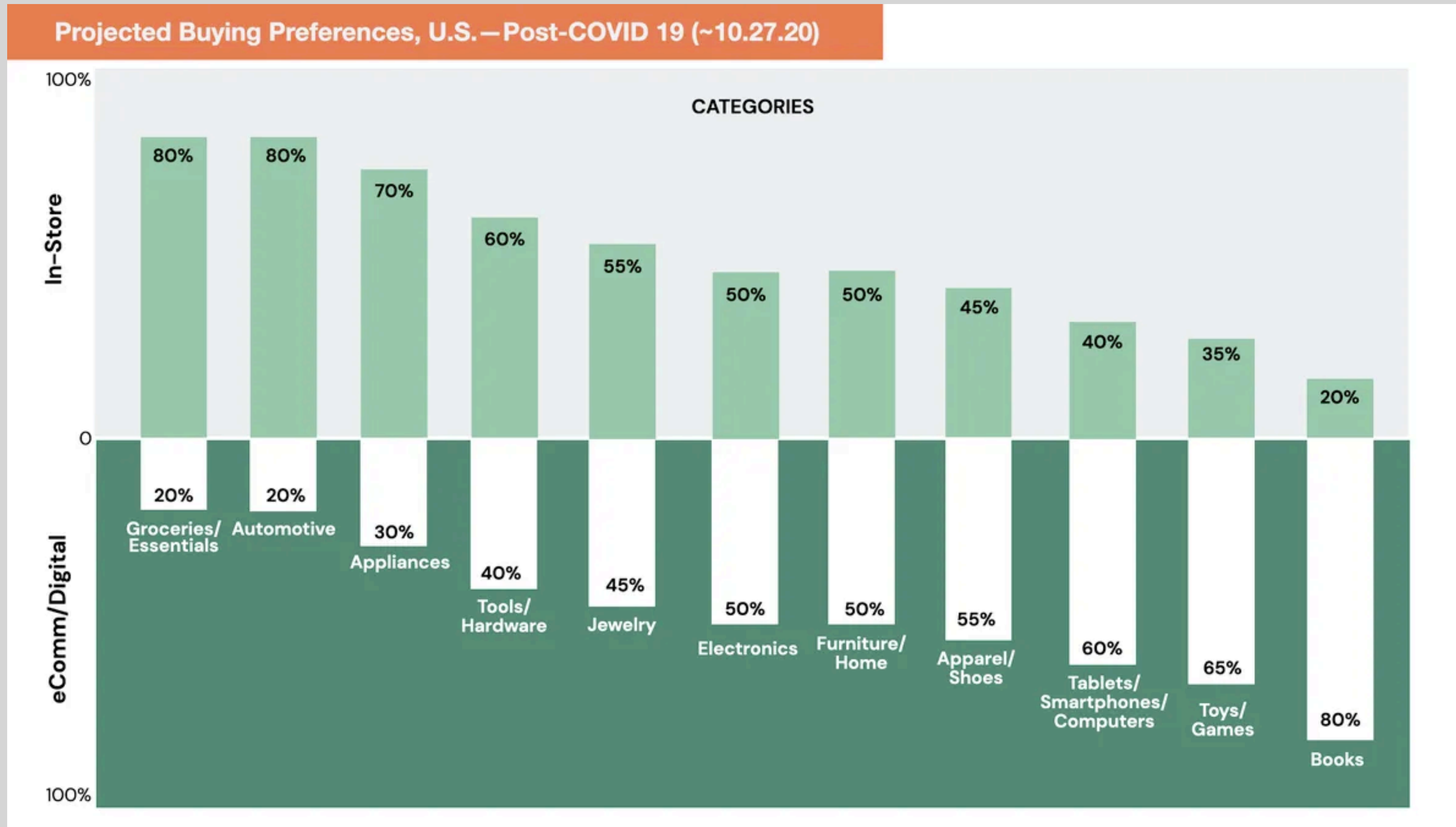
B2B buyers report that mobile played a significant role in a recent purchase

Another wave of new big tech

Figure 36: What do you see as the most exciting technology-related trend for B2B ecommerce? (Regional breakdown)



Consumer behaviour



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E-Commerce Leadership Forum:

Accelerating the Innovation Pipeline

June 23, 2022 | Virtual



A person is shown from the side, using a laptop and a smartphone. The background is a blurred office environment with a window showing a view of a city. The text "Thank You" is overlaid in orange, and "PPrice@argyleforum.com" is overlaid in white below it.

Thank You

PPrice@argyleforum.com