



# How to boost conversion rates **in B2B** commerce

# Turn website visitors **into** loyal customers!

The conversion rate is one of the most important KPIs in B2B commerce. Improving this metric is an ongoing process that requires more than just the lowest pricing. It calls for a concerted effort by your marketing team, your digital strategists, and your IT management. In our checklist you will find inspiration on how to optimize conversion in your online shop while also strengthening customer relationships.

1

12 tips for higher conversion rates

TIPS FOR  
MARKETING TEAMS

# Increase sales with customized offers.

Landing pages are ideal for connecting with your customers' needs and channeling traffic to your store. You can tailor each page to a specific audience and present relevant products, use cases, and events. By integrating your landing pages with your marketing campaigns, you can increase revenue in your shop. According to Hubspot, having more than ten landing pages can boost your leads by 55 percent.

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2

# Run multivariate tests.

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MARKETING TEAMS

Ultimately, it is your customers who decide which of your communications generate most sales. Multivariate testing is a simple and cost-effective way of using live traffic to compare different versions of your store. Create any number of page variants, try them out on test groups, identify the most effective, and watch your conversion rate steadily improve.

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3

## Focus on personalization.

70 percent of vendors who personalize their communications with B2B customers report a positive impact on conversion. They understand their customers, they know what they've viewed and ordered, and they know what will appeal in the future. They also group their customers and personalize content based on their past behavior and interests. Using artificial intelligence, they can segment existing data from a range of systems and generate customer-specific product selections as well as upselling offers and promotions. In addition, they cater to specific user roles, providing commercial content for buyers and product tutorials for end users. In short, the better your customer knowledge, the better your personalization, and the greater the customer appeal.

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TIPS FOR DIGITAL  
STRATEGISTS

4

## Optimize your user experience (UX).

First impressions matter in B2B, as elsewhere. A good user experience is crucial for conversion—especially at the start of the customer journey. If you don't connect with the customer immediately, your competitors are waiting just a few clicks away. Fast page loads and intuitive design are therefore essential in a B2B store. B2B buyers are very similar to consumers in their browsing and buying behavior. While they require less emotional engagement than in B2C, they expect greater clarity and efficiency. A clearly structured catalog and extensive product information are just as critical in a B2B store as they are in B2C.

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5

## Use AI to guide visitors quickly to the right product.

We've all been there: typing in a search term and getting "0 results." For many prospects, that's a signal to shop elsewhere. To keep that from happening, your search must already know what your visitor is looking for, understand synonyms and suggest alternative search terms and spellings. But there is more: Think of the various possibilities of voice and image search (e.g., in the context of reordering spare parts) and the benefits of using artificial intelligence in B2B. AI-based search and recommendations create personalized user experiences that can boost your conversion by a whopping 20%! The secret is to leverage all your data sources and understand the buying behavior of your website visitor.

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# Simplify the ordering process.

6

B2B buyers want a quick and easy ordering process. One such option is a quick order form, where the only input required is the product ID and quantity. Another option is reordering, where buyers can simply resubmit an order from their order history. Similarly, subscriptions are an easy and effective way of automating frequently recurring orders. In addition to convenience, this provides peace of mind for the customer. For the vendor, the benefits are long-term loyalty and plannable revenue streams.



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# Multiple user roles—cater to them all individually.

7

Your B2B shop should support the various buying center roles—from buyer through to account manager—in order to meet the unique demands in B2B business. With permissions managed individually, users can order independently within their predefined budgets. Cost center managers, meanwhile, can keep track of all spending in a convenient budget management system. If an order exceeds the respective user's budget, it is forwarded to the manager for approval or rejection, enabling spending to be controlled at all times. In addition, users can share a single shopping cart, regardless of touchpoint, which simplifies in-house workflows.

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TIPS FOR  
IT MANAGERS

# Leverage the potential of Progressive Web Apps.

8

50 percent (and rising) of B2B buyers use mobile devices to research product features and pricing. Page load speeds are therefore important not only for desktop users, but also for those on the move. Progressive Web Apps (PWAs) combine the benefits of a website with those of a mobile app. They offer a native-style experience, can be used offline, and are optimized for high performance. PWAs are accessible via a URL, i.e., they don't have to be downloaded or launched from the home screen. Unlike native apps, they can be indexed on search engines so it's easy for customers to find your shop.

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# Build trust with outstanding after-sales services.

9

Post-sale is pre-sale, with 71 percent of B2B and B2C customers leaving a vendor if post-sale service is poor. Using a digital customer portal, you can provide personalized services and a central platform for technical documentation, contact details, master agreements, support services, predictive maintenance options, and more. Your post-sales services demonstrate your commitment and are a proven method of building long-term relationships.

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# Integrating shop and procurement systems.

10

Customers with powerful e-procurement systems can make the most of their assets through deep integration with your online shop. They can access your shop directly, order items easily, and download data automatically. Data is shared between the shop and procurement platforms using the industry standard Open Catalog Interface (OCI).

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TIPS FOR  
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# Use intelligent inventory systems, e.g., smart shelf.

11

Resupply your customers automatically using innovative shelving systems. When inventory drops below a certain threshold, the system immediately triggers a new order. Smart shelving is ideal for parts and consumables that are small and inexpensive, but essential to keep production running. For manufacturers and suppliers, these automated systems work wonders for customer loyalty. In fact, they have a conversion rate of 100 percent.

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# Take advantage of automated reordering by scanner.

12

Scanner solutions are another option for ordering directly from your shop. Using a scanning device or app, the customer simply scans a barcode and enters the quantity required. The obvious benefits are convenience and cost reduction. For the vendor, scanning improves customer loyalty and ensures consistently high conversion rates of up to 100 percent.

# CHECKLIST

The whitepaper cover features a pink background. On the left, the title 'Boost your online sales by putting your B2B customers first' is written in a mix of black and pink fonts. Below the title, it says 'Happy customers, better growth: 4 key questions answered'. On the right, there is a line-art illustration of a person in a white uniform with a crown on their head, holding a gift box. To the right of the person are three rolls of paper. At the bottom right, there is a 'QUICK ANSWERS' section with a '2 min read' indicator and a '2020' badge. Below this are three questions in a list format: 'How can I add value for my customers?', 'B2B & B2C - completely different or more similar than you think?', 'What do B2B customers want?', and 'A customer portal: what's in it for real?'.

## Happy customers, better growth

The world of B2B commerce is changing. Business buyers are highly influenced by what they are used to as B2C consumers. As a result, the buying experience has become a key means of competitive differentiation. Organizations must provide the best services possible, as personalized as possible.

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