

2018

B2B ECOMMERCE RECAP

E-Commerce Apruval Rating Report

apruve

Introduction

B2B eCommerce continues to be a new frontier. A significant percentage of manufacturers, distributors, and wholesalers are still using printed catalogs, phone, and fax for taking orders. These outdated methods will negatively affect their ability to grow and manage their business.

Ecommerce is the future of B2B selling.

At Apruve, our entire business is based upon serving the needs of B2B eCommerce sellers and their buyers. We strive to closely understand what's happening in this market from a number of angles with quantitative, measurable data.

Based on our research, we have published a series of reports measuring the eCommerce presence of B2B sellers in various vertical markets using the "Apruval Rating" - a calculation of various metrics related to a seller's online store and how they interact with their business customer.

This report focuses on a variety of B2B industries that are in various stages of eCommerce adoption that are still learning how eCommerce can positively impact their business.

We hope you enjoy this report.

Michael Noble
CEO
Apruve, Inc.

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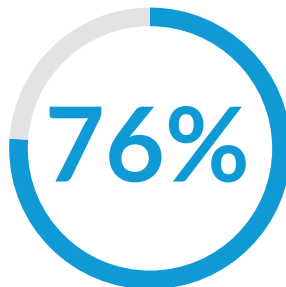
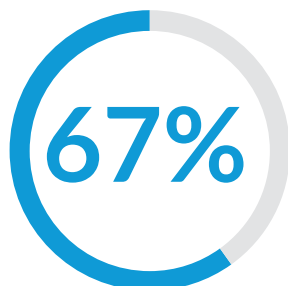
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Featured Industries

	UX	MRKTG	B2B	TOTAL	Top Performer	Score	Date Released
Office Supplies	50.5	28.3	93.3	172.1	Amazon	278.3	9/2018
Electrical Distributors	40.5	25.5	98	163.9	W.W. Grainger	245	10/2018
Industrial Distributors	44	20.4	97.9	162.3	W.W. Grainger	245	8/2018
Medical Supplies	43.5	25.3	88.5	157.3	HD Supply	206.2	4/2018
Jan-San	40.6	21.8	78.8	141.1	Staples	250	6/2018

eCommerce Statistics

67% of B2B customers use mobile devices to purchase.

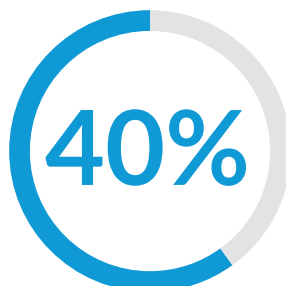


76% of buyers say that the most important factor is ease of finding information.



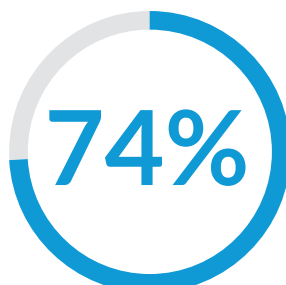
50% of B2B buyers are millennials.

89% of B2B decision makers attribute digital commerce to their expect growth.



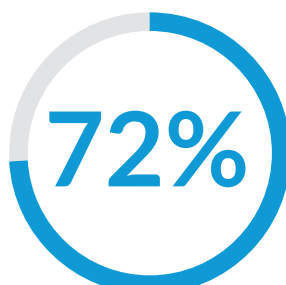
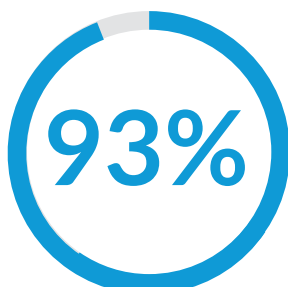
40% of eCommerce websites use algorithms to give dynamic pricing.

57% of B2B buying decisions are made prior to engaging with a sales team.



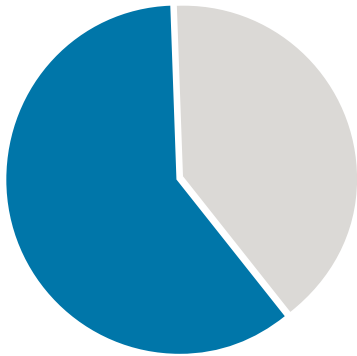
74% of B2B buyers research products online before purchasing.

93% of business buyers prefer to buy online when the've decided what to.

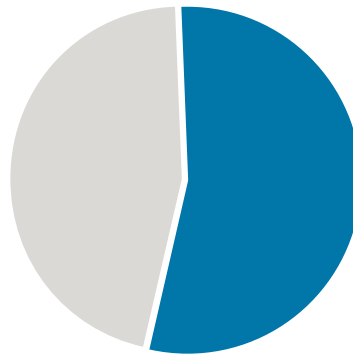


72% of B2B buyers Want self-service access to accounts and orders.

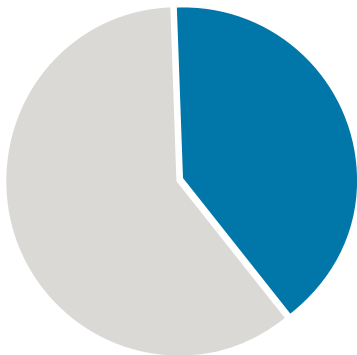
Report Highlights



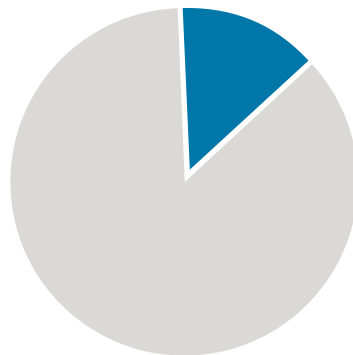
60%
of websites allow
bulk search.



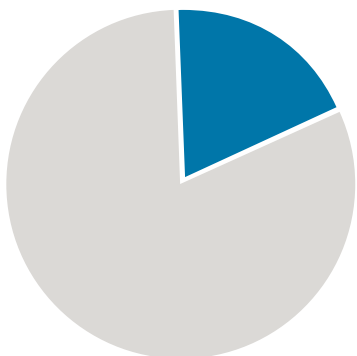
54%
of B2B websites
are responsive



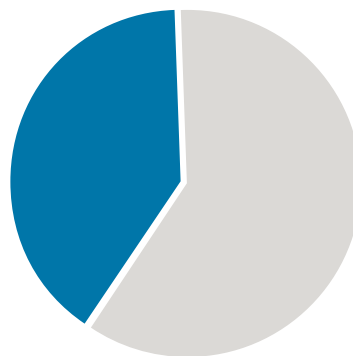
40%
of websites have
product reviews.



13%
of websites have
a mobile app for
ordering.



18%
of websites use
videos to sell
products.



40%
of websites let
you save your
cart.

Mobile Responsive Website

According to Google, over 90% of B2B buyers who have a superior mobile experience are likely to purchase again from the same vendor while only 50% of those reporting a poor mobile experience will buy again. **However, only 53.67% of B2B eCommerce sites surveyed are mobile responsive.**

As more B2B buyers are using their mobile devices to conduct business, it's critical that your website offers a mobile-optimized experience. Not only will it reduce bounce rate and increase conversions but it'll also improve the SEO ranking of your site as Google's algorithm uses mobile-friendliness as a ranking signal.

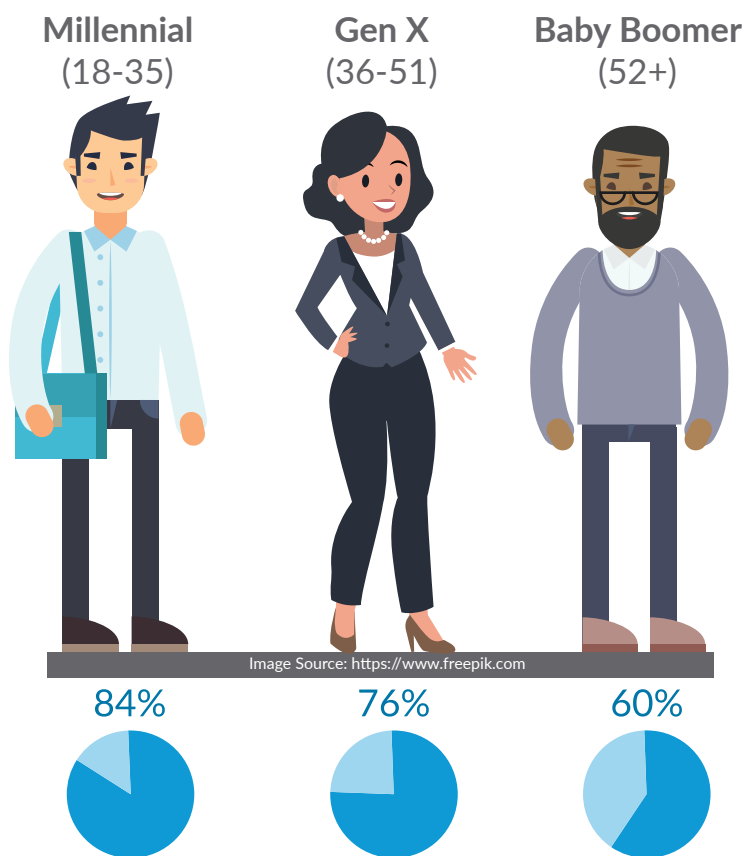
Here are a few tips to optimize your website for mobile devices:

- Improve page load time.
- Place important information and calls-to-action close to the top of the page to minimize scrolling.
- Ensure legibility of all the text and images on mobile devices.
- Format your content to be "small screen friendly" and make sure links, buttons, and fields are "thumb-friendly."
- Streamline your checkout flow to minimize the amount of information required to complete a transaction.
- Leverage mobile-specific features such as tap-to-call, location services, geo-fencing, and autofill.

B2B BUYERS WORLDWIDE (BY GENERATION)

% Who Believe their Mobile Device is Essential to their Work

June 2016 | % of respondents in each group



Note: Responses of "agree" and "strongly agree"
Source: Salesforce, "State of the Connected Customer," 10/24/2016

68%

OF CONSUMERS
would prefer watching an
EXPLAINER VIDEO
to solve a product problem.

Source:
<https://www.slideshare.net/AdelieStudios/the-top-17-video-marketing-statistics-for-2017>

Product Videos

Videos are becoming increasingly popular among shoppers. They help increase conversions and sales, build trust with your customers, improve search engine ranking, engage website visitors, and attract mobile users.

In fact, 51% of marketing professionals worldwide consider video a content format that delivers the highest ROI. However, only **18% of B2B eCommerce websites surveyed are using videos to sell their products.**

Here's how you can leverage the power of video for your B2B marketing:



1. Focus your resources on creating videos with relevant and engaging content as most viewers value content quality over production quality.
2. Use demo videos to showcase your products in action.
3. Leverage the power of storytelling to build relationships and engage your audience.
4. Create "cornerstone" videos that you can segment, expand, or combine for use in various channels so you can maximize your investment.
5. Ask your customers to record short testimonial videos and post them on your website and social media.
6. Use videos throughout the entire buyer's journey to accelerate the sales cycle.
7. Tailor the video content to address your prospects' specific questions and concerns at various stages of their customer life-cycle.
8. Create instructional videos to show existing customers how to best utilize your products to improve customer retention.

18%

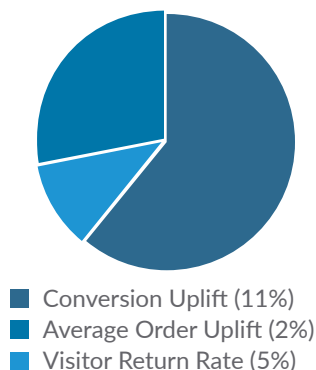
Product Ratings and Reviews

Did you know that displaying product reviews have been found to increase conversion rates by as much as 270%?

Meanwhile, 85% of people trust online reviews as much as they trust personal recommendations and 73% of consumers trust a business more after reading positive reviews. In addition, showing five reviews can increase conversion rate by as much as 400%.

However, only 40% of all eCommerce websites surveyed feature customer ratings and reviews on their product pages.

Breakdown of the 18% uplift:



Displaying social proof can help you build trust and increase conversions.

In addition, the user-generated content often includes relevant long-tail keywords that will help improve your SEO ranking.



Here are some tips to make product ratings and reviews work harder for you:

- Allow visitors to sort reviews (e.g., by relevance, date, category, etc.)
- Encourage customers to write detailed reviews by including prompting questions in your review form (e.g., pros and cons, would you recommend this product, etc.)
- Display negative reviews, which can help increase trust and lend credibility to positive reviews.
- Set up post-purchase email reminders to ask your customers for reviews.
- Incentivize customers to leave a review.
- Experiment with the placement of customer reviews on your product pages.



Mobile App

Make it even easier for your customers to order with their mobile devices by offering a mobile app so you can reduce friction and increase conversion rates by streamlining the purchasing experience.

This is a great opportunity for vendors who want to stand out as a leader in the B2B eCommerce space, as only **13% of the businesses surveyed offer mobile apps to their customers.**

Here are a few ways to optimize your B2B mobile app:

- ① Design a fast and streamlined user experience.
- ② Leverage push notifications, but don't overdo it!
- ③ Include a CRM component in your app to enhance customer communications and deliver a personalized experience.
- ④ Use your app as a marketing tool -- some buyers test out an app before engaging with a business.
- ⑤ Make sure you're delivering a stellar experience from the get-go.
- ⑥ Allow users to customize their experience, e.g., by creating shortcuts for frequently-used sections or a personalized dashboard.

Enhanced eCommerce Functions

B2B customers want the ability to "self-service" -- e.g., manage their account, research product information, and place an order whenever and wherever they want. In fact, two-thirds of respondents in a customer service survey indicated that they preferred web-based self-service over talking on the phone with a sales rep.

B2B buyers value website features that allow them to do their jobs faster and place their orders with less friction. Here are some of the top features you should include:



Save cart: out of the 318 websites surveyed, only **40% allows customers to save items in their carts.** However, this is a key feature that will allow customers to pick up where they left off even if they switch devices so you can reduce cart abandonment rate and increase conversions.

Bulk search: just **60% of the websites surveyed has a bulk search function** that allows customers to add multiple products to their carts all at once instead of having to search for the items individually. This helps Re-order list: B2B customers often need to reorder the same items frequently. Providing your customers with a list of past purchases can help facilitate the reorder process and increase the customer lifetime value (CLV.)

Customer support: customers want to have their questions answered right away. Adding live chat, messenger, and a knowledge base to your eCommerce website will allow you to assist customers at critical moments as they're making their purchasing decisions.

Payment options: many B2B customers prefer to make payment using methods other than credit or debit card. Some of these options include ACH/e-check, e-procurement (punch out,) purchase order, and extended credit.

Methodology & Classes

CRITERIA



User Experience & Usability

- Product images on the search page
- Bundle options
- Ratings and reviews on the product page
- Save a shopping cart/wish-list
- Responsive



B2B Product needs

- Dealer channels with search functionality
- Options to store credit cards
- Advertise volume discounts
- Offers credit/financing for purchases
- Online POs and invoices



Marketing & Shipping

- Product and service marketing
- Search engine ranking
- Application for mobile use
- Multiple shipping options
- Deals on shipping
- Ability to reorder

B2B eCommerce

	UX	MARKETING	B2B	TOTAL
Average	44	251	65	162.3
High	65	60	125	250
Low	10	6.4	20	51.4
Top 5 averages	72	50	118	240
All other companies	43.3	24.3	93	160.7
Perfect Score	90	70	140	300

Top 5 Ranking Companies

COMPANY	RATING	RANK
Amazon	278.3	1
Staples	250.0	2
W.W. Grainger	245.0	3
Shoplet	242.0	4
On Time Supplies	231.6	5

Out of 300

Rating Scale

>200

Superior

Superior companies provide B2B customers with an excellent website experience, multiple ways to purchase, and provides comprehensive product information to customers.

199-175

Sufficient

Companies give B2B customers a proficient website experience, but are missing some key B2B needs like checkout and financing options.

<174

Average

B2B customers looking to purchase might find it difficult to find and navigate the website, and will find it problematic to make purchases online.



Is your company not listed?

Visit: <https://apruve.com/apruval-rating-report-submission/>
To get your rating and placed into the next Apruval Rating

Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
1	Amazon	75	68.3	135	278.3
2	Staples	75	65.0	110	250.0
3	W.W. Grainger	55	60.0	130	245.0
4	Shoplet	80	42.0	120	242.0
5	On Time Supplies	80	41.6	110	231.6
6	HD Supply	70	41.5	120	231.5
7	Office Max/Office Depot	70	50.9	110	230.9
8	Rexel USA	70	41.4	115	226.4
9	Global Industrial	60	28.8	135	223.8
10	CleanItSupply.com	70	34.6	115	219.6
11	MSC Industrial Supply	60	28.0	130	218.0
12	Best Buy (Business)	45	51.1	120	216.1
13	Webstaurant Store	70	36.0	110	216.0
14	Quill	60	36.4	110	206.4
15	DealMed/Park Surgical	75	20.0	110	205.0
16	City Office Supply	50	32.0	120	202.0
17	French Gerleman	40	36.5	125	201.5
18	State Electric Supply Co. Inc.	60	26.3	115	201.3
19	Office Supply	60	31.3	110	201.3
20	Allied Wire & Cable Inc.	55	31.1	115	201.1
21	Uno Clean	65	26.1	110	201.1
22	Porter's Office Products	70	30.9	100	200.9
23	BuyOnlineNow	50	40.8	110	200.8
24	Officezilla	60	20.7	120	200.7
25	Motion Industries	55	40.5	105	200.5



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Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
26	United Electric Supply Co. Inc.	50	25.2	125	200.2
27	Granite City Electric	50	35.0	115	200.0
28	Medical Resources	65	24.9	110	199.9
29	Bulk Office Supply	50	29.6	120	199.6
30	Villa Lighting Supply	60	23.8	115	198.8
31	Performance Health	55	26.6	115	196.6
32	Zoro	70	21.5	105	196.5
33	Int'l Electric Supply Corp.	40	31.4	125	196.4
34	Moore Medical	40	26.0	130	196.0
35	ECHO Electric Supply	50	29.5	115	194.5
36	SupplyWorks	50	18.9	125	193.9
37	Platt Electrical Supply Inc.	55	27.6	110	192.6
38	American Medical Depot	45	32.5	115	192.5
39	Anixter Inc.	65	27.2	100	192.2
40	Crum Electric Supply Co. Inc.	50	25.2	115	190.2
41	Electrical Equipment Co.	50	25.1	115	190.1
42	Steiner Electric Co.	40	35.0	115	190.0
43	F.W. Webb	50	19.9	120	189.9
44	North Coast Electric Co.	60	19.8	110	189.8
45	Sharn Anesthesia, Inc.	55	19.5	115	189.5
45	WholeSale Janitorial Supply	65	34.5	90	189.5
47	Springfield Electric Supply Co.	30	38.6	120	188.6
48	Sustainable Supply	60	27.0	100	187.0
49	Walters Wholesale Electric	50	26.3	110	186.3
50	Rapid Supplies	70	21.0	95	186.0

Apruval Ranking



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Rank	Company	UX	MARKETING	B2B NEEDS	RATING
51	WinSupply	50	25.9	110	185.9
52	Irby	30	35.8	120	185.8
53	K&M Electric Supply	45	30.7	110	185.7
54	Supply Geeks	50	35.6	100	185.6
55	Turtle & Hughes	40	25.5	120	185.5
56	Van Meter Industrial	40	30.3	115	185.3
57	Medline Industries, Inc.	50	30.3	105	185.3
58	The Reynolds Co.	40	34.7	110	184.7
59	Nassco	30	29.7	125	184.7
60	Jon-Don	50	24.5	110	184.5
61	Airgas	55	19.3	110	184.3
62	The Fastenal Company	55	23.0	105	183.0
63	Concord Supplies	70	17.8	95	182.8
64	Applied Industrial Technologies	60	32.3	90	182.3
65	Codale Electric Supply Inc.	40	17.0	125	182.0
66	Yale Electrical Supply Co. Inc.	40	26.3	115	181.3
67	Regency Lighting	50	25.9	105	180.9
68	Hisco	50	30.9	100	180.9
69	Eck Supply Co.	30	45.8	105	180.8
70	Office Super Savers	50	30.6	100	180.6
71	Industrial Electric Wire & Cable	40	25.6	115	180.6
72	Elliott Electric Supply	40	20.2	120	180.2
73	City Electric Supply	50	39.8	90	179.8
74	Cone Instruments	55	24.7	100	179.7
75	Walmart	70	49.3	60	179.3



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Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
76	Thermo Fisher Scientific	50	43.7	85	178.7
77	Hosp Bed Care & Med Spec.	55	33.5	90	178.5
78	E. Sam Jones Distributor Inc.	55	23.4	100	178.4
79	Imagestar	45	23.1	110	178.1
80	Hopkins Medical Products	55	13.1	110	178.1
80	Medical Device Depot, Inc.	45	38.1	95	178.1
82	Cleaning Stuff	60	12.9	105	177.9
83	Medical Supplies Depot	65	27.2	85	177.2
84	Werner Electric Supply (MN)	50	26.4	100	176.4
85	Graybar Electric Co. Inc.	40	31.2	105	176.2
86	Revere Electric Supply Co.	50	26.1	100	176.1
87	Valin Corporation	40	21.0	115	176.0
88	Clint Pharmaceuticals	45	16.0	115	176.0
89	Crescent Electric Supply Co.	40	21.0	115	176.0
90	Dakota Supply Group Inc.	50	35.9	90	175.9
91	QED Inc.	30	45.8	100	175.8
92	B & K Electric Wholesale	50	25.8	100	175.8
93	Independent Electric Supply	30	40.5	105	175.5
94	Blue Cow Office	50	40.5	85	175.5
95	Complete Office USA	50	10.2	115	175.2
96	Seattle Lighting Fixture	40	30.1	105	175.1
97	Bell Electrical Supply	50	25.0	100	175.0
98	Werner Electric Supply Co. (WI)	50	25.0	100	175.0
99	Smead	70	24.6	80	174.6
100	Electric Supply Inc.	30	24.5	120	174.5



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Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
101	Tops Products	60	24.4	90	174.4
102	Dominion Electric Supply Co.	40	19.3	115	174.3
103	Colonial Electric Supply	50	24.2	100	174.2
104	K/E Electric Supply Corp	30	23.7	120	173.7
105	Hill & Markes	60	23.2	90	173.2
106	Dalco Enterprises	40	27.6	105	172.6
107	Stoneway Electric Supply	40	12.0	120	172.0
108	Capitol Supply	50	31.1	90	171.1
109	Bostitch Office Products	50	30.8	90	170.8
110	Office Supply Hut	50	30.6	90	170.6
111	Wurth - Americas	50	25.3	95	170.3
112	Omni Cable Corp.	35	20.1	115	170.1
113	Dillon Supply Company	40	25.1	105	170.1
114	Innovative Office Solutions	40	30.1	100	170.1
115	Office World	30	29.9	110	169.9
116	Office Point	40	29.9	100	169.9
117	Cardinal Health	50	39.9	80	169.9
118	Butler Supply Inc.	40	14.8	115	169.8
119	Independent Electric Supply Inc.	35	29.8	105	169.8
120	Frost Electric Supply Co.	30	29.7	110	169.7
121	Border States Industries Inc.	30	34.5	105	169.5
122	Uline	25	24.5	120	169.5
123	Vessel Medical	35	44.2	90	169.2
124	Wabash Electric Supply Inc.	40	24.1	105	169.1
125	Loeb Electric Co.	30	23.9	115	168.9



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Rank	Company	UX	MARKETING	B2B NEEDS	RATING
126	Bound Tree Medical, LLC	50	23.8	95	168.8
127	CME	50	18.7	100	168.7
128	J. H. Larson Electrical Co.	30	38.6	100	168.6
129	Harry Cooper Supply	30	23.0	115	168.0
130	Kelsan	45	22.9	100	167.9
131	Wildcat Electric Supply Ltd.	30	22.7	115	167.7
132	IBuyOfficeSupply	40	22.0	105	167.0
133	McKesson Medical-Surgical	65	27.0	75	167.0
134	Kirby Risk Electrical Supply	40	26.3	100	166.3
135	Grizzly Industrial	60	11.0	95	166.0
136	Advance Electrical Supply Co. Inc.	50	25.7	90	165.7
137	Gorilla Office Supplies	50	30.5	85	165.5
138	City Electric Co.	50	25.3	90	165.3
139	Mayer Electric Supply Co. Inc.	40	20.0	105	165.0
140	Chadwell Supply	45	24.8	95	164.8
141	MarketLab, Inc.	45	24.6	95	164.6
142	Mars Electric Co.	35	24.5	105	164.5
143	WESCO Distribution Inc.	45	24.5	95	164.5
144	CBT Company	40	9.4	115	164.4
145	Garvin Industries	60	44.2	60	164.2
146	Candela Corp.	30	24.0	110	164.0
147	Ultra Source USA	40	28.9	95	163.9
148	Mercedes Medical	30	23.7	110	163.7
149	Standard Electric	30	18.0	115	163.0
150	GEM Supply Company	40	17.5	105	162.5



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Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
151	Sustainable Supply	60	12.1	90	162.1
152	McNaughton McKay Electric Co.	35	16.2	110	161.2
153	Give Something Back	50	21.0	90	161.0
154	Rifle Paper Co.	50	30.9	80	160.9
155	BlackHawk Industrial	40	25.7	95	160.7
156	Supply Time	50	30.7	80	160.7
157	AWC Inc.	30	10.6	120	160.6
158	Becker Electric Supply	50	25.5	85	160.5
159	Womack Electric & Supply Co. Inc.	55	35.5	70	160.5
160	Jam Paper and Envelope	50	20.3	90	160.3
161	Shepherd Electric Supply	25	25.1	110	160.1
162	Avery	60	19.9	80	159.9
163	DGI Supply	40	29.9	90	159.9
164	Act Supplies	40	29.9	90	159.9
165	Production Tool Supply	30	9.5	120	159.5
166	Kendall Electric Supply Co.	30	34.3	95	159.3
167	WAXIE Sanitary Supply	50	24.3	85	159.3
168	SunSource	30	19.1	110	159.1
169	Electric Supply & Equipment Co.	40	24.0	95	159.0
170	Marshall E. Campbell Company	25	33.9	100	158.9
171	Seaton	50	18.8	90	158.8
172	R S Hughes Co.	30	28.7	100	158.7
173	Hydradyne	50	13.3	95	158.3
174	AllPro Supply	50	22.8	85	157.8
175	Voss Lighting	40	32.6	85	157.6



Is your company not listed?

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Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
176	Gallant & Wein Corp.	50	22.0	85	157.0
177	NOW Inc. (DistributionNOW)	40	26.5	90	156.5
178	Strauss Paper Company	45	21.2	90	156.2
179	Economy Office Supply	30	15.5	110	155.5
180	Heartland Paper	50	25.5	80	155.5
181	Mead	60	20.3	75	155.3
182	Western United Electric Supply	50	25.1	80	155.1
183	Leff Electric	50	25.0	80	155.0
184	The Green Office	40	30.0	85	155.0
185	Kopy Kat Office	50	14.9	90	154.9
186	City Lighting Products Co.	50	24.6	80	154.6
187	Preferred Medical	35	29.5	90	154.5
188	Main Electric Supply Co.	40	19.4	95	154.4
189	Windy City Wire	50	24.4	80	154.4
190	Denney Electric Supply	30	19.4	105	154.4
191	Arrow Office Supply	40	29.3	85	154.3
192	Western Paper Distributors	50	23.8	80	153.8
193	HP Products, a Ferguson Enterprise		40	28.6	85 153.6
194	American Electric Supply Inc.	50	23.5	80	153.5
195	Pollock Paper	40	23.3	90	153.3
196	Parish Supply	55	33.2	65	153.2
197	Capital Wholesale Drug Co.	45	27.7	80	152.7
197	Elevate Marketplace	50	27.7	75	152.7
199	VWR International	35	27.1	90	152.1
200	Green Electric Supply	50	26.7	75	151.7

Apruval Ranking



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Rank	Company	UX	MARKETING	B2B NEEDS	RATING
201	Office Supply Inc.	50	11.4	90	151.4
202	EIS Inc.	40	11.4	100	151.4
203	Fairmont Supply	40	16.0	95	151.0
204	Madison Electric Co.	50	25.9	75	150.9
205	Stanion Wholesale Electric Co. Inc.	40		25.7	85 150.7
206	SprinklerWarehouse	40	30.4	80	150.4
207	Gas And Supply Co.	40	25.3	85	150.3
208	Alameda Electrical Distributors Inc.		45	25.0	80 150.0
209	WB Mason	40	25.0	85	150.0
210	GOS 1	50	9.9	90	149.9
211	Franklin Planner	50	29.8	70	149.8
212	OP Supply	40	19.4	90	149.4
213	Tarheel Paper & Supply	30	19.3	100	149.3
214	Power & Telephone Supply Co.	20	24.2	105	149.2
215	Veritiv Corp (facility solutions)	50	28.9	70	148.9
216	Ashley Hills	40	23.8	85	148.8
217	Tri-anim Health Services, Inc.	40	13.2	95	148.2
218	Coop Electric Energy Utility Supply	40	27.9	80	147.9
219	GNB Janitorial Supply	55	22.8	70	147.8
220	Pennsylvania Paper & Supply Co.	25	17.5	105	147.5
221	Tools Today	60	7.1	80	147.1
222	Lynn Medical, Inc.	40	22.1	85	147.1
223	DXP Enterprises	50	27.0	70	147.0
224	Bearing Distributors Inc. (BDI)	40	12.0	95	147.0
225	Coastline Medical Management	40	26.7	80	146.7



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Rank	Company	UX	MARKETING	B2B NEEDS	RATING
226	Paperpro	40	21.6	85	146.6
227	Ryan Herco Flow Solutions	40	11.4	95	146.4
228	Eoff Electric Supply	35	26.4	85	146.4
229	Blue Ribbon Business	40	21.3	85	146.3
230	Vallen Distribution	40	10.6	95	145.6
231	3E Electrical Engineering	50	25.5	70	145.5
232	Needham Electric Supply	40	25.2	80	145.2
233	Medler Electric Co.	50	25.0	70	145.0
234	OneSource Distributors	40	19.9	85	144.9
235	JD Distributors Inc.	30	29.9	85	144.9
236	Priority Wire & Cable Inc.	50	24.6	70	144.6
237	Schaedler Yesco Distribution Inc.	40	24.6	80	144.6
238	Cintas	45	29.4	70	144.4
239	MRC Global Corp.	40	34.1	70	144.1
240	FCX Performance	50	24.1	70	144.1
241	Ace Wire & Cable Co Inc.	20	14.1	110	144.1
242	Turenne PharMedCo, Inc.	40	19.1	85	144.1
243	HemaSource Inc.	50	24.0	70	144.0
244	Sunrise Electric Supply	50	23.7	70	143.7
245	Delasco	30	28.5	85	143.5
245	Mission Restaurant Supply	50	18.5	75	143.5
247	Nu-Lite Electric Wholesalers Inc.	25	23.1	95	143.1
248	Standard Electric Supply Co.	15	8.0	120	143.0
249	Kaman Distribution Group	50	22.8	70	142.8
250	Westpac Solutions	50	22.3	70	142.3

B2B ECOMMERCE RECAP 2018



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Apruval Ranking

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
251	Fletcher-Reinhardt Co.	40	17.0	85	142.0
252	Grogan's Healthcare Supply	35	21.6	85	141.6
253	Twist Office Supply	45	26.0	70	141.0
254	Warrens Office Supplies	30	20.6	90	140.6
255	Office Ink Plus	50	30.4	60	140.4
256	Minarik Corp.	40	15.3	85	140.3
257	Buckles-Smith	25	14.5	100	139.5
258	Shared Service Systems, Inc.	35	18.7	85	138.7
259	The Stevens Company Limited	40	23.6	75	138.6
260	EBH Direct	35	13.4	90	138.4
261	Basset Office Supply	30	18.2	90	138.2
262	C & S Medical Supply, Inc.	40	22.8	75	137.8
262	Henry Schein, Inc.	35	27.8	75	137.8
264	Center Medical Supply Company	40	22.5	75	137.5
265	United States Medical Supply	45	17.2	75	137.2
266	Wajax	40	12.0	85	137.0
267	Twin City Janitor Supply	30	26.5	80	136.5
268	Byram Healthcare	30	31.1	75	136.1
269	Kimball Midwest	40	10.8	85	135.8
270	Office Sensei	50	10.6	75	135.6
271	General Pacific Inc.	40	25.5	70	135.5
272	Lawson Products	30	20.4	85	135.4
273	Mid-West Wholesale Lighting	40	25.1	70	135.1
274	Connexion	30	20.0	85	135.0
275	Dade Paper	45	15.0	75	135.0

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Rank	Company	UX	MARKETING	B2B NEEDS	RATING
276	Medical Purchasing Solutions	40	24.6	70	134.6
277	Mid-Coast Electric Supply Inc.	35	14.3	85	134.3
278	Poppin	50	33.9	50	133.9
279	Peninsular Electric Distributors	40	23.9	70	133.9
280	FSI Office	40	23.9	70	133.9
281	Medical Specialties Distributors	40	23.9	70	133.9
282	WB Mason	30	28.7	75	133.7
283	Medical Place, Inc.	35	18.0	80	133.0
284	Buffalo Hospital Supply Company	40	22.5	70	132.5
284	Gericare Medical Supply	25	22.5	85	132.5
286	First Medical, Inc.	40	22.2	70	132.2
286	Trio Supply Company	30	22.2	80	132.2
288	Summit Electric Supply	35	12.1	85	132.1
289	Inline Electric Supply Co.	30	25.5	75	130.5
290	Dealers Electrical Supply Co.	25	24.3	80	129.3
291	Banner Systems	40	8.7	80	128.7
292	Grove Medical, Inc.	25	18.2	85	128.2
293	C&C Janitorial Supply	30	22.7	75	127.7
294	EBP Supply Solutions	35	22.5	70	127.5
295	Midland Medical Supply Company	35	21.7	70	126.7
296	Clafin Company	40	16.0	70	126.0
297	Indyav	50	10.3	65	125.3
298	West-Lite Supply Co. Inc.	15	15.1	95	125.1
299	Alliance Supply	30	10.0	85	125.0
300	Biggest Book	45	8.5	70	123.5

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Rank	Company	UX	MARKETING	B2B NEEDS	RATING
301	McMaster-Carr	25	28.3	70	123.3
302	O & R Medical Supply & Service	35	22.9	65	122.9
303	S. Freedman & Sons, Inc.	30	17.6	75	122.6
304	TwinMed Med Supplies & Services	35	16.0	70	121.0
305	Suture Express	30	24.8	65	119.8
306	WEN Products	30	9.3	80	119.3
307	American Med Supplies & Equip	25	19.0	75	119.0
308	Clock Medical Supply, Inc.	30	8.8	80	118.8
309	Shively Bros.	30	8.5	80	118.5
310	Kerma Medical Products, Inc.	25	17.1	75	117.1
311	CC Distributors	20	26.7	70	116.7
312	Brame	40	6.6	65	111.6
313	Online Industrial Supply	30	10.4	70	110.4
314	Electro-Matic Products Inc.	10	19.4	70	99.4
315	Electric Wholesale Supply Co. (UT)	30	9.4	55	94.4
316	Wholesale Electric Supply Co. Inc.	20	10.0	60	90.0
317	Dickman Supply Inc.	25	6.4	20	51.4

About Apruve

Apruve's B2B credit network enables manufacturers, wholesalers and distributors to extend revolving lines of credit to their business buyers without any financial risk or back office overhead. Customers include Texas Instruments, Boxed, Automation Distribution, Radioparts, Eco Distributing and other suppliers from a myriad of B2B industries.

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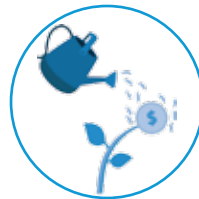
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