

APRIVAL RATING REPORT

featuring

# Industrial Distributors

2019

# 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 These outdated methods will negatively effect their ability to grow and manage their business.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 *Industrial Distributors*, a group of businesses 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

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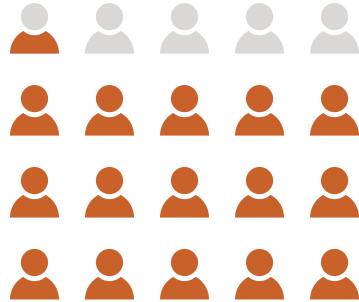




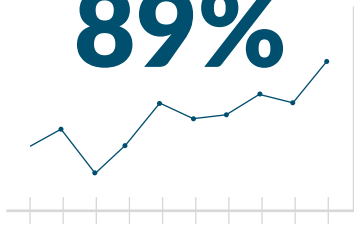
## ECOMMERCE STATISTICS

**42%**

of B2B customers  
use a mobile device  
for purchases.

**76%**

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

**89%**

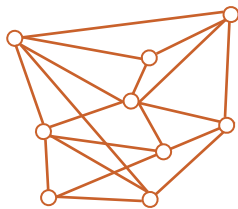
of B2B decision makers  
attribute digital commerce  
to there expected growth.

**50%**

of B2B buyers  
are millennials.

**40%**

of eCommerce  
websites use  
algorithmys for  
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.



## REPORT STATISTICS



34%

of companies offer a credit application for new/existing customers.

30%

of companies offer digital invoicing for pay on the go opportunities.

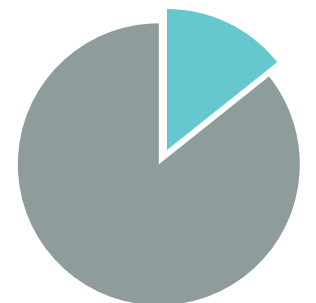


16%

of distributors offer customers reordering capabilities.

10%

of distributors evaluated offer a mobile app for ordering remotely.



36%

offer payment terms for customers buying on account.

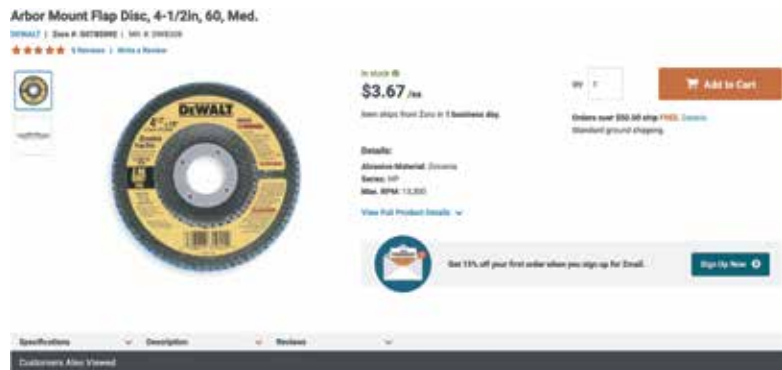


# CASE STUDIES

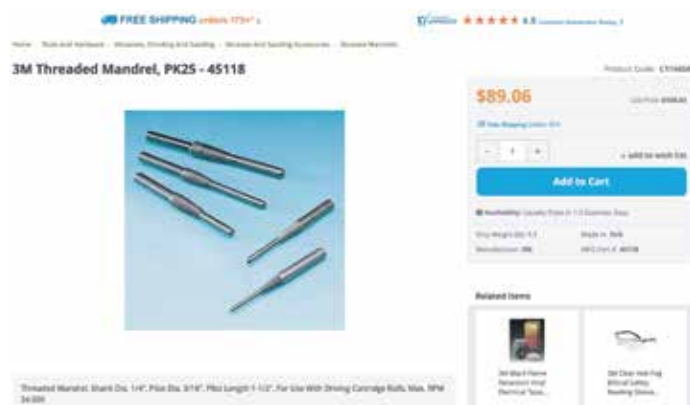
## ZORO

Zoro created a balance between simplistic design and a plethora of complex business features. Their high ranking comes from implementing everything from product reviews, upfront payment options, and quick bulk searches.

Their simplistic design is emphasized through every page keeping uniformity and branding consistent across the entire site. The minimalist look helps buyers to keep concentrated on the shopping experience over being sidetracked by random aesthetics to handhold businesses through the buying behavior.



## SUSTAINABLE SUPPLY



Sustainable supply offers a very consumer-like experience allowing any web visitor to become comfortable with the navigation of the site and find what they are looking for in a minimal amount of clicks.

Just because they have a consumer look, does not mean they don't have a B2B optimized site. Sustainable Supply has a variety of B2B features sure as digital invoicing, bulk search, and custom pricing.



# FINDINGS

Industrial Distributors have made a drastic eCommerce improvements since last year's report. Companies have focused and invested heavily on user experience, developing custom workflows and features to meet the needs of each business buyer.

These immense improvements over the last year is responsible for a large amount of change in rankings and has made the top performers separated by only a couple of points. We dove into what the main areas that gave points to certain companies that most eCommerce sites overlooked.

## Marketing

A website is not as simple as the idea, "If you build it they will come". Generating traffic and getting buyers to your product pages takes extremely well-executed Search Engine Optimization and Search Engine Marketing.

Marketing saw the largest spread of performance within the report. Companies like Grainger, are investing heavily in generating traffic through paid and non-paid strategies which give them a dominant boost in these rankings. In order to compete for traffic, Industrial Distributors need to start generating content and keywords around top converting product pages.

## Video

Video was only available on 10% of websites. Although video creation is commonly seen as a very labor-intensive medium, it is often a piece of evergreen content that helps increase conversions and search engine rankings. If you do not have the resources internally to make your own branded videos, embedding manufacturer videos is a valuable alternative.

## Reviews

Reviews are typically seen as a consumer feature, but they've actually been found to carry the same weight in B2B as well. Not only do reviews build confidence in buying products, but they can help mitigate support requests as users tend to discuss and answer frequently asked questions.

## Reordering

Businesses commonly reorder the same goods and quantities over and over again. To help this process eCommerce sites should implement a way to save and reorder their purchases in a matter of clicks. Even better, having an automated reorder reminder or recurring order option built-in for a buyer make for smoother user experience and increases the likelihood of a higher volume of purchases.

## Volume Pricing

Considering how common bulk ordering is in B2B transactions, it is astonishing how few websites advertise volume discounts. The vast majority of sites are concentrating on customer account pricing, but volume discount still has a purpose for new buyer conversion and promoting larger orders.



# METHODOLOGY & CLASSES

– CRITERIA –

UX

## User Experience & Usability

- Product Images on the Search Page
- Bundle Options
- Viewable Ratings and Reviews
- Save Shopping Cart/Wish-list
- Responsive



## B2B Product Needs

- Dealer Channels with Search
- Options to Store Credit Cards
- Volume Discount Visibility
- Credit/Financing Available
- Online POs and Invoices



## Marketing & Shipping

- Product and Service Marketing
- Search Engine Ranking
- Mobile Application
- Multiple Shopping Options
- Shipping Deals
- Ability to Reorder





# PERFORMANCE

## – Industry Performance –

	UX	MARKETING	B2B NEEDS	TOTAL
Average	49.6	18.9	85.8	154.3
High	80	57.9	110	247.9
Low	30	2.0	60	92.0
Top 5 averages	64	34.5	104	202.5
All other companies	48	17.2	83.8	149.0
<b>Perfect Score</b>	<b>90</b>	<b>70</b>	<b>140</b>	<b>300</b>

## RATING SCALE

### **SUPERIOR** *200 or above*

Excellent website experience, multiple purchase options, and extensive product information.

### **SUFFICIENT** *175 to 195*

Proficient website experience, but are missing B2B needs like checkout and financing options.

### **AVERAGE** *Less than 175*

Difficult to find and navigate the website, and problematic to make purchases online.





# COMPANY RANK

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
1	W.W. Grainger	60	57.9	90	207.9
2	Global Industrial	70	23.2	110	203.2
3	Sustainable Supply	70	21.6	110	201.6
4	HD Supply	60	30.4	110	200.4
5	ZORO	60	39.4	100	199.4
6	MSC Industrial Supply	60	23.0	110	193.0
7	Crescent Electric (Industrial)	60	30.9	100	190.9
8	Chadwell Supply	60	20.6	110	190.6
9	Hisco	50	30.3	110	190.3
10	Tools Today	70	29.6	90	189.6
11	Home Depot Pro	60	19.4	100	179.4
12	Grizzly Industrial	80	22.1	70	172.1
13	MRC Global Corp.	50	34.6	80	164.6
14	Motion Industries	40	31.2	90	161.2
15	Wurth - Americas	50	20.4	90	160.4
16	BlackHawk Industrial	50	19.9	90	159.9
17	Kaman Distribution Group	50	24.7	80	154.7
18	The Fastenal Company	40	22.3	90	152.3
19	Wajax	50	26.4	75	151.4
20	Valin Corp.	50	11.1	90	151.1
21	AWC Inc.	40	11.1	100	151.1
22	SprinklerWarehouse	60	21.0	70	151.0
23	Turtle & Hughes	60	10.8	80	150.8
24	Fairmont Supply	60	10.3	80	150.3
25	FCX Performance	50	24.8	75	14



# COMPANY RANK

Rank	Company	UX	MARKETING	B2B NEEDS	RATING
26	CBT Company	50	9.5	90	149.5
27	Alliance Supply	50	9.1	90	149.1
28	SunSource	30	9.0	110	149.0
29	DXP Enterprises	50	26.4	70	146.4
30	Production Tool Supply	40	2.0	100	142.0
31	WEN Products	50	21.6	70	141.6
32	NOW Inc. (DistributionNOW)	50	20.8	70	140.8
33	Vallen Distribution	40	10.5	90	140.5
34	R S Hughes Co.	40	20.3	80	140.3
35	Gas And Supply Co.	50	10.1	80	140.1
36	Dillon Supply Company	40	20.1	80	140.1
37	DGI Supply	50	9.6	80	139.6
38	EIS Inc.	50	2.1	80	132.1
39	Ryan Herco Flow Solutions	50	2.0	80	132.0
40	Bearing Distributors Inc. (BDI)	30	22.0	80	132.0
41	Applied Industrial Technologies	60	11.1	60	131.1
42	Airgas	40	11.1	80	131.1
43	Kimball Midwest	40	10.7	80	130.7
44	F.W. Webb	50	9.8	70	129.8
45	Lawson Products	30	19.2	80	129.2
46	Hydradyne	40	18.9	70	128.9
47	Shively Bros.	40	7.9	80	127.9
48	McMaster-Carr	40	15.2	70	125.2
49	Online Industrial Supply	30	20.5	70	120.5
50	Border States (Industrial)	30	9.5	80	119.5

# ABOUT US

Apruve is the simplest way to extend business terms – sell more while eliminating the agony of A/R. By enabling you to sell on credit without risk, Apruve drives increased sales, improves customer buying experiences and makes your accounts receivables almost obsolete.

***apruve***