

What's Happening to B2B on Mobile?



Overview Of The \$1 Trillion B2B e-Commerce Market



B2B e-commerce is expected to account for \$780 billion in 2015 and **\$1.1 trillion** in 2020

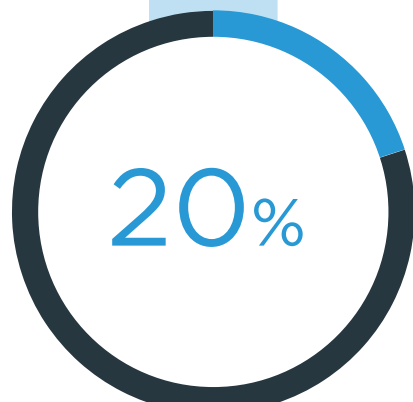


By 2019, manufacturers and wholesalers will account for a combined **30%** of spending on e-commerce technology

compared with a **28%** share of 2019 spending by online retailers



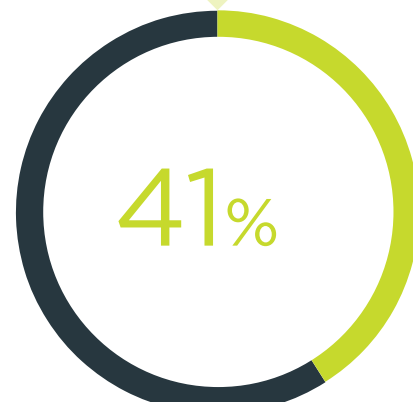
up from 20% in 2013



2019



down from 41% in 2013



2013

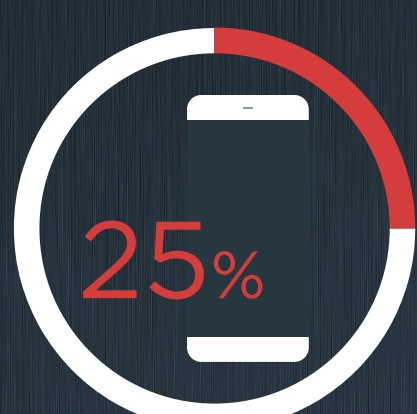


of B2B buyers report conducting some degree of research online before making a business purchase

B2B Mobile Commerce Is Now A Reality



For **70%** of B2B marketers



of site traffic comes from mobile

53% of B2B marketers have integrated mobile marketing into their overall strategy and see

44% of their sales occurring through mobile devices

For **21%** of B2B brands, mobile is the primary revenue driver

97% of B2B companies plan to increase or maintain the amount they spend on mobile marketing in 2015

Almost **60%** of business buyers across multiple industries have purchased goods for their companies online, and almost

40% said they expect to spend a bigger proportion of their annual procurement budgets online next year

The B2B Buyer Journey Is Shifting To Mobile



56% of B2B eCommerce executives said that they have certain customers that they can only profitably support online



85% of B2B buyers require content on B2B sites to be optimized for mobile devices

55% of B2B buyers aged 18-25 (Millennials) use mobile phones to research purchases, as do



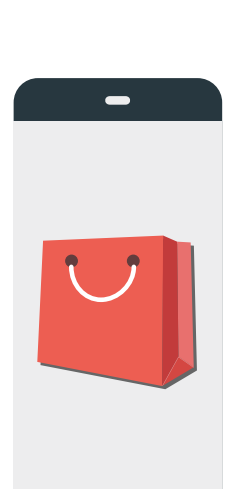
56% of B2B buyers say they frequently use mobile phones to access B2B sites



36% of respondents aged over 45



24% of B2B buyers have made a business purchase using a mobile device



Also download our **"Five Best Practices for B2B Mobile Commerce"** infographic



Usablenet is a global technology services company, focused on enterprise mobile strategy & execution.

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