



The evolution of B2B e-commerce

Digital technology is becoming more accessible, customer expectations are rising, and the wider economic environment remains uncertain. These factors mean the rules of B2B buying continue to change. So, it's critical for sellers to keep pace by reviewing their strategies, extending their capabilities and staying ahead of customer needs.



2017
The year of UX

The emphasis of B2B sellers began to shift from having a prominent online presence to delivering an elegant and personalized user experience.



2018
The year of digital-first commerce

Online began to take priority over offline, as millennial B2B buyers demanded digitalization, and sellers grasped the power of conversion rate optimization (CRO).



2019
The year of connected omnichannel and automation

Omnichannel finally began the transition from theory to reality, as multichannel B2B operations morphed into true interconnected, seamless experiences.



2020
The year of smart, predictive and anticipatory commerce strategies

Personalization reached a new level, as smart analytics and AI began to anticipate future customer requirements, understand unmet needs and influence buying behavior.



2021
The year of acceleration

The shift to digital was fast-tracked, its importance in the B2B space was put beyond doubt, and enhanced techniques (like progressive web apps and the metaverse) began to be integrated.



2022
The year of distinction and differentiation

Forward-looking B2B sellers will use online channels to achieve new levels of intimacy, insulate key customers from supply chain disruption, and consolidate already strong relationships.

Read the white paper "New rules for B2B buying" for more trends and insights.

[Download the white paper](#) →