



2023 B2B Commerce Growth Strategies Survey

2023 B2B COMMERCE GROWTH STRATEGIES SURVEY

B2B ecommerce took off during the pandemic, leading manufacturers and distributors to invest heavily in this channel. As they do, they're rethinking how they interact with customers in the digital age. Here are the keys to success.

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From the editors of
DIGITAL B2B
COMMERCE 360



We partnered with Digital Commerce 360 to develop the 2023 B2B Commerce Growth Strategies Survey. In it, 151 B2B leaders share how they're taking on challenges along the road to improved customer experience and revenue growth. In it, you'll find data and perspectives on:

- Personalization
- Expansion into new markets and regions
- Conversion-driving tactics
- B2B marketplaces
- Business challenges and future investments