



marketlive
customer driven commerce

Mastering the Seamless B2B/B2C Experience

November 18, 2015



Scott Compton
Sr. Commerce
Strategist
MarketLive



Andy Hoar
Principle Analyst Serving
eBusiness & Channel
Strategy Professionals
Forrester Research, Inc.



Pam Schectmann
Vice President
Marketing &
Communications
Department56

- **B2C for B2B – Why and How**
 - What buyers expect
 - 4 B2C elements B2B sellers must adapt
- **B2B/B2C eCommerce- Crossing Over**
- **Mastering the Seamless B2B/B2C Commerce Experience-
Real-life example from Enesco**
- **Q & A**



**Years Retail Experience Growing
Total Commerce Sites**

**Managing Over \$1.7 Billion in Retail Sales:
150 Sites, 85 Customers**

Forrester Ranked **Leading
Commerce Platform**

Award-Winning Technology



Top Vendor to the Internet Retailer Top 1000

- 1st Site Design
- 2nd Content Management
- 2nd Mobile Commerce
- 2nd Rich Media
- 3rd Order Management



Winner of 4 Stevie Awards

- **Gold:** Automated Merchandising, Social Experience Manager
- **Silver:** Content Experience Manager
- **Bronze:** Intelligent Site Search

//CODiE//

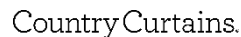
Codie Award Finalist

- Best Commerce Software

Selected MarketLive Clients



customer driven commerce



skin-changing science



WILSONS LEATHER

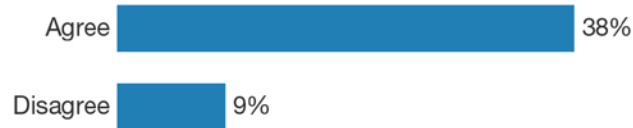


B2C for B2B – Why and How

Opportunity - B2B online customer base is growing

- **57% of corporate buyers have made business purchases online**
- **56% of vendors have earned new customers via online self-service who would be too costly to support otherwise**
- **Customers spend more once migrated to online**

“Customers you have migrated from offline sales environments to online self-serve product purchase environments spend more money in total after they migrate online.”



Base: 45 B2B eCommerce executives

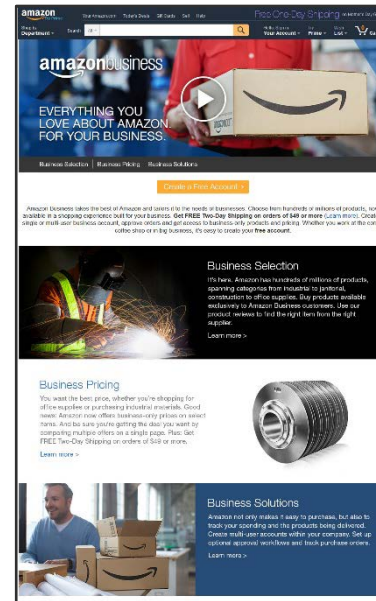
Source: Forrester's Q1 2013 Global B2B eCommerce Portal Online Survey

Challenge – Buyers bring B2C expectations with them

- “Two-screen phenomenon” – shopping for work in one browser window, for themselves in another
- Accustomed to B2C-style online experiences and discount offers



Source: [Acquity Group, 2013](#)

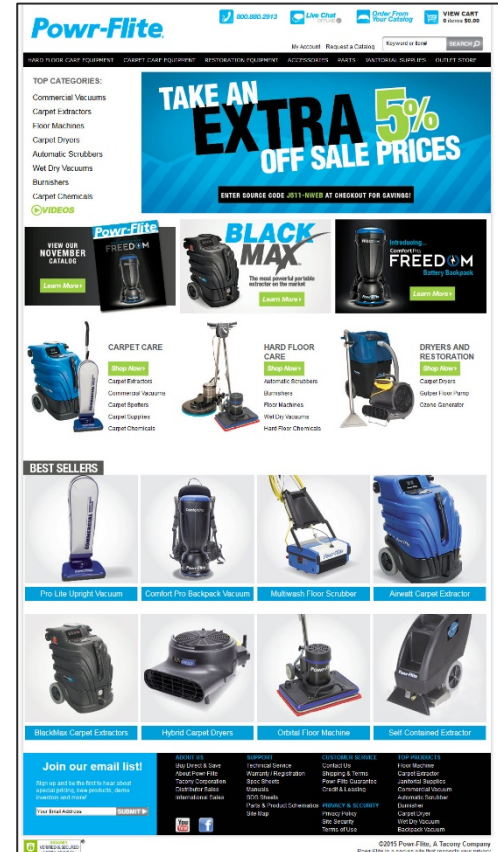


4 Essential B2C Elements to Adapt for B2B

- **B2C-Style Merchandising**
- **Rich Content**
- **Usable, Flexible Design**
- **Relevance through Personalization**

Put product offering front and center

- 86% expect to see products and services on the home page
- Provide multiple paths to products
 - Products by type
 - Best sellers
 - By solution or function



Give shoppers tools to sort, filter, and compare

1-866-636-2338 Live Support [Download Our Catalog](#) [Locations](#) [Customer Service](#) [My Account](#)

US. FOODS **CULINARY EQUIPMENT & SUPPLIES**

FREE SHIPPING
ON ALL STOCKED ITEMS

Keyword, Item # or Manufacturer #

[Shopping Basket](#)

REFRIGERATION & ICE **COOKING & BEVERAGE** BAR DINING ROOM KITCHEN & FOOD PREP BAKEDWARE & COOKWARE CATERING & BUFFET FURNITURE & SIGNS JANITORIAL WAREWASHING & SHELVING

Style / Type Clear

☐ Accessories (2)
☐ Single Bowl (5)
☐ Triple or Quad Bowl (2)
☐ Twin Bowl (3)

Color Clear

☐ Almond (1)
☐ Black (2)
☐ Green (1)
☐ Yellow (1)
☐ Granite Gray (1)

Energy Clear

☐ Electric - 115-120v (3)

Brand Clear

☐ American Metalcraft (1)
☐ Tabbauch (1)
☐ Vollrath (1)
☐ Carlisle (1)
☐ Eastern Tabletop (1)
☐ Burn (1)

Pricing Clear

☐ Less than \$100.00 (2)
☐ \$100.00 To \$199.99 (2)
☐ \$200.00 To \$299.99 (4)
☐ \$300.00 To \$399.99 (1)
☐ \$400.00 To \$499.99 (2)
☐ Greater Than \$1000.00 (3)

Cold Beverage Dispensing Machines

Dispense cold drinks with ease with the selection of cold beverage dispensers offered by US Foods Culinary Equipment & Supplies (formerly Superior Products). We carry both single and twin reservoir dispensers in a wide range of sizes. Whether it's a restaurant serving fresh fruit juices or a catering company dispensing iced tea, these easy-to-clean, refrigerated beverage dispensers make storing and serving drinks easy. Browse our entire product selection today and find the foodservice supplies your kitchen needs.

Cold Beverage Dispensers [View All](#) [Previous](#) [Page 1 of 2](#) [Next](#)

Sort by: Our Picks Compare up to 4 items [COMPARE PRODUCTS](#)

Grid View ☒ List View ☐

 [Compare](#)
Faucet Replacement for Tostitos Iced Tea and Cold Beverage Dispensers - STOCKED ITEM
\$15.09

 [Compare](#)
Iced Tea & Lemonade Dispensers
\$39.99 - \$79.49

 [Compare](#)
Stainless Cold Beverage Dispensers, Single or Double
\$70.99 - \$99.99

 [Compare](#)
Park Avenue 3 Gallon Stainless Steel Juice Dispenser - SHIPPING & HANDLING PREPAID
\$285.00

 [Compare](#)
Double Wall Beverage Holder, Full Finish, 19" diameter x 9" H. - STOCKED ITEM
\$219.00

 [Compare](#)
Double Wall Beverage Holder with Base, 16" diameter x 10" H. - STOCKED ITEM
\$182.49

Product Comparison [PRINT PAGE](#)

You have selected to compare these products:

 [REMOVE](#)
Craftsman 1/2 HP Double 5 Gallon Cold Beverage Dispenser ...
\$999.00

 [REMOVE](#)
Arctic Deluxe Cold Beverage Dispenser Double 5.4...
\$1,349.00

 [REMOVE](#)
Craftsman 1/2 HP Twin Mini 2.4 Gallon Cold Beverage...
\$895.00

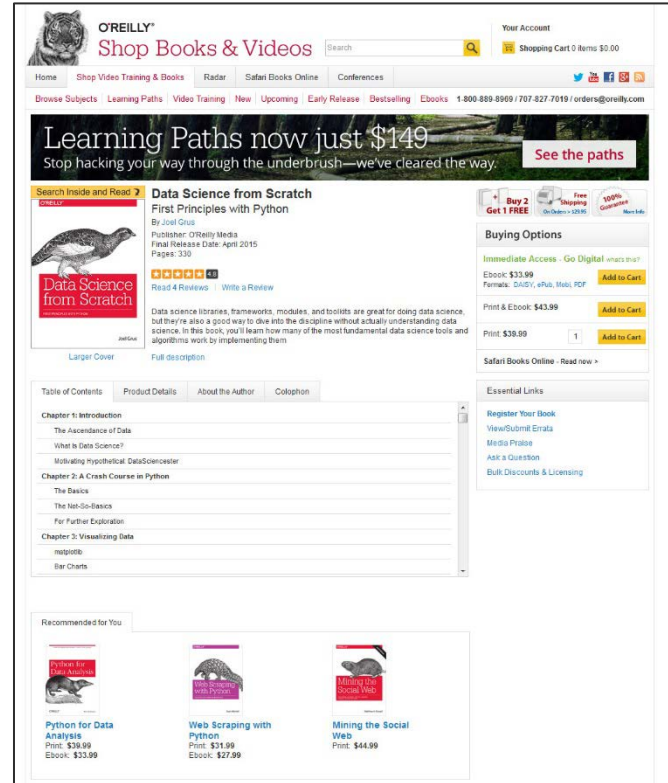
Product Details [COMPARE MORE ITEMS](#)

	23-3/4"W x 22-1/8"D x 10-5/8"H	(2) 14-1/2"W x 18-1/2"D x 26-1/2"H	Mini Twin, 11-1/4"W x 23-1/4"H
Dimensions	23-3/4"W x 22-1/8"D x 10-5/8"H	(2) 14-1/2"W x 18-1/2"D x 26-1/2"H	Mini Twin, 11-1/4"W x 23-1/4"H
Weight	73	80	56
Energy Specs	Grindmaster	Cecilware	Grindmaster
Brand	NSF, UL	NSF	NSF, UL
Approval	No	No	No
Energy Star	No	No	No

[CONTINUE SHOPPING](#)

Effective merchandising on product pages

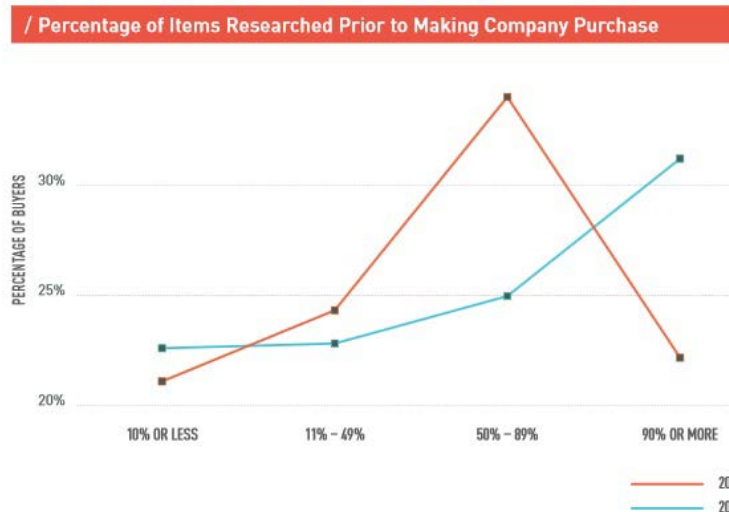
- Global promotional messaging
- Customer service information
- Related products



The screenshot displays the O'Reilly Shop Books & Videos product page for the book "Data Science from Scratch: First Principles with Python" by Joel Grus. The page features a prominent banner at the top announcing "Learning Paths now just \$149" with a call to action "See the paths". Below the banner, the book's title and author are displayed, along with a "Search Inside and Read" button. The book's cover image is shown, and a "Larger Cover" link is provided. The page includes a "Table of Contents" section with links to "Chapter 1: Introduction", "Chapter 2: A Crash Course in Python", and "Chapter 3: Visualizing Data". A "Recommended for You" section at the bottom suggests related books: "Python for Data Analysis", "Web Scraping with Python", and "Mining the Social Web". The right sidebar contains "Buying Options" for the book, including "Immediate Access - Go Digital" and "Print & Ebook" options, each with an "Add to Cart" button. The page also features a "Your Account" section with a shopping cart icon and a "Safari Books Online - Read now" link.

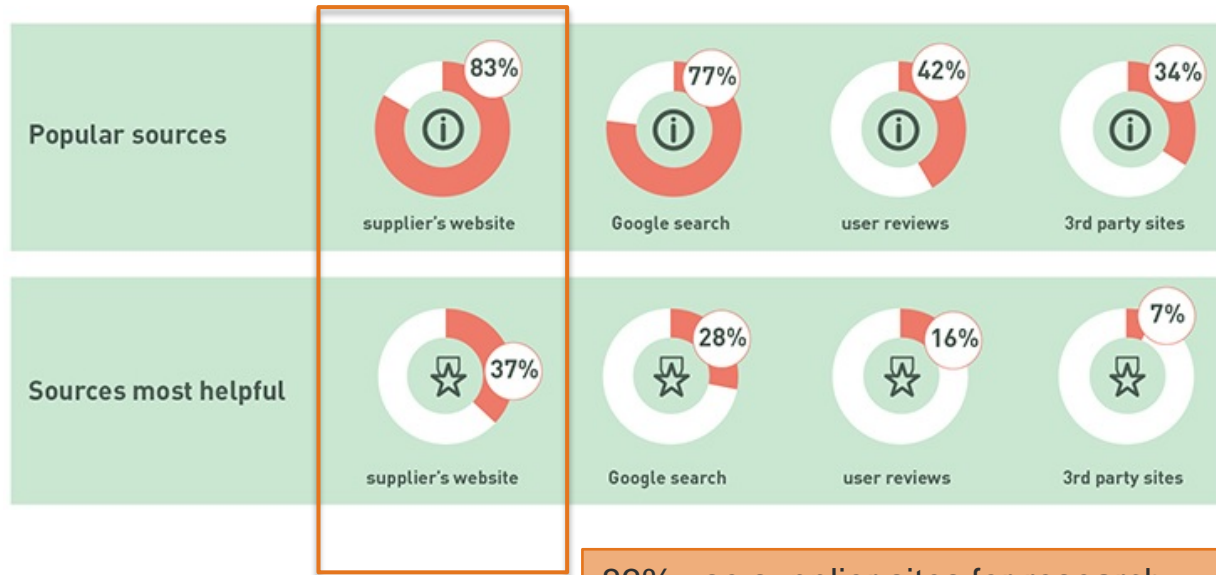
Content forms foundation of online brand experience

- **Online product research becoming integral part of purchase process**
 - 55% of buyers now conduct research online for at least 50% of corporate purchases
 - 30% research 90% of purchases or more online



Content forms foundation of online brand experience

- **Satisfaction with research sources is low**
 - Comprehensive content a potential brand differentiator



83% use supplier sites for research
... but only 37% say they're helpful

In-depth product content to support research

- **Transparency (support, pricing, buyer reviews) is crucial – and often missing**

Sales and Product-Related Information Lacking on Vendor Websites

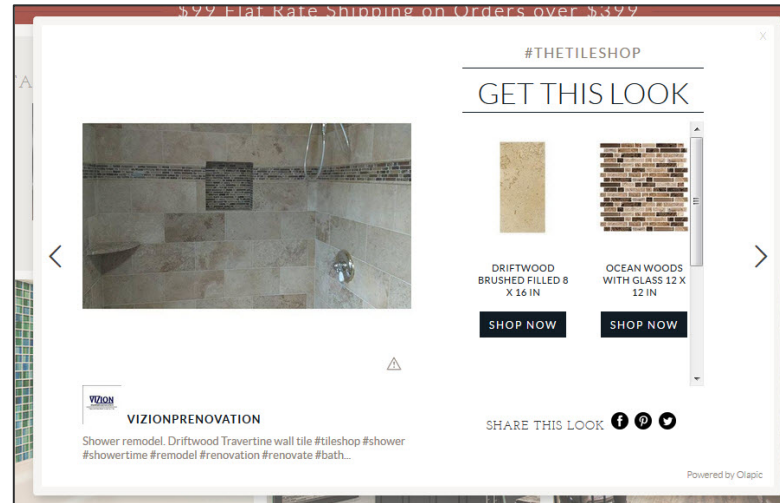
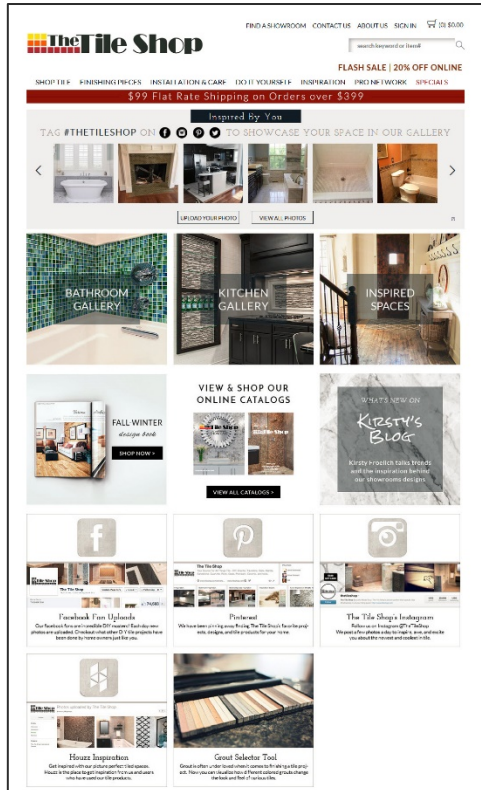


2015 B2B Web Usability Report, Huff/KoMarketing

- **Product specs and comparisons, customer service content, video info support purchase decisions**

[illegible]

User-submitted content puts products into context



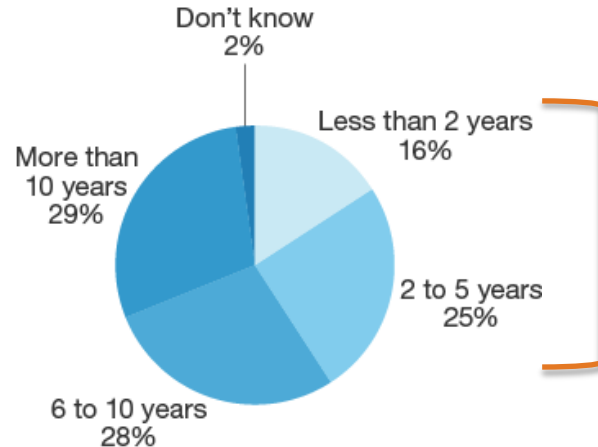
Vendors playing catchup as buyers shift screens

- **Most B2B brands are still making the initial offline-to-online transition**

...

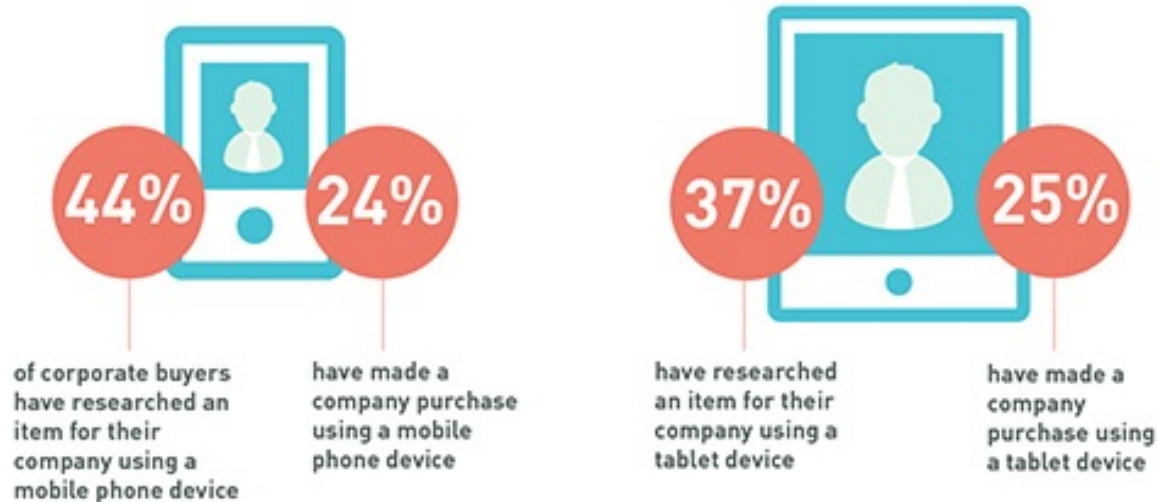
“How long has your company been selling products and services to B2B companies online?”

69% launched online initiatives within past 10 years ...



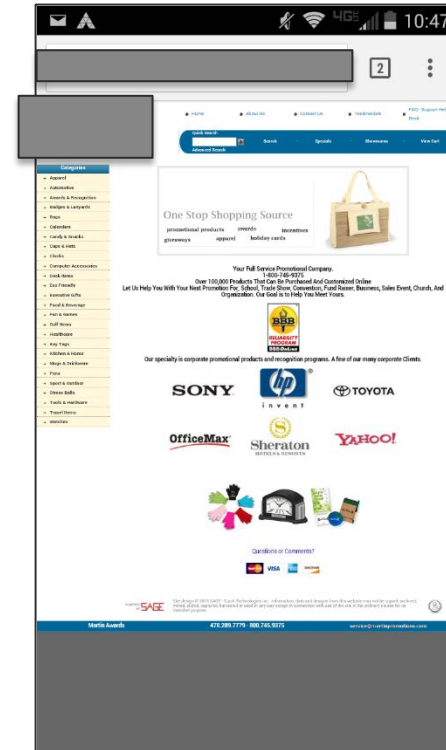
41% have been online < 5 years

- ... but B2B purchasers are already moving past workstation-based eCommerce



User-friendly design across screens is a must

- 37% of B2B buyers will leave sites with “poor design/navigation”
- 39% say lack of a mobile-friendly site impairs purchasing
- 75% will leave slow-loading pages



User-friendly design across screens is a must



Deliver situation-specific tools to help purchasers do their jobs better and more efficiently

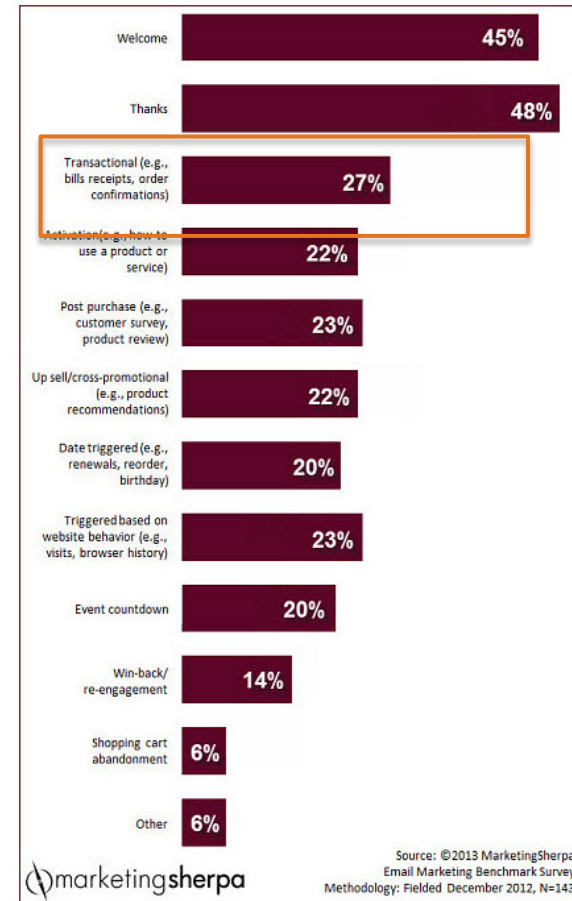
- **Personalization expected to be widely adopted in B2B eCommerce by 2018**
 - 70% of brands forecast to offer it
 - Those with personalization forecast to outsell competitors by 30%
- **Segmentation already widespread**



Develop personalized messaging services

- Triggered alerts of any type currently used by <50% of B2B merchants
- Think SMS as well as email
 - 97% of U.S. business professionals within 3 feet of devices 24 hours per day

<30% of send transactional emails, which have open rates of more than 100% (due to repeat views)



Deliver tailored site pathways based on stage in customer lifecycle

- In-depth content for new visitors demonstrates brand credibility

- Subject-matter primers and background information
- Glossaries to help shoppers navigate product terminology
- Timely articles/blog posts about industry topics



Deliver tailored site pathways based on stage in customer lifecycle


- **Develop expedited routes for returning customers**
 - Encourage account creation – and make it easy
 - Promote ability to access saved items across screens


Sign In or Create a New Account

Welcome to oreilly.com. To access your account, complete the form below.


Sign in or create an O'Reilly account.

[Forgot your password?](#)


 Sign In


 Create Account


Connect with LinkedIn

 LinkedIn

or with another social account.

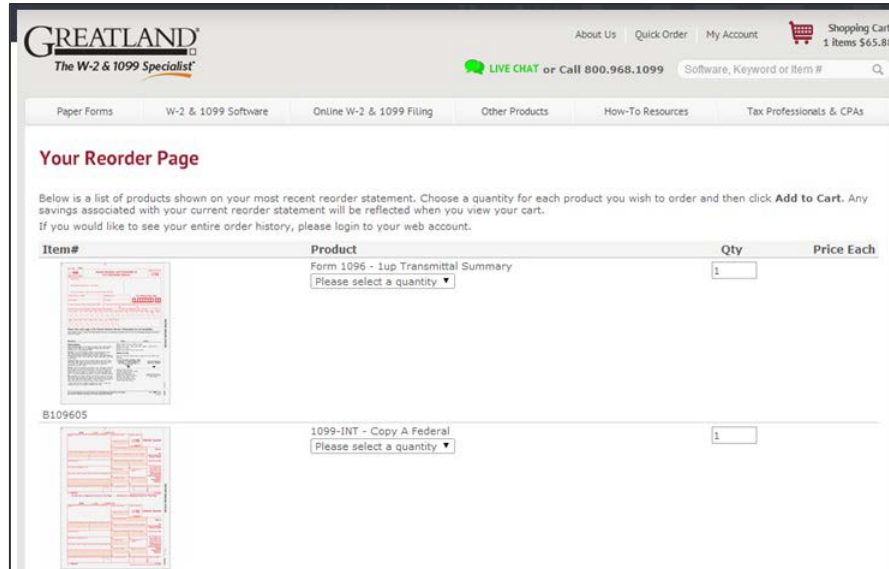
 Google

 Facebook

 Twitter

Develop expedited routes for returning customers

- **Offer a reorder toolset**
 - Use email replenishment reminders to direct visitors into reorder pathway



GREATLAND
The W-2 & 1099 Specialist


About Us | Quick Order | My Account | Shopping Cart 1 Items \$65.88

LIVE CHAT or Call 800.968.1099 | Software, Keyword or Item #

Paper Forms | W-2 & 1099 Software | Online W-2 & 1099 Filing | Other Products | How-To Resources | Tax Professionals & CPAs

Your Reorder Page

Below is a list of products shown on your most recent reorder statement. Choose a quantity for each product you wish to order and then click **Add to Cart**. Any savings associated with your current reorder statement will be reflected when you view your cart. If you would like to see your entire order history, please login to your web account.

Item#	Product	Qty	Price Each
	Form 1096 - 1up Transmittal Summary Please select a quantity ▼	1	
B109605	1099-INT - Copy A Federal Please select a quantity ▼	1	

B2B/B2C eCommerce: Crossing Over

Andy Hoar

November 18, 2015

Home Depot to Buy Interline Brands for \$1.6 Billion in Cash

By CHAD BRAY JULY 22, 2015



A Home Depot store in Burbank, Calif. J. Emilio Flores for The New York Times

Save up to
50%

on laptops, printers and more.

[SEE ALL THE DEALS](#)



Business Savings Event

B2G1 free paper

Save on HP Printers

**BUSINESS
SAVINGS
EVENT!**

WEEKLY AD
See this week's deals

PICK UP TODAY
in just 1 hour

rewards

**FREE
SHIPPING**
Excludes Oversize
and Add-on items.

TRENDING PRODUCTS

Handpicked for you



SEARCH


PROGRAM
BENEFITS
WHAT WE
OFFER
GREEN
FOCUS
BLOG

Customized around your business.

Staples Advantage is your one resource for everything at the office. Working alongside your Account Manager, you can simplify your ordering and receive exclusive pricing on thousands of products, all with fast, free delivery.

[Welcome](#)[Your Program](#)[Everything You Need](#)[Consolidated Orders](#)

Sales Dept Inquiries:
1-844-243-8645

[Get started now](#)
FACILITY
SOLUTIONS
PRINT
SOLUTIONS
TECHNOLOGY
SOLUTIONS
FURNITURE
SOLUTIONS

What you can expect

Stocking your office shouldn't be difficult. Multiple vendors with separate invoices can create more work than you might realize. We aim to be your one source for everything your



COUNTDOWN TO
**BLACK
FRIDAY**
DEALS WEEK



SHOP EARLY DEALS

Buy an Xbox One bundle,
get an extra game free.



Shop now

Terms and conditions apply.

XBOX ONE

Ad feedback

Related to Items You've Viewed [See more](#)



3 pack



amazonbusiness

IT'S WHERE YOU SHOP.
FOR WORK.



Business Products

Business Pricing

Business Solutions

Prime FAQ

Create a Free Account >

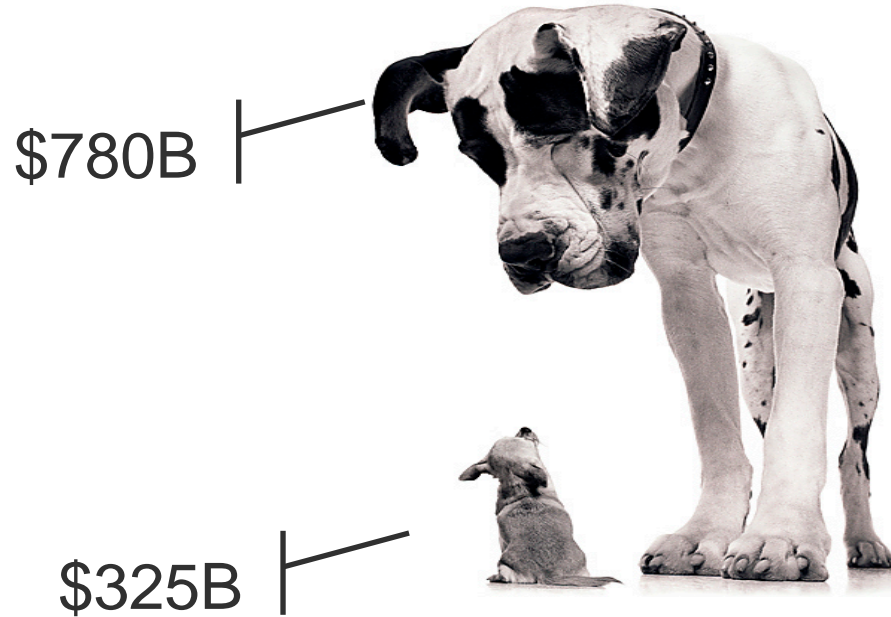
Amazon Business has features, products and pricing custom-built for businesses of all sizes, with no additional fees.

- FREE Two-Day Shipping on orders of \$49 or more [Learn more](#)
- Exclusive price discounts
- Tax-exempt purchasing
- Purchasing system integration
- Prime and Amazon Business work together [Learn how](#)
- Shared payment methods
- Order approval workflows
- Enhanced order reporting

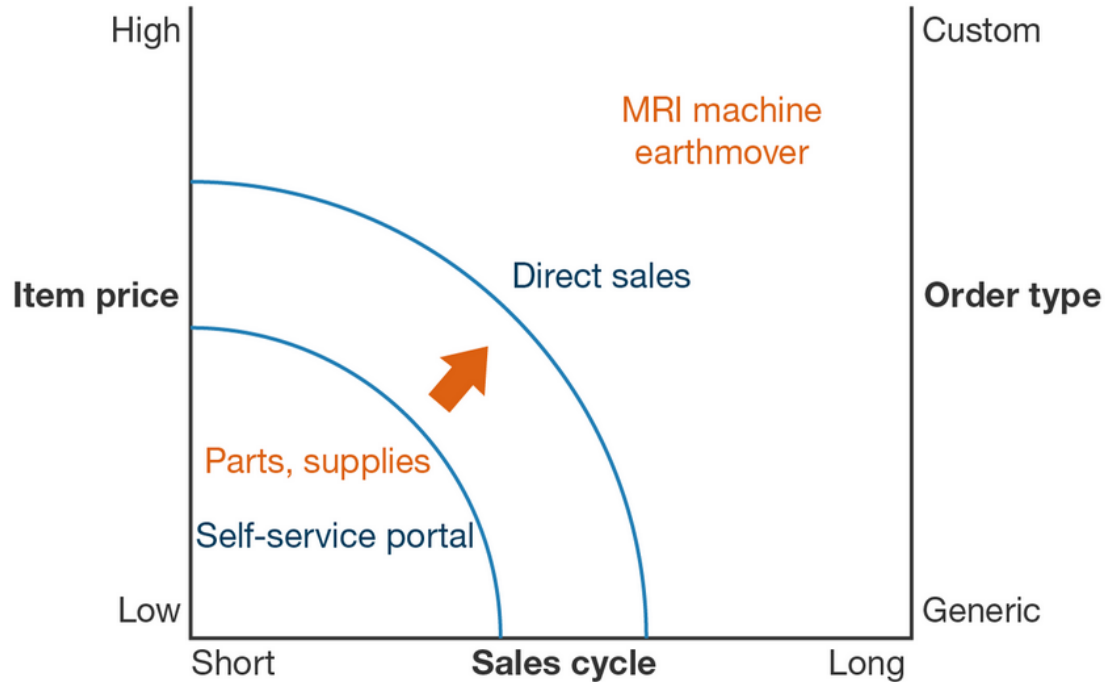
Agenda

- **B2B Market Overview**
- **Challenges & Opportunities**
- **Creating Seamless Experiences**

US B2B Is More Than 2X The Size Of B2C



More Self-Serve B2B Buying Experiences



72% Of IT Systems Can't Support Amazon-Like Customer Experience

The logo for amazon.com, featuring the word "amazon" in a bold, black, sans-serif font, followed by ".com" in a slightly smaller, regular weight of the same font. Below the word "amazon" is a thick, orange, curved arrow that starts under the 'a' and points towards the 'n'.

28% of B2B eCommerce professionals say that their current B2B eCommerce technology systems can support an “Amazon-like” customer experience

Base: 116 B2B eBusiness professionals

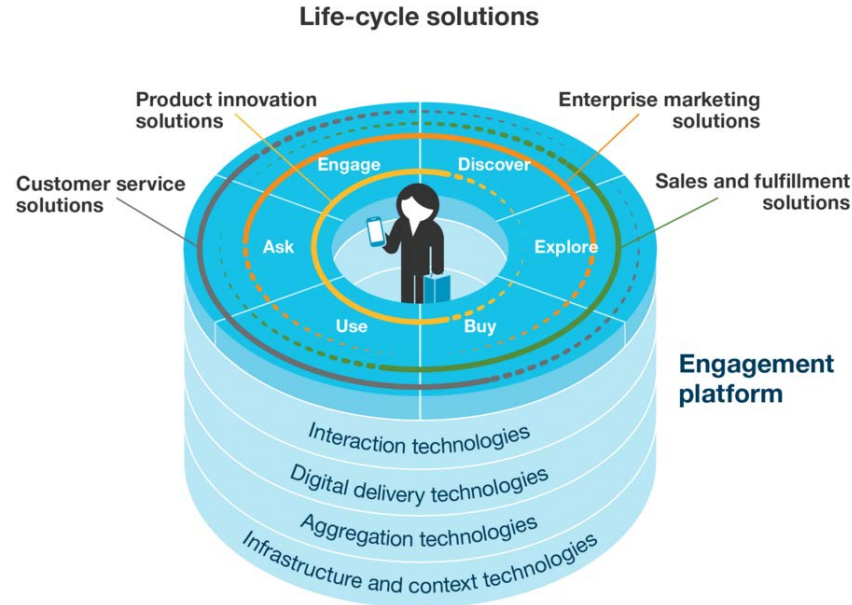
Source: Forrester/Internet Retailer Q2 2015 Global B2B Sell-Side Survey

Creating Seamless Experiences

Exist in a real-time operating environment

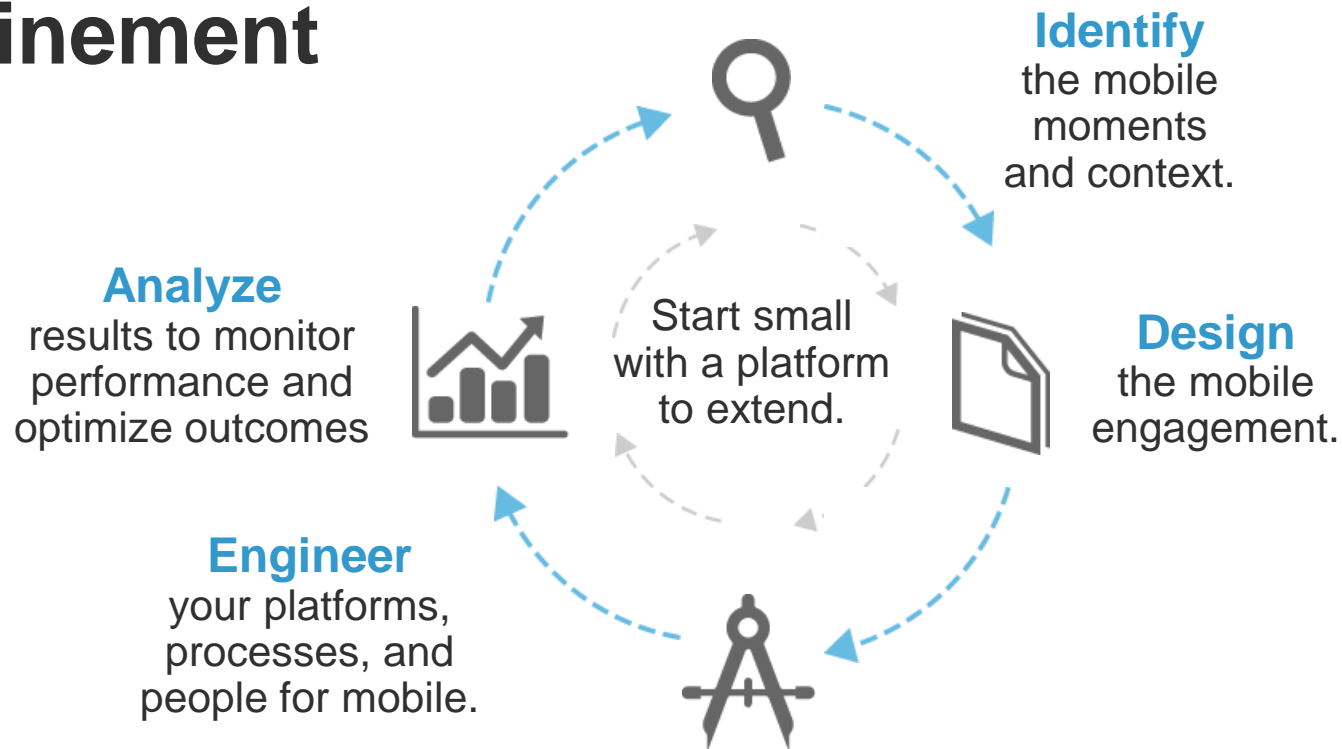


Invest in technologies that support the customer journey




Source: June 17, 2015, "Accelerate Digital Business With A BT Agenda," Forrester report

Enlist agile processes for analysis and refinement



Source: The Mobile Mind Shift, Forrester Research



B2C

B2B

**Many firms are consolidating
their B2B and B2C technologies**

Thank you



Andy Hoar
Principal Analyst
ahoar@forrester.com
@andyhoar1

FORRESTER®

forrester.com



marketlive
customer driven commerce

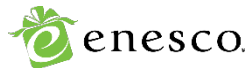
Enesco Insights and Best Practices

November 18, 2015

The **global leader** in the giftware,
home and garden décor industries.

Distributor to a **wide variety** of specialty card and gift
retailers, home décor boutiques and mass market chains.

Serving more than **44,000 customers** worldwide.

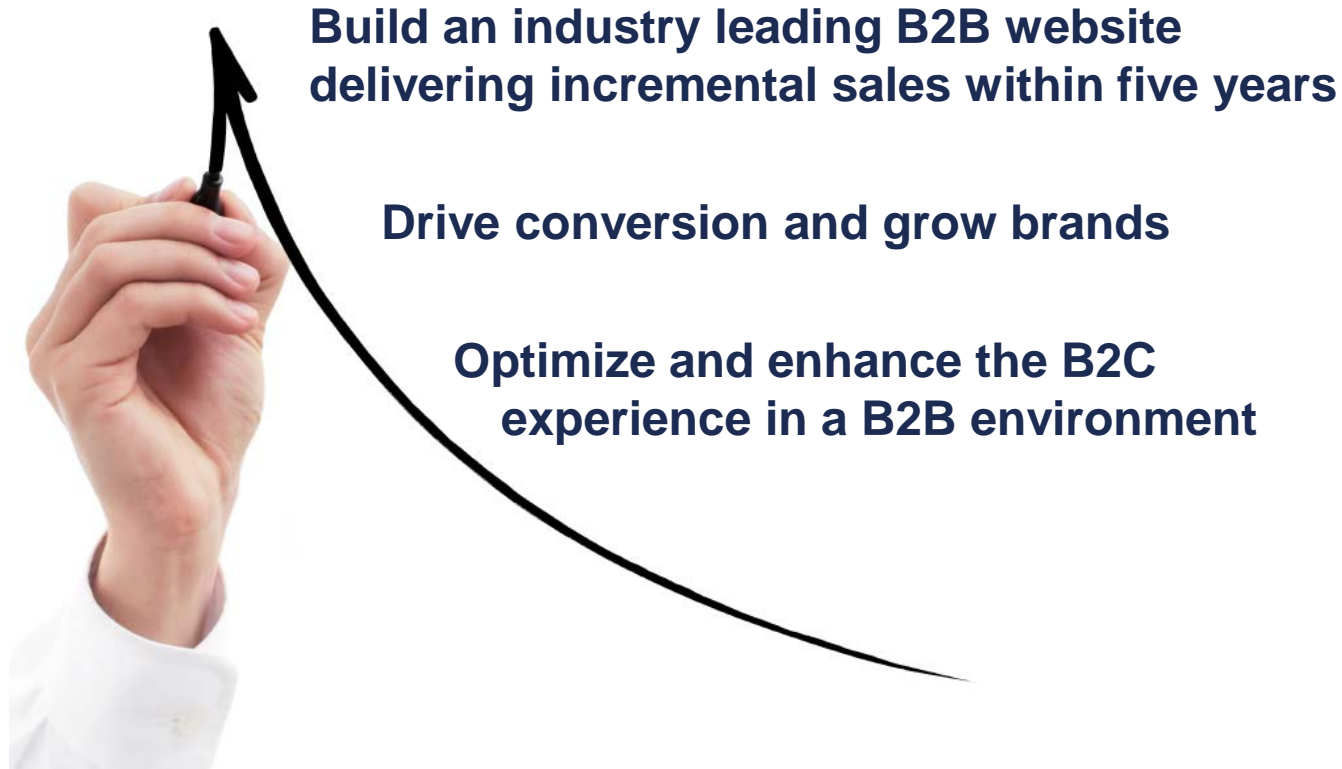


Enesco Recognized:

- Our markets and customers have evolved and have multiple paths to purchase Enesco's products
- Using the e-channel more effectively would retain, grow and attract new customers as well as provide sales and marketing support for future growth

Enesco needed to upgrade their current B2B site and needed a platform that could help its websites:

- Function more like a B2C site
- Engage retailers
- Distinguish and brand each of the three divisions
- Enable retailers to easily shop across three divisions



Build a **complete end-to-end B2B solution** simplifying the user experience across all brands with a unified look and feel.

Launch a site that intuitively **behaves like B2C** but provides all the business needs and functionality of a B2B site.

Partner with MarketLive to differentiate and lead the industry.

Build a **cross-functional team** across all three divisions—GUND, Enesco Gift and Department 56 to drive the project.

Sign up online to become a **NEW** Retailer and **RECEIVE \$50 OFF** your opening order! ▶

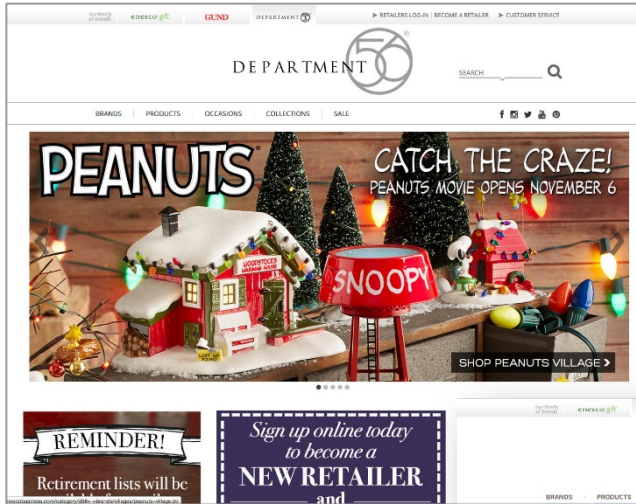


Shop across our family of brands
with over **12,000 products** on all devices!

Select a brand and start shopping:



Home Pages of the Three Divisions



Enesco Gift Business Homepage with Log-in Dropdown



Our family of brands | enesco | gift | GUND | DEPARTMENT 56 | Nate Slavik - Enesco Itasca Gi... | LOGOUT | CUSTOMER SERVICE

enesco | gift

WHAT'S NEW | BRANDS | PRODUCTS | OCCASIONS | COLLECTIONS

items, 0 pieces \$0.00

My Information
Review and edit your email address, your password, your password hint information and/or your billing address.

Order History
Review all orders placed with us using this account.

Item History
Review all of the items you've purchased from us using this account.

Saved Carts
Gives you the ability to list, switch to and delete saved carts.

Downloads
Zip files containing high res images

Log Out
Sign out of your account.

CELEBRATE THE NOVEMBER 2015

Functionality requirements:

- Shop across three brands with one complete check out and cart
- Net pricing incorporating specific retailer discounts by account across all three brands
- Fully responsive
- Rich retailer-facing features
- Sell across all touchpoints—online, mobile, social and email
- Merchandise and manage products—promotions, interactive catalogs, photography, videos and more
- Fast, dynamic powerful faceted search to support over 12K SKUs
- Seamless customer experience with Integrated live chat, My Buys, Your Zoom
- Quality customer service components and geared towards answering the questions of the buyer

Shopping Cart Across Three Divisions



customer driven commerce

Shopping Cart

Order Cancel Date

03/16/2016 

[Update](#)










P.O. Number

To complete your purchase, click **Checkout** below or **Continue Shopping** to add more items. To save your shopping cart and continue later, click **Save Cart**. To make changes to items in your shopping cart, either click remove or edit the quantity of item(s). To finalize any changes, click **Update** to recalculate the subtotal.

[Continue Shopping](#)

[Saved Carts](#)

[Checkout >](#)

Item	esa date	requested ship date	quantity	price each	total price
 Patriotic Elephant Item# 4052077  Back To Top	02/15/2016	02/15/2016 	<div><div>-</div><div>4</div><div>+</div></div> Update Remove	\$11.00	\$44.00
 Slumbers Bear Brown Item# 320709  Back To Top	01/01/2016	11/12/2015 	<div><div>-</div><div>2</div><div>+</div></div> Update Remove	\$14.00	\$28.00
 Five Gold Rings Engraver Item# 4049197  Back To Top	In Stock	11/12/2015 	<div><div>-</div><div>2</div><div>+</div></div> Update Remove	\$50.00	\$100.00

Promotion or Coupon Code: What is this?

[Apply](#)

Merchandise Subtotal \$172.00

Estimated Shipping \$16.34

(Final freight cost will be applied at time of shipping)

Estimated Total \$188.34

[Continue Shopping](#)

[Saved Carts](#)

[Checkout >](#)

Desktop



Tablet



Mobile




[Shop Our Family of Brands:](#) [Enesco Gift](#) [Department 56](#)






MY ACCOUNT • REGISTER CUSTOMER SERVICE

GUND®


SHOPPING CART 0 items, 0 pieces \$0.00

SEARCH 

CHARACTERS • PRODUCTS • OCCASIONS • COLLECTIONS • OUR HISTORY

Refine by:

Reset All 

Home / PRODUCTS / GUND Collection

☒ Americana

☐ IN STOCK

BRANDS Reset x

☒ Americana (2)

☐ Autumn (2)

☐ Bears (52)

☐ Boo (23)

☐ Cats (2)

[more...](#)

PRODUCT TYPES Reset x

☐ Plush (2)

OCCASIONS Reset x

☐ Everyday (2)

☐ July 4th (2)

SRP Reset x

☐ Under \$9.99 (1)

☐ \$20.00-\$29.99 (1)

HEIGHT Reset x

☐ 3" to 6" (1)



☐ Over 12" (1)


PRODUCTS

GUND Collection


Sort By

New Arrivals



My Hero Wears Camo Desert
4034300 13 in H
\$20.00



Snuffles Uncle Sam
4040159 5 in H
\$8.00

[Back to Top](#)

55

[Home](#) / [D56 - BRANDS](#) / [Villages](#) / [Original Snow Village](#) / [The Griswold Holiday House - 4030733](#)



The Griswold Holiday House

Original Snow Village [see more from this line >](#)

Item 4030733

ESA: 12/15/2015

Introduction: January 2013

[Read Reviews](#)

[Write a Review](#)

Welcome to The Original Snow Village from Department 56. Built with the same values found in small towns across America. The Griswold Holiday House, Hand-crafted & hand-painted ceramic lit building. Includes adapter cord and bulb.

- Lighted Buildings
- 7.48 in H

quantity

\$80.00 List / \$160.00 SRP

[Add to Shopping Cart >](#)

[Pin it](#) [Like](#) [0](#) [Tweet](#) [0](#) [G+1](#) [0](#) [Share](#)

[+](#) [-](#) [↺](#) [DOWNLOAD IMAGE](#)

[VIEW LARGER](#)



Value

- Ecosystem of fully vetted best-in-class System Integrators and tightly integrated 3rd party services lowers risk and provides greater ROI

Efficiencies/Time-to-Market

- No need to rebuild everything

Flexibility

- You decide how slow or fast you want to move

State of the Art Technology and Functionality

- Fully responsive

Partnership

- MarketLive and DEPlabs in lock-step along the way

Thought Leadership

- MarketLive anticipates where the market is headed to ensure Enesco is ahead of the game

Management

- **Invest the time in scoping the project**
 - Do the work upfront to avoid any surprises later – mockups, wireframes, full scope
- **Collaborate**
 - Three divisions in Chicago, NJ and Minneapolis each with a different look & feel
- **Engage key customers and your sales representatives**
 - They have to be engaged and have skin in the game in order for the project to be well-received, promoted and accepted.
- **Create regression testing teams**
 - Test across all platforms and devices – iOS & Android

Functionality

- **Critical to deliver the omni-channel experience**
- **Ensure you have the back-end data to understand the customer across all aspects of the business**
- **Need to understand the needs of a B2B shoppers and provide a convenient and easy to use system**
 - Shopping cart timeouts need to be longer

Key Results:

- In 18 months, four out of five of sites are live
- The 5th site, a corporate informational site will go live in 2016
- Nine out of 10 retailers would refer the Enesco B2B site to a friend
- Running at a 300% increase in sales this year on the B2B site
- 11% increase in number of lines purchased
- Retailers purchasing across divisions

Other Results Included

- Increase in new sign-ups
- Increase in new customers
- Average transaction is lower, but more retailers are involved on the site

Three Divisions Now Have:

- Unified look & feel
- Single sign-on for efficiencies and ease-of-use
- Joint email campaigns and promotions

It's all about the data taking Enesco to the end goal of Incremental Sales

- Mine the data. There are diamonds in there
- Abandoned cart module delivers low-hanging fruit
- Analyze performance and key metrics for business success:
 - New customers
 - Sales volume
 - What is incremental
 - Average order
 - Cross-division purchases by account
 - Personalization with MyBuys





Questions & Answers