



To boost conversions, B2B companies need to meet buyers where they are

An executive conversation with **Tom Roberts**, chief marketing officer, PunchOut2Go

B2B buyers' behaviors are changing. To increase conversions, B2B companies need to tap into these new expectations and provide the experiences B2B buyers want. To discuss how B2B companies can increase conversions by complying with buyers' preferred ways to engage with sellers, Digital Commerce 360 spoke with Tom Roberts, chief marketing officer at PunchOut2Go. PunchOut2Go will soon change its name to TradeCentric, which reflects the expansion of its technology and its market during the past decade.

What best practices do B2B companies rely on to increase conversions?

Roberts: Traditionally, B2B companies have relied on deeper discounts, collateral material and large sales teams delivering the message to their customers. This also included:

- Static product catalogs with outdated pricing and terms not customized to their customers' needs;
- Legacy technologies that don't deliver customer-specific value and experiences that keep up with a digital environment and customer requirements.

An increasingly popular way B2B companies are responding to buyers' requirements is by implementing punchout from e-procurement or ERP to ecommerce sites. Beyond punchout, buyers are looking for integrated trade and a more consumer-like experience, such as purchase order (PO) automation, PO acknowledgement, advanced shipping notifications and invoice automation — all to reduce friction in transactions.

These extended trade automation capabilities is why PunchOut2Go is changing its name to TradeCentric — because we offer these capabilities today.

What common mistakes do B2B companies make when trying to boost conversions?

Roberts: Even some sellers depicting themselves as supporting integration with buyers' ERP or procurement solutions may be faking it. They may be integrated with specific solutions, but they're still accessing orders from a

portal and handling order processing manually on the back end. This approach is error-prone, and it doesn't scale.

Additionally, more sophisticated sellers often build and support custom integrations themselves. These integrations could be deployed more effectively if they leveraged existing solutions like PunchOut2Go. We have integrations with 75 ecommerce platforms and more than 150 procurement and ERP solutions.

What strategies and technologies work best for increasing conversion rates?

Roberts: It's always best to start with a commerce platform that offers a great user experience, product search and rich product content. This is in addition to including all the essential B2B-specific features such as customer pricing, shopping lists and custom data fields to capture important details such as PO numbers. Now, add punchout and you have a solution that can meet buyers where they need to start — in their e-procurement system.

It's all about giving the user the access they need, when they need it, with as much accurate information to allow them to order as fast as possible.

What should B2B companies do now to increase conversions?

Roberts: To meet buyers where they need to purchase, you have to support the latest technology. PunchOut2Go not only connects to all commerce systems on the market today, but also automates the flow of information from supplier to buyer so that the information they need to make purchase decisions is at their fingertips.

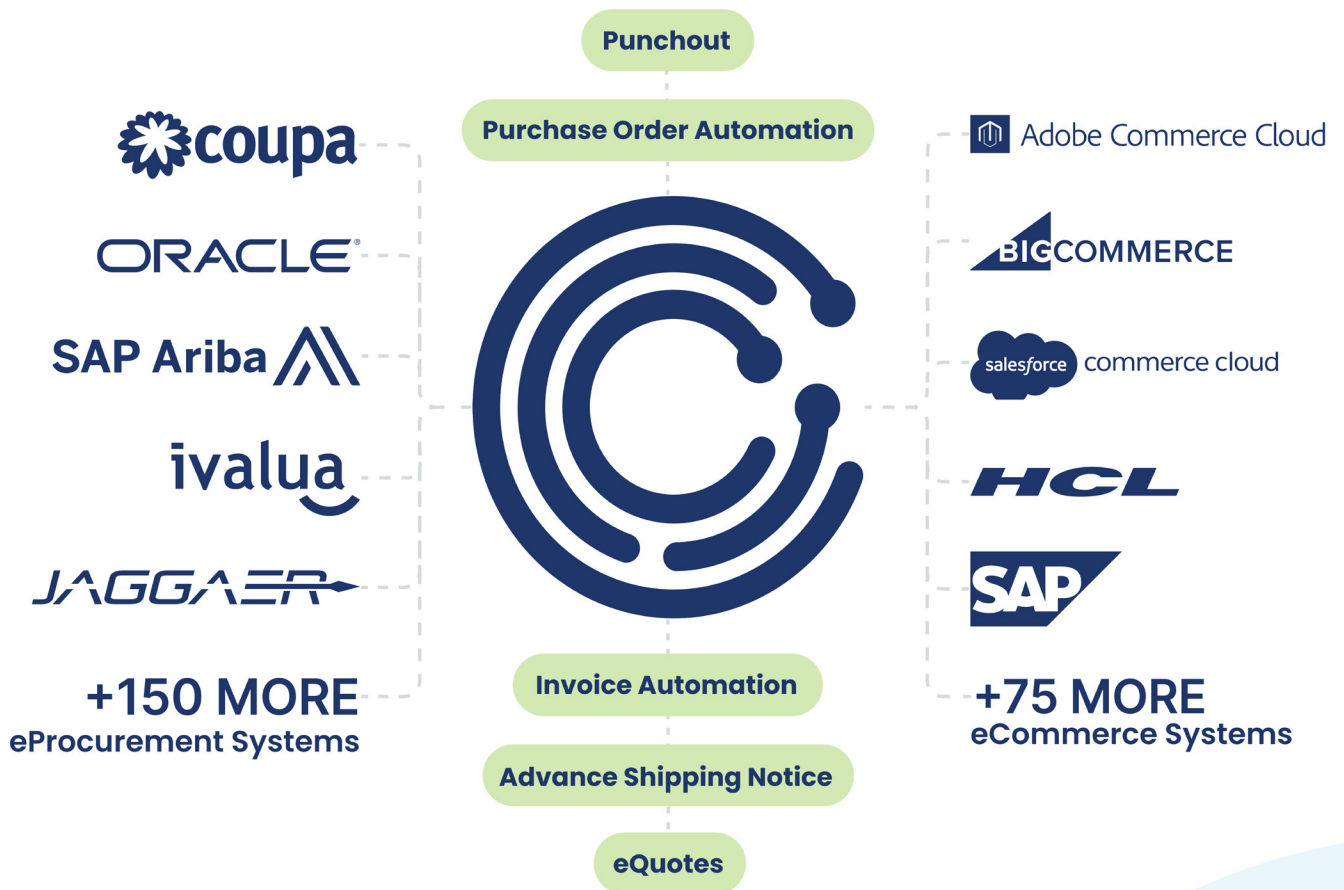
Conversion is not what it used to be. Suppliers need to take a step back and look at how buyers want to buy and automate transactions.

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Soon to be TradeCentric

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PunchOut2Go empowers B2B buyers and sellers to easily transact and conduct business online.



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