



# Top 10 Ecommerce Mistakes B2B Businesses Make

PLUS 10 EXAMPLES OF HOW  
SUCCESSFUL ONLINE COMPANIES  
AVOIDED THESE MISTAKES



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## Introduction

Many B2B businesses have jumped on the ecommerce bandwagon in recent years as they watched competitors increase market share by giving today's B2B buyers what they want: a convenient way to shop and buy online.

B2B customers' buying behaviors and expectations are changing.

**Sixty-four percent** research half or more of their work purchases online, nearly **75%** say it's more convenient to buy from a website than it is to buy from a sales representative, and **93%** prefer to complete a purchase online when they've already decided what to buy.

As a B2B seller, you need to ensure that you consistently offer an online experience that:

- ✓ Meets customer expectations
- ✓ Drives sales
- ✓ Improves brand loyalty

To do that, you need to avoid making the following ten B2B ecommerce mistakes that can prevent your business from becoming the next B2B success story.

## How B2B customers research and make purchases



research half or more of their work purchases online



say it's more convenient to buy from a website than a sales representative



prefer to complete a purchase online

# 1. Thinking B2B buyers don't want to order online.

While some B2B buyers still prefer face-to-face interactions with salespeople, most of today's B2B customers want to buy online. This is true for all types of B2B buyers, but especially for millennials who have never known a world without the internet. Now that they're entering management positions with purchasing power and perform **half of all B2B research**, millennials expect to be able to buy products from businesses online—just as they do in their personal lives.

**Seventy-two percent** of B2B customers prefer the convenience of online purchasing. They value having self-service access to accounts and orders, controlling the entire buying process, and having 24x7 access to information.

While more complex orders may still require some interaction with knowledgeable salespeople, ecommerce is the sales channel most B2B buyers want to use to research, purchase, reorder, and even get assistance. As more and more customers continue to shift their buying behaviors online, B2B ecommerce has become essential for increasing sales, revenue, and customer loyalty.

72%

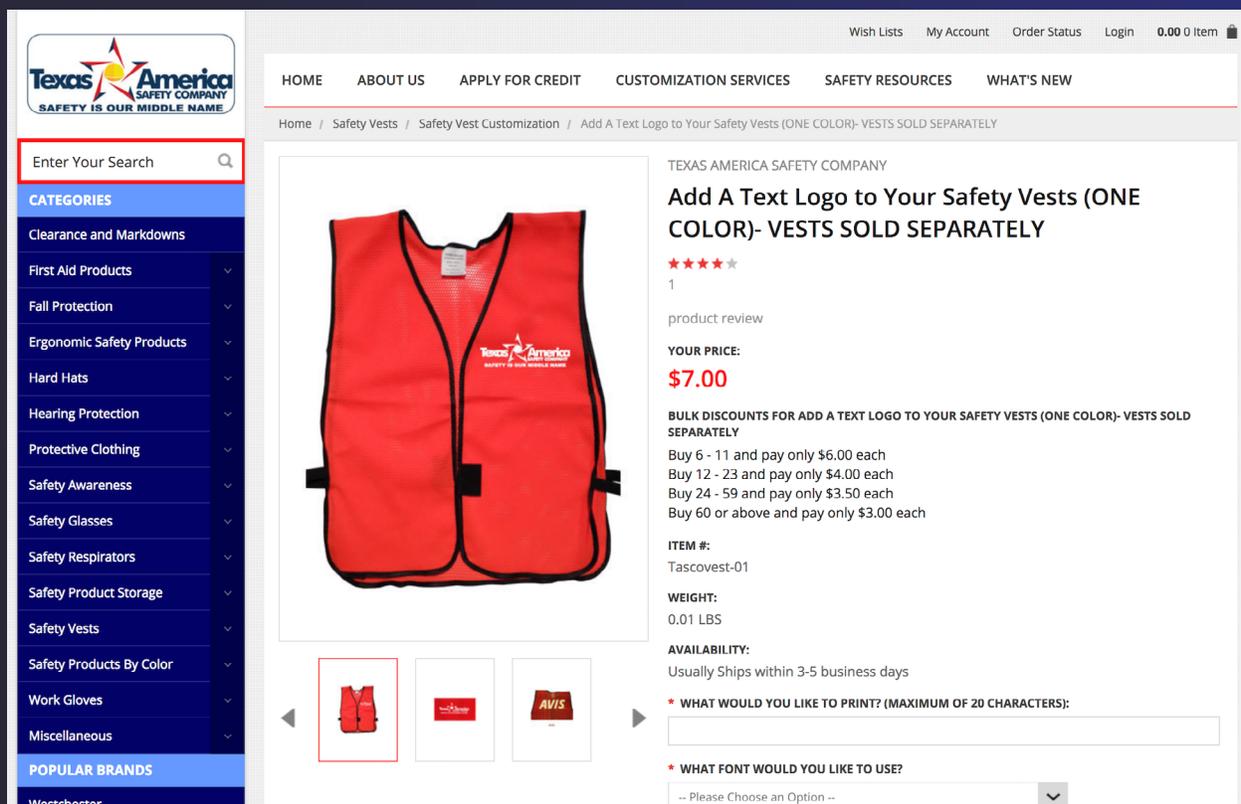
of B2B customers prefer the convenience of online purchasing

# How Texas America Safety Company avoided the mistake of thinking B2B buyers don't want to buy online.

Texas America Safety Company started selling occupational safety supplies through the oil patch in West Texas more than 20 years ago. For many years, they visited as many customers as possible with delivery vans and sold products directly from their vehicles. In 1996, they launched their first website and discovered the benefits of selling online.

*“Adding our products online and effectively marketing our website was able to dramatically increase our sales. We now have a thriving business thanks to the internet.”*

– Gary Brownlee, Vice President, [Texas America Safety Company](#)



The screenshot displays the Texas America Safety Company website. The top navigation bar includes links for HOME, ABOUT US, APPLY FOR CREDIT, CUSTOMIZATION SERVICES, SAFETY RESOURCES, and WHAT'S NEW. A search bar is located on the left side of the page. The main content area features a large image of a red safety vest with the Texas America Safety Company logo. To the right of the vest image, the product title is "Add A Text Logo to Your Safety Vests (ONE COLOR)- VESTS SOLD SEPARATELY". Below the title, there is a star rating of 1 out of 5 stars and a price of \$7.00. The page also includes a section for bulk discounts and a form for customizing the vest with a text logo and font.

Wish Lists My Account Order Status Login 0.00 0 Item

HOME ABOUT US APPLY FOR CREDIT CUSTOMIZATION SERVICES SAFETY RESOURCES WHAT'S NEW

Home / Safety Vests / Safety Vest Customization / Add A Text Logo to Your Safety Vests (ONE COLOR)- VESTS SOLD SEPARATELY

Enter Your Search

**CATEGORIES**

- Clearance and Markdowns
- First Aid Products
- Fall Protection
- Ergonomic Safety Products
- Hard Hats
- Hearing Protection
- Protective Clothing
- Safety Awareness
- Safety Glasses
- Safety Respirators
- Safety Product Storage
- Safety Vests
- Safety Products By Color
- Work Gloves
- Miscellaneous

**POPULAR BRANDS**

- Westchester

TEXAS AMERICA SAFETY COMPANY

### Add A Text Logo to Your Safety Vests (ONE COLOR)- VESTS SOLD SEPARATELY

★★★★★  
1

product review

**YOUR PRICE:**  
**\$7.00**

**BULK DISCOUNTS FOR ADD A TEXT LOGO TO YOUR SAFETY VESTS (ONE COLOR)- VESTS SOLD SEPARATELY**

- Buy 6 - 11 and pay only \$6.00 each
- Buy 12 - 23 and pay only \$4.00 each
- Buy 24 - 59 and pay only \$3.50 each
- Buy 60 or above and pay only \$3.00 each

**ITEM #:**  
Tascovest-01

**WEIGHT:**  
0.01 LBS

**AVAILABILITY:**  
Usually Ships within 3-5 business days

**\* WHAT WOULD YOU LIKE TO PRINT? (MAXIMUM OF 20 CHARACTERS):**

**\* WHAT FONT WOULD YOU LIKE TO USE?**

-- Please Choose an Option --

## 2. Not providing a B2C-like shopping experience.

Amazon and other B2C retailers have essentially trained customers to expect their online shopping experiences to be quick, easy, and convenient from start to finish. The same buyer who shops with Amazon in the evening and on weekends orders from a B2B company's ecommerce site during the workday and expects a similar experience. From personalized product recommendations and special offers to an easy ordering process and fast fulfillment, businesses need to give B2B buyers the B2C treatment.

B2C consumers have become used to shopping on ecommerce sites that are beautifully designed and easy to navigate, and now expect the same type of experience from their B2B suppliers' websites. They want high-resolution product images, detailed product descriptions, advanced search capabilities, payment options, personalized promotions, live chat, and other common B2C features of ecommerce shopping.

Does your B2B buying experience include these common B2C features?

- ✓ High-resolution product images
- ✓ Detailed product descriptions
- ✓ Advanced search capabilities
- ✓ Payment options
- ✓ Personalized promotions
- ✓ Live chat

## How Clarion Safety Systems avoided the mistake of not providing a B2C-like shopping experience.

Clarion Safety Systems has been a designer and manufacturer of product safety labels and signage in the B2B market for over 25 years. When they realized their old website wasn't meeting the needs of their customers—it had confusing navigation, lacked calls to action, and had a poor overall user experience—the company switched ecommerce platforms.

*“Now, everything is more streamlined for our customers. They can take advantage of simplified product navigation and shopping to quickly and easily find the specific safety label or sign they need.”*

– Angela Lambert, Director of Sales, Marketing, and Standards Compliance, [Clarion Safety Systems](#)



# clarion®

Reducing Risk, Protecting

### 3. Not understanding the importance of mobile B2B ecommerce.

Businesses make a huge mistake when they ignore the mobile channel. **Sixty-one percent** of B2B buyers use smartphones to research work purchases and **60%** say mobile plays a significant role in purchases. From researching products and requesting price quotes to completing transactions and contacting customer service, B2B buyers use mobile devices along the entire path to purchase and beyond.

In addition to building an ecommerce site that is optimized for **mobile**, leading B2B businesses create mobile apps that provide a faster and more accessible way to engage customers. In addition to being a great differentiator, mobile apps can support everyone involved in the B2B ecommerce experience—from customers and channel partners to field sales and internal teams. They can integrate with your ERP system and include everything from bar code scanning and product information to customer-specific pricing and ordering capabilities.

61%

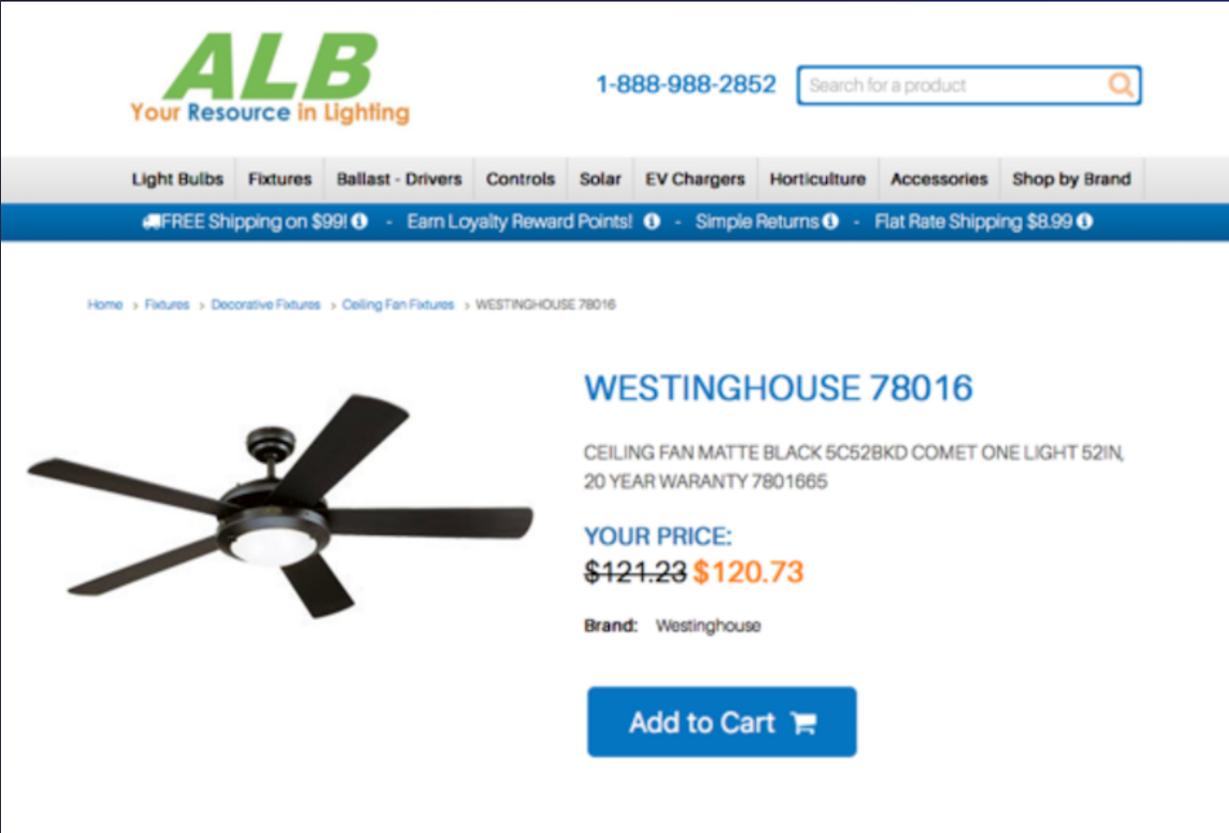
of B2B buyers use smartphones to research work purchases

# How Atlanta Light Bulbs avoided the mistake of not understanding the importance of mobile B2B ecommerce.

Atlanta Light Bulbs began selling online in 1999. Adopting ecommerce early gave the brand an edge for nearly two decades, but competitors began gaining market share in recent years by launching their own online presence. The company responded by expanding their digital offerings to include a mobile app and improved marketing features.

*“Our customers love our mobile app! We’re able to give it to our commercial customers, too, set them up, put their favorite products in their phone, and then say, “Here, bam! All you’ve got to do is order on your phone and you’re ready to go.”*

– Doug Root, CEO, [Atlanta Light Bulbs](#)



The screenshot shows the Atlanta Light Bulbs (ALB) website interface. At the top left is the ALB logo with the tagline "Your Resource in Lighting". To the right is a phone number "1-888-988-2852" and a search bar. Below the logo is a navigation menu with categories: Light Bulbs, Fixtures, Ballast - Drivers, Controls, Solar, EV Chargers, Horticulture, Accessories, and Shop by Brand. A blue banner below the menu lists promotional offers: "FREE Shipping on \$99!", "Earn Loyalty Reward Points!", "Simple Returns", and "Flat Rate Shipping \$8.99". The main content area shows a breadcrumb trail: Home > Fixtures > Decorative Fixtures > Ceiling Fan Fixtures > WESTINGHOUSE 78016. On the left is a product image of a Westinghouse ceiling fan. To the right of the image, the product name "WESTINGHOUSE 78016" is displayed in blue. Below the name is the description: "CEILING FAN MATTE BLACK 5C52BKD COMET ONE LIGHT 52IN, 20 YEAR WARRANTY 7801665". The price section shows "YOUR PRICE:" followed by a crossed-out price of "\$121.23" and a current price of "\$120.73" in orange. Below the price is the brand name "Brand: Westinghouse". At the bottom right is a blue "Add to Cart" button with a shopping cart icon.

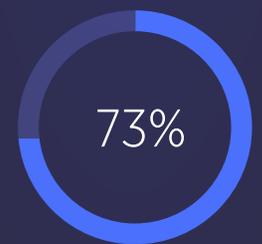
## 4. Neglecting SEO.

When you consider that **89%** of B2B buyers use the internet during the B2B research process and that **73%** of traffic to B2B company sites originates from a search engine, ignoring SEO is one of the biggest mistakes a business can make. It's absolutely imperative to show up in non-branded searches for terms that B2B buyers use at the beginning stage of their customer journey.

Start by building a keyword strategy based on an understanding of which search terms customers are using on Google, and then implement **SEO best practices** to optimize on-page content (including product pages) and meta data. The right SEO strategy can increase organic search visibility, authority, and on-site engagement so you can attract and convert more customers.



of B2B buyers use the internet during the B2B research process



of traffic to B2B company sites originates from a search engine

# How Avery Dennison avoided the mistake of neglecting SEO.

Avery Dennison provides sustainable packaging, labeling, printing, and attaching solutions for businesses. In the past, the company’s main marketing strategy was sending hard copies of their large product catalog to customers, but that changed when they launched their ecommerce site. While they still send out the catalog, Avery Dennison attracts and converts more customers online with a fully optimized website architecture and content that appeals to search engines as well as users.

*“Customers are now finding us on Google. We’ve seen a fair amount of revenue increase just from organic traffic alone. That’s revenue we might not have captured if we didn’t have this site.”*

– Roxanna Holley, Ecommerce Merchandise Manager, Printer Solutions, [Avery Dennison](#)

35% OFF MONARCH LABELS. DISCOUNT SHOWN AT CART.

Search Call us at 1.800.543.6650 About Us Account 0 Item in cart

**AVERY DENNISON** Printer and Fastener Solutions

Special Offers Monarch Labels Monarch Handheld Labelers FreshMarx Food Labeling Swiftach Fastening Solutions Merchandising

Home > Monarch Labels > Monarch Standard Labels

## MONARCH STANDARD LABELS

Refine By  
No filters applied

Brand  
 Monarch (11)

Price  
Min. - Max. UPDATE

Rating

Featured Items

Monarch® 1151®/1152®/1159® Stock Labels	Monarch® 1153® Stock Labels	Monarch® 1155®/ 1156® Stock Labels
\$52.86	\$52.86	\$52.80

## 5. Thinking you can't offer custom ordering.

B2B customers are used to negotiating special pricing terms with companies, and many businesses make the mistake of believing they won't be able to offer this level of customization through their ecommerce site. You can show customers their specific pricing and discounts by segmenting them into groups on an ecommerce platform. Creating customer groups enables you to personalize purchasing with customers according to their unique needs and pricing terms.

**Group Details**

Group Name  ⓘ  
Such as "Retail" or "Wholesale". Group name is not visible to customers in your store.

Group Access  Customers in this group can see products in all categories ⓘ

Categories

- Decorative Pillow Inserts
- Bed Pillows
- Bulk Pillow & Cushion Fills
- Health Care Pillow Inserts
- Custom

All new customers should be added to this group ⓘ

**Pricing**

Customer Group Discounts

Price Lists

Choosing a Price List will give customizable product prices for any customer in this group

Price List

⌵

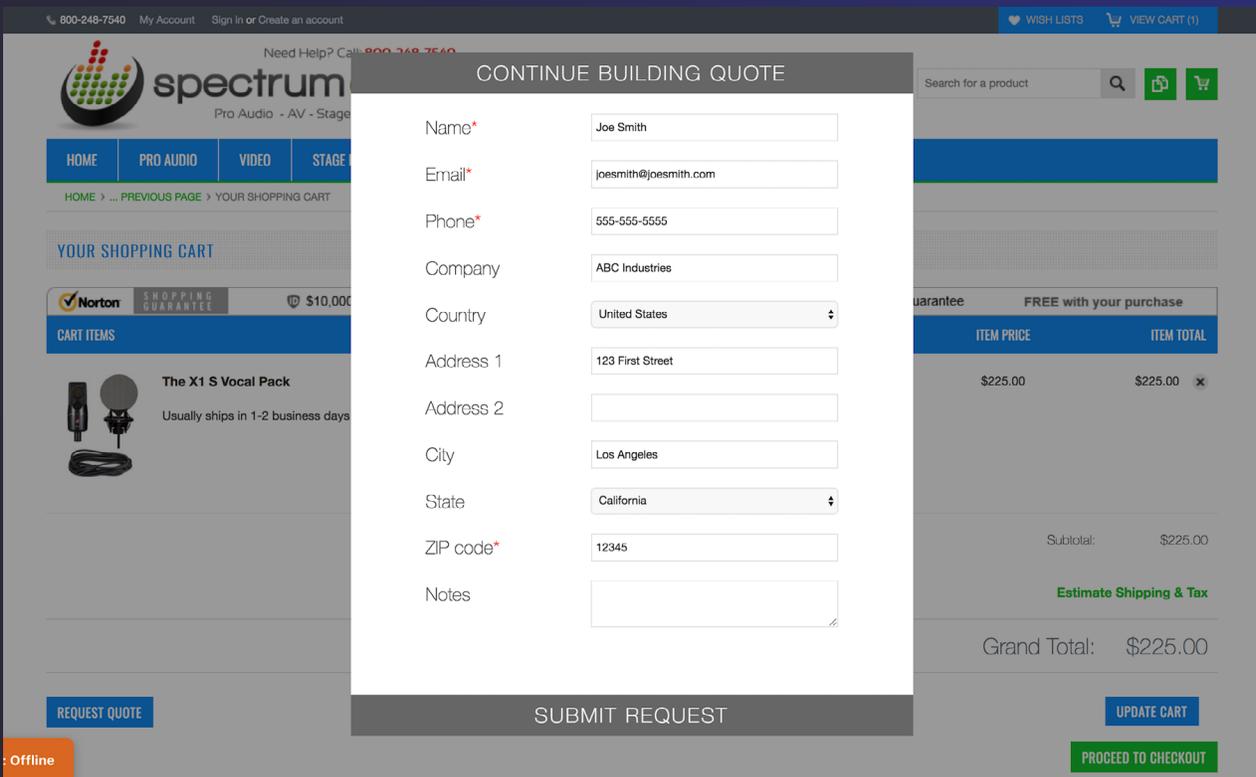
You can also use quoting tools to enable custom orders. With an app like [Quote Ninja](#), customers can quickly and easily request a price quote 24x7 that you can review and respond to within regular business hours to let them know if the unique order can be filled. If it can, you can place that customer in their own unique customer group so that they won't have to go through the quote engine the next time they order. With one click they can check out in the future at their negotiated price point.

# How Spectrum Audio avoided the mistake of thinking you can't offer custom ordering.

Spectrum Audio sells professional audio and video gear to consumers and other businesses. As both a B2B buyer and a seller, they understood that businesses want the ability to request a quote online. They knew that adding this simple but effective feature to their ecommerce site would improve customer engagement and boost sales.

*“Once we moved to BigCommerce, we built a comparable app in three days using their API that allowed customers to request a quote, receive it in their email, and check out at the quoted price. This simple addition made a tremendous impact on our website — I’d expect a revenue drop of 40% if we turned it off.”*

– John McCann, CEO of [Spectrum Audio](#)



The screenshot displays the Spectrum Audio website interface. A modal window titled "CONTINUE BUILDING QUOTE" is open, allowing a user to request a quote. The form includes the following fields:

- Name\*: Joe Smith
- Email\*: joesmith@joesmith.com
- Phone\*: 555-555-5555
- Company: ABC Industries
- Country: United States
- Address 1: 123 First Street
- Address 2: (empty)
- City: Los Angeles
- State: California
- ZIP code\*: 12345
- Notes: (empty)

At the bottom of the modal is a "SUBMIT REQUEST" button. The background shows a shopping cart page with a "REQUEST QUOTE" button and a "PROCEED TO CHECKOUT" button. The cart contains one item, "The X1 S Vocal Pack", priced at \$225.00. The subtotal is \$225.00, and the grand total is \$225.00. A "Norton Shopping Guarantee" badge is visible, along with a "FREE with your purchase" offer.

## 6. Not providing payment options.

The way B2B companies make payments varies. Paying via mobile wallet may be a common practice for one company, while another may only pay with paper checks with net 60 terms. You don't want to lose a potential customer just because you aren't equipped to handle a variety of offline and online payment methods—especially when you consider that B2B organizations who offer flexible payment options can see **sales increase by 17% and average orders improve by 21%**.

Make ordering from your business as frictionless as possible by enabling customers to buy using corporate accounts, credit, mobile wallets, net 30 terms, checks, and other methods they prefer. You should also make reordering a one-click process to simplify recurring payments. Many businesses forget that the payment process is a key part of the customer experience, and a hiccup during this crucial phase can prevent a sale with a customer who could become a key driver of revenue for your business.

B2B organizations who offer flexible payment options can see:

**17%**

increase in sales

**21%**

increase in average orders

# How Discount Electronics avoided the mistake of not providing payment options.

Discount Electronics began more than 20 years ago and has grown into an online superstore for new and used computer products. From selling pagers and fax machines back then to smartphones and customized laptops today, they've figured out how to evolve with their customers' needs. One of those needs was being able to pay for products with a digital wallet, so the company added Amazon Pay as another payment option.

*“When we introduced Amazon Pay and an expedited checkout process in our BigCommerce store, we saw a significant lift in conversions—more than 10%—almost immediately.”*

– Rick Culleton, CEO, [Discount Electronics](#)

Item	Price	Quantity	Total
 <p>Dell <b>Dell Latitude E6530 i5 15" Laptop Windows 7 Pro</b> Memory: 4GB Hard Drive: 160GB Operating System: Win 7 Optical Drive: None Add Bluetooth?: None Add Antivirus: Leave Me Unprotected Webcam: No Camera Which Battery Would You Like?: Standard Battery Add a Dock?: No Dock <a href="#">Change</a></p>	\$325.00	1	\$325.00
Subtotal:			\$325.00
Shipping:			<a href="#">Add Info</a>
Coupon Code:			<a href="#">Add Coupon</a>
Grand total:			\$325.00

**PAY WITH CREDIT CARD**

-- or use --  
**amazon pay** >>  
USE YOUR AMAZON ACCOUNT

-- or use --  
Check out with **PayPal**

## 7. Not providing comprehensive product information.

**Seventy-six percent** of customers say the most important factor in a website's design is that it makes it easy for them to find what they're looking for. When they find the product they're searching, B2B buyers expect high-resolution images of the product and highly detailed product descriptions that include things like exact measurements, materials used, model or part numbers, compatibility with other tools or products, data and diagrams, installation information, and even available inventory.

Simply put, successful B2B ecommerce companies display products in ways that help customers make easier buying decisions. Optimize product descriptions for the search engines and provide personalized product recommendations for cross-sell and upsell opportunities.



say the most important factor in a website's design is making it easy for customers to find what they're looking for

# How Harbor City Supply avoided the mistake of not providing comprehensive product information.

Harbor City Supply has provided a wide variety of hardware products to retail and commercial customers for over 50 years, and has been selling online since the late 1990s. When they redesigned their ecommerce site a few years ago, one of their goals was to make product pages more user-friendly. Since many of their products are complex, the company included detailed descriptions, diagrams, and other helpful resources to make it easy for customers to make a purchase with the exact options they need.

*“We’re fast, responsive, and offer a wealth of information to help the customer make the right choice. Our extensive “How To” blogs are featured on many category and product pages to answer many questions our customers have prior to making their selection.”*

– Gary Lederman, Chief Financial Officer, [Harbor City Supply](#)

The screenshot displays a product page for the GRATEDesign Roll Up Grate. At the top, there are two diagrams: 'F-11 Frame BFR34LBC' (Level Bed, Cast-In) and 'F-14 Frame BFR34LBM' (Level Bed, Mech. Fastened). A 'Color Chart' section shows various color options for the 'Anodized Aluminum' frames. Below this, another 'Color Chart' lists 'Vinyl Colors' with corresponding swatches. A 'Vinyl Tread' section is also present. On the right side, there is a '1 ADD TO CART' button and an 'Add to Wishlist' link. The 'Product Description' section explains that moisture and debris pass through drainage ports, and the vinyl tread is ideal for medium traffic flow. It also mentions that the grate is compatible with both F-11 and F-14 frames and is covered by a two-year warranty. A list of specifications includes: Rail Material: Aluminum; Depth: 3/4"; Tread: Vinyl; Rail Finish: Mill, Clear Anodized or Color Anodized (black, gold, medium bronze); Frames: Level Bed; Rolling Load Capacity: 1000 pounds per wheel; and Warranty: 2 years. At the bottom, there is a 'Related Products' section showing two different grate samples, and a 'Customers Who Ordered Entrance Flooring Systems Also Ordered:' section with three product images: a grate, a fire extinguisher, and a door. A 'Leave a m' button is visible in the bottom right corner.

## 8. Thinking social proof is only a B2C tactic.

In many ways, B2B buyers are similar to B2C consumers. They want to know that they're buying a great product at a fair price from a reputable company that has earned the confidence of other satisfied buyers. Millennials tend to place special importance on their peers' advice on social media where they interact with people both personally and professionally, so ignoring this channel isn't an option if you expect to grow your business.

Establishing a presence on social media builds relationships with prospects and customers and enables you to promote your business as an industry leader. Provide tips that help customers use your product and share reviews, testimonials, case studies, and other information that will attract, engage, and convert customers.

Millennials  
now perform

**50%**

**of all B2B research.**

Ignoring social  
channels isn't  
an option if you  
want to grow your  
business.

# How Flexfire LEDs avoided the mistake of thinking social proof is only a B2C tactic.

Flexfire LEDs is well-known for creating unique interior and exterior lighting experiences with their linear LED strip lighting products. Leveraging user-generated content—including customers' online product reviews, photographs, and videos—contributed to the company's 832% revenue growth.

*“We relied heavily on (and still do!) our online reviews and customer submitted photos to build trust in our company and products. Word of our product and service traveled fast and we started picking up sales through referrals.”*

– Brent Mauriello, Founder & CEO, [Flexfire LEDs](#)

The screenshot displays the Flexfire LEDs website interface. At the top, there is a navigation bar with the company logo, phone number (1-844-353-9347), and a search bar. Below the navigation bar, a dark menu contains links for 'BROWSE PRODUCTS', 'ABOUT', 'WHAT ARE LED STRIP LIGHTS?', 'CUSTOMER GALLERY', 'RESOURCES', 'FAQ', 'COMMERCIAL BUYERS', and 'ASK A QUESTION'. The main content area features a 'Customer Gallery - Commercial LED strip lighting projects' section. This section includes a sub-header 'Are you a contractor, OEM, or commercial buyer?' and a call to action 'Learn more.' Below this, a grid of 12 images showcases various commercial lighting installations, such as modern interiors, bars, and outdoor spaces. On the left side of the gallery, there is a 'CATEGORIES' sidebar with expandable options like 'LED Strip Lights', 'LED Strip Light Kits', 'KLUS Aluminum Extrusions', 'LED Power Supplies', 'Dimmers, Amplifiers, and RGB Controllers', 'Lighting Control Sensors', 'LED Strip Connectors and Wire', and 'Shop by Project Type'. A 'PROJECT DESIGN SUPPORT' button is also visible. In the bottom right corner, there is a 'Let's STA' logo and the text 'We're onl'.

## 9. Believing that B2B ecommerce requires price transparency.

There's quite a bit of debate in the industry about whether B2B businesses should be fully transparent with their pricing. Proponents argue that price transparency builds trust and reduces friction in the sales process, while opponents cite the fierce competition in the industry and say making pricing available to the public enables competitors to underbid them.

Fortunately, you can have it both ways. You can segment customers into groups to display individualized pricing only after they log in to their account. Customer groups allow you to offer discounted pricing to customers for entire categories, specific products, or your entire store. You can still use your site to enable product visibility to prospects, but since they won't be logged in, they will be required to contact you for pricing.

# How Atlanta Light Bulbs avoided the mistake of believing B2B ecommerce requires price transparency.

Atlanta Light Bulbs has been supplying light bulbs, fixtures, and other lighting products to commercial and industrial customers since 1981. Their ecommerce site has evolved in many ways since it launched in 1999, including the addition of customer groups to enable the company to display different pricing to different customers.

*“We use BigCommerce’s out-of-the-box Customer Groups to give discounts to different groups based on how much they estimate they will spend with us. Our customers will sign up for a “Business Account” and let us know how much they plan to spend each year. Depending on that answer, we then drop them into various customer groups with percentages off the advertised price.”*

– Doug Root, CEO, [Atlanta Light Bulbs](#)

The screenshot shows the ALB website's Business Accounts page. The header includes a navigation bar with links for 'Clearance', 'Shop By Brand', 'All Categories', and 'BUSINESS ACCOUNT'. Below the header is a search bar and a navigation menu with categories like 'Light Bulbs', 'Fixtures', 'Ballast - Drivers', 'Controls', 'Solar', 'Horticulture', 'Accessories', and 'DLC Listed'. The main content area features a heading 'Business Accounts' and a sub-heading 'AtlantaLightBulbs.com Business Account Benefits'. A list of benefits is provided, including unpublished pricing, a dedicated account manager, a large selection of products, fast delivery, loyalty rewards, revolving lines of credit, and a free mobile app. A 'Reviews' section is partially visible at the bottom left.

Trending Now: \$5.99 LED T8 Ballast Bypass \$6.99 LED T8 Plug-N-Play NEW-WF6 LED Thin Wafer™ BLOWOUT DEALS! NO TAX on Purchases Outside GA!

FREE SHIPPING on orders over \$199\* 1-888-988-2852 Clearance Shop By Brand All Categories BUSINESS ACCOUNT

ALB  
Your Resource in Lighting

My Account Cart

Search for a product

Light Bulbs Fixtures Ballast - Drivers Controls Solar Horticulture Accessories DLC Listed

EARN CASH BACK ON EVERY PURCHASE SIMPLE NO HASSLE RETURN POLICY FLAT RATE ECONOMY SHIPPING \$9.99

Home > Business Accounts

## Business Accounts

### AtlantaLightBulbs.com Business Account Benefits

- **Access to Unpublished Pricing & Discounts** — With an [Online Business Account](#), you will be assigned an overall discount on every item we carry online. You will have your own special unpublished pricing that is specific to your purchasing patterns and needs. We will be able to offer you bulk discounts on lighting, special quotes for LED retrofits, and special National Account "Special Price Agreements" through our preferred Vendors. This program is great for companies who have multiple locations and want centralized buying power and rewards for doing so!
- **Dedicated Account Manager** — You will have your own LS-1 Certified Lighting Specialist who is here to help you with all your lighting needs.
- **Huge Selection and Availability** — Over 5,000 LED's, bulbs, ballasts and fixtures in stock. You will also have access to any of the 100 different brands we carry. AtlantaLightBulbs.com also offers a special order program that allows your company to purchase items not in our Online database.
- **Fast Delivery** — In stock orders placed before 4PM EST ship same day.
- **ALB Bucks Loyalty Rewards** — Earn points for store credits! Store credits automatically accrue on every purchase you make and will appear in your Business Account. Simply apply the store credits to your purchases for even more savings!
- **Revolving Lines of Credit** — For those who do not want to use a credit card for every purchase, we offer net billing with approved credit applications.
- **Free ALB App** — If you are always on the go running your facility we have the App for you! The ALB app makes purchases easy. Features include a favorites option, credit card scanning, order history, easy reorders and ease of use.

★ ★  
Reviews

## 10. Not integrating your site with other critical systems.

Fifty-seven percent of B2B executives say ecommerce platform integration is a top technology need. Failing to integrate your ecommerce platform with existing critical systems like your ERP, CRM, and PIM is a huge mistake that will make your business far less efficient. If you make the mistake of using an ecommerce platform that does not integrate with these other key systems, you'll have to manually sync information such as inventory, customers, orders, and pricing.

This approach ensures that you'll waste time, money, and resources manually performing processes instead of spending your time selling and serving your customers. Your best bet is to choose an ecommerce platform that is perfectly suited to your business and easily integrates with existing systems to improve efficiency and profits.

57%

of B2B executives say ecommerce integration is a top technology need

## How Freund Container & Supply avoided the mistake of not integrating with other critical systems.

Freund Container & Supply has been selling containers, packaging, and industrial supplies to businesses for 80 years. When they launched their new website, they knew that integrating their ecommerce platform with their back-end systems was mission critical. Integrating their ERP enables Freund to better leverage data across systems to streamline and improve everything from inventory management to customer service.

*“We can pass cart details over to our ERP, and if a customer calls our customer service line and references their PO number, we can locate the record right away... Being able to push things from our ERP into our BigCommerce store allows us to help customers see things like their credit limits, balances, and past due balances. It’s empowering to our customers to have that data.”*

– Chris Hiller, General Manager, [Freund Container & Supply](#)

**Freund**  
**CONTAINER & SUPPLY**  
A Division of Berlin Packaging

# Final Thoughts

Don't let these common ecommerce mistakes derail your B2B business. Thoroughly evaluate and select an ecommerce platform that has all of the features and functionality B2B companies like yours need to be successful. From enabling custom ordering and flexible payment options to SEO and integrations, the right B2B ecommerce solution should include everything you need to increase conversions, boost revenue, and improve customer loyalty.

See how you can give customers an exceptional shopping experience while achieving a higher ROI with [the industry's #1 SaaS B2B ecommerce platform](#) for enterprise brands.

# About BigCommerce

BigCommerce is the world's largest cloud ecommerce platform for established and rapidly growing businesses. Combining enterprise functionality, an open architecture and app ecosystem, and market-leading performance, BigCommerce enables businesses to grow online sales with 80% less cost, time and complexity than on-premise software.

## Leading B2B brands choose BigCommerce



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