



13 Reasons Why Business to Business B2B eCommerce Storefronts Are Different Than B2C

Considerations for Evaluating B2B Shopping Carts & B2B Storefront Software



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Introduction

There are many similarities between B2B ecommerce and B2C storefront software. In fact, the similarities are growing as more business to business ecommerce providers integrate sales and marketing strategies common in the consumer commerce world. For example, very few businesses considered investing in search engine optimization or social media marketing to promote their business to business ecommerce sites but these strategies are becoming more and more popular ways to find new customers and to engage existing customers.

However, there are still some key differences between business to consumer ecommerce and business to business ecommerce that companies must understand when evaluating ecommerce storefront applications.

B2B & B2C Similarities

Business to business ecommerce sites used to have very basic functionality but B2B ecommerce systems have improved over the past few years bridging many functional gaps compared to traditional business to consumer storefronts. Many of the “common” features found in B2C ecommerce are now “Gaining Popularity” and in some cases, becoming common practice in B2B ecommerce. The table below shows some of the major similarities between B2B and B2C ecommerce.

	B2C	B2B
Order History	Common	Common
Secured Account Log-In	Gaining Popularity	Common
Guest Shopping Carts	Common	Gaining Popularity
Product Suggestions	Common	Gaining Popularity
Multimedia Attachments	Common	Gaining Popularity
Customer Loyalty	Common	Gaining Popularity
Content Management	Common	Gaining Popularity
SEO Optimization	Common	Gaining Popularity
Social Media Marketing	Common	Gaining Popularity
Shipment Tracking	Common	Gaining Popularity
Shipping Costs	Common	Gaining Popularity
Sales Tax Calculation	Common	Gaining Popularity

B2B & B2C Differences

While there are many similarities between B2B ecommerce and B2C ecommerce, there are still some major differences that are critical to selecting the right B2B ecommerce platform for your business. This is becoming increasingly important as many B2C ecommerce providers are marketing their systems for B2B with little attention to the specific business requirements