

B2B commerce for Magento

Harnessing data for personalized
B2B experiences



Engagement Cloud is built with business in mind. Whether you sell directly to business buyers or operate a hybrid model and distribute to those that do, dotdigital has the tools with which you can offer personalized experiences that nurture, convert, and retain your buyers.

B2B expectations are rapidly evolving

With over half of all buyers of millennial age or younger, B2B interactions are expected to be as personal as B2C. Having a platform that can pull through data from your B2B commerce store and CRM will enable you to meet these requirements. Unlock a war-chest of live chat, SMS, email, social re-targeting and intent-based re-tageting tools to win against the competition.

All the tools you need in one place

Business buyers are already 57% down the path to purchase before they even get to your site (Google and Millwood Brown Digital). This means the tools you use to make a first impression and nurture your leads to conversion are crucial. With Magento B2B Commerce sync, being able to leverage catalog data, or the data you hold on the companies of your prospects inspire personalized campaigns that make a powerful and lasting impact.



The landscape of B2B commerce

\$1.2 trillion

The amount B2B commerce is predicted to be worth by 2021 in the US alone

>50%

of all B2B buyers are millennials

87%

of business buyers already make business purchases on online marketplaces

Forrester, Google, Mirakl

Make your data your point of differentiation. With Engagement Cloud for Magento B2B Commerce you can:

- ✓ refine buying experiences with intelligent segmentation that displays bespoke product offerings and content to B2B or B2C audiences
- ✓ lead nurture like never before: remind prospects their quotes are about to expire, enrol warm leads into omnichannel nurture automation programs and re-target potential buyers on social channels
- ✓ display custom catalogs in your product recommendations, making them automatically distinct for B2B and B2C buyers
- ✓ engage buyers with SMS: avoid no-shows with timely reminders, remove blockers like missing information with a quick text request, alert them of new product features or send a direct download link to new relevant content
- ✓ reach out directly using live chat: answer queries to help nudge buyers to a decision stage and capture data for lead generation.