

# ARTIFICIAL INTELLIGENCE

IN B2B E-COMMERCE



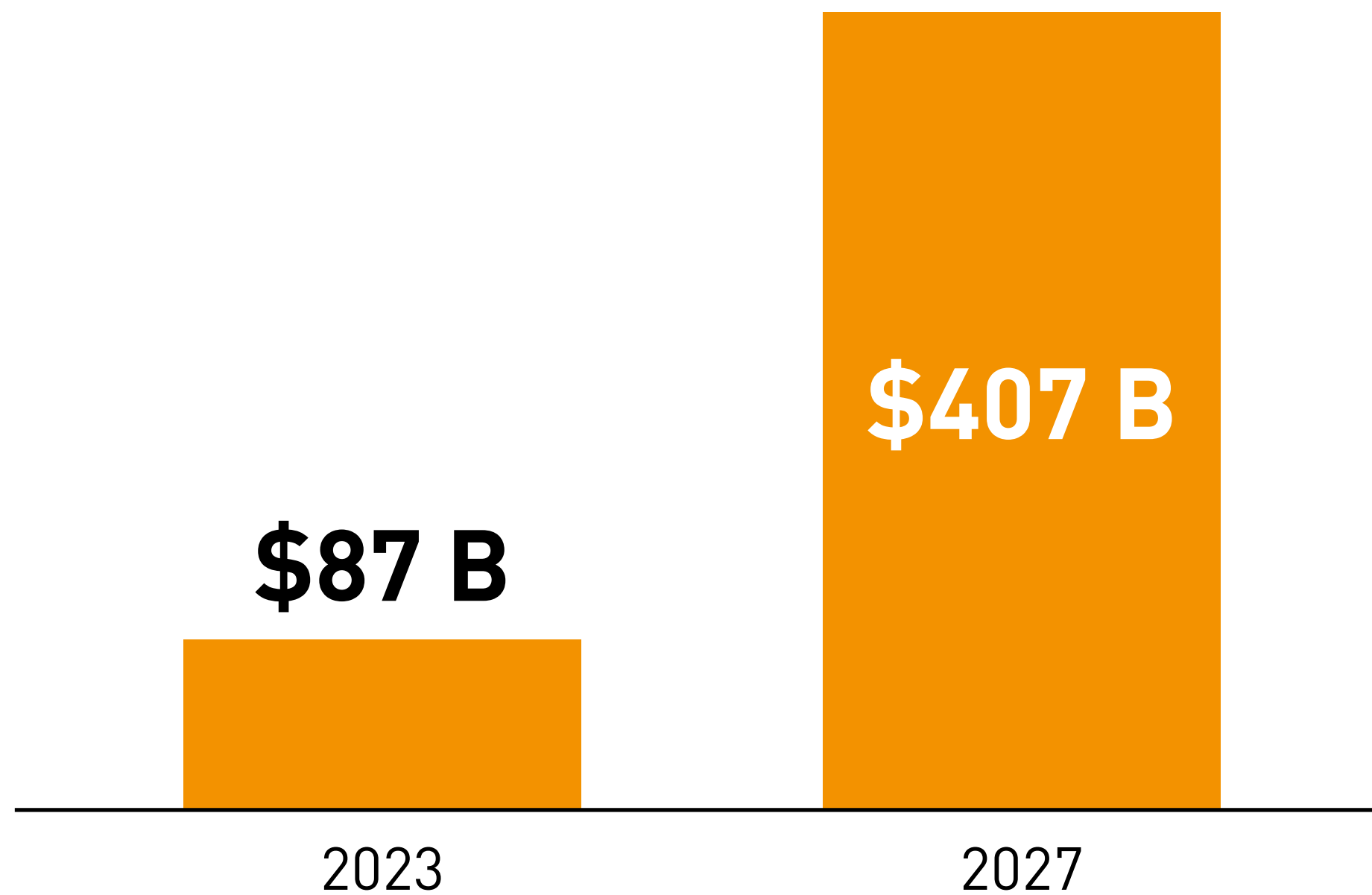
INSIGHTFUL STATS AND USE CASES

STRIPED GIRAFFE



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## VALUE OF AI OPPORTUNITIES FOR B2B COMPANIES

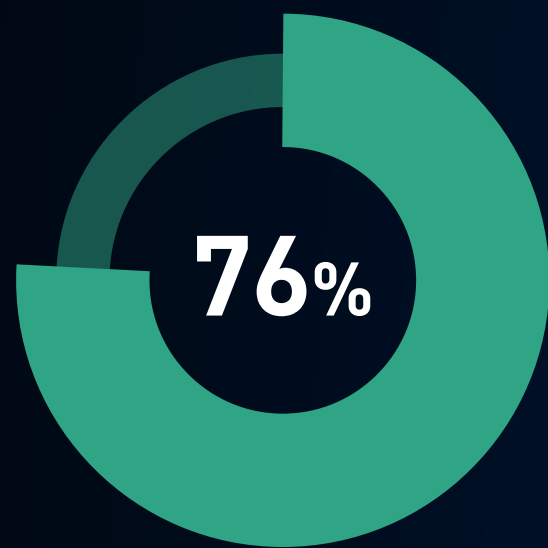
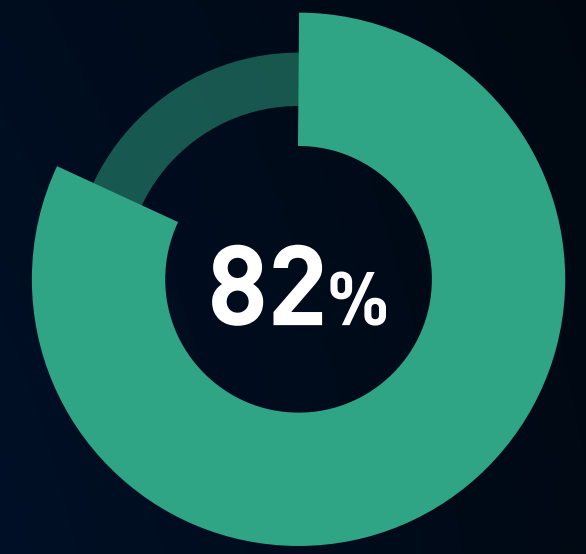


Analysts estimate that the use of AI opens up opportunities for B2B companies worth approximately \$87 billion in 2023, with projections to reach a staggering \$407 billion potential by the end of 2027.



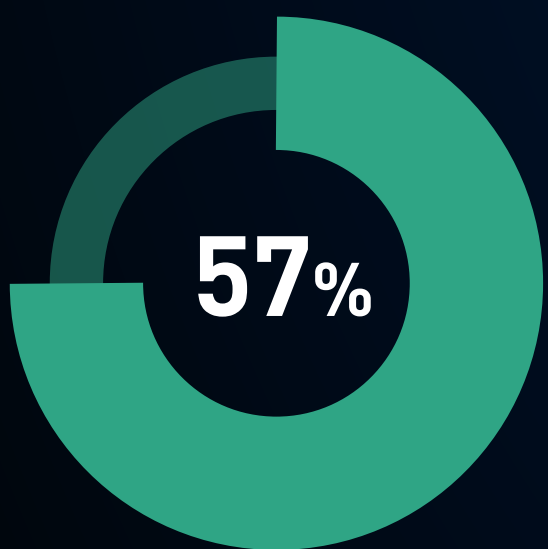
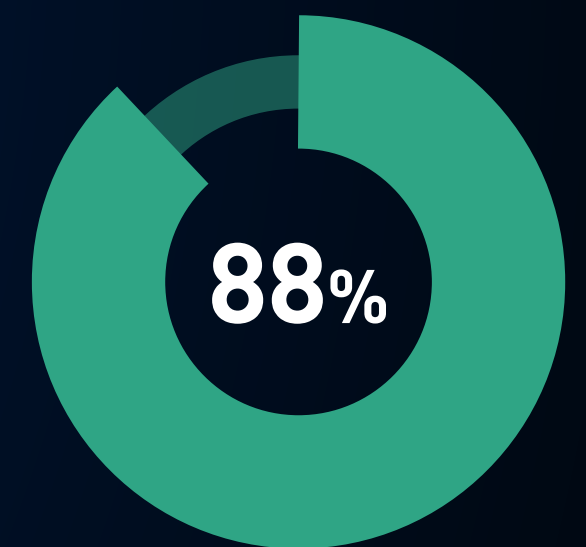
# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

82% of e-commerce executives from B2B companies agreed or strongly agreed that AI would allow them to differentiate their organizations from competitors.



76% of e-commerce executives from B2B companies believe that success in the business-to-business arena will require implementation of AI-based systems.

For 88% of e-commerce executives from bigger B2B firms (with annual revenue over \$100M) AI is an organizational priority, of which for 51% AI is one of the highest priorities.



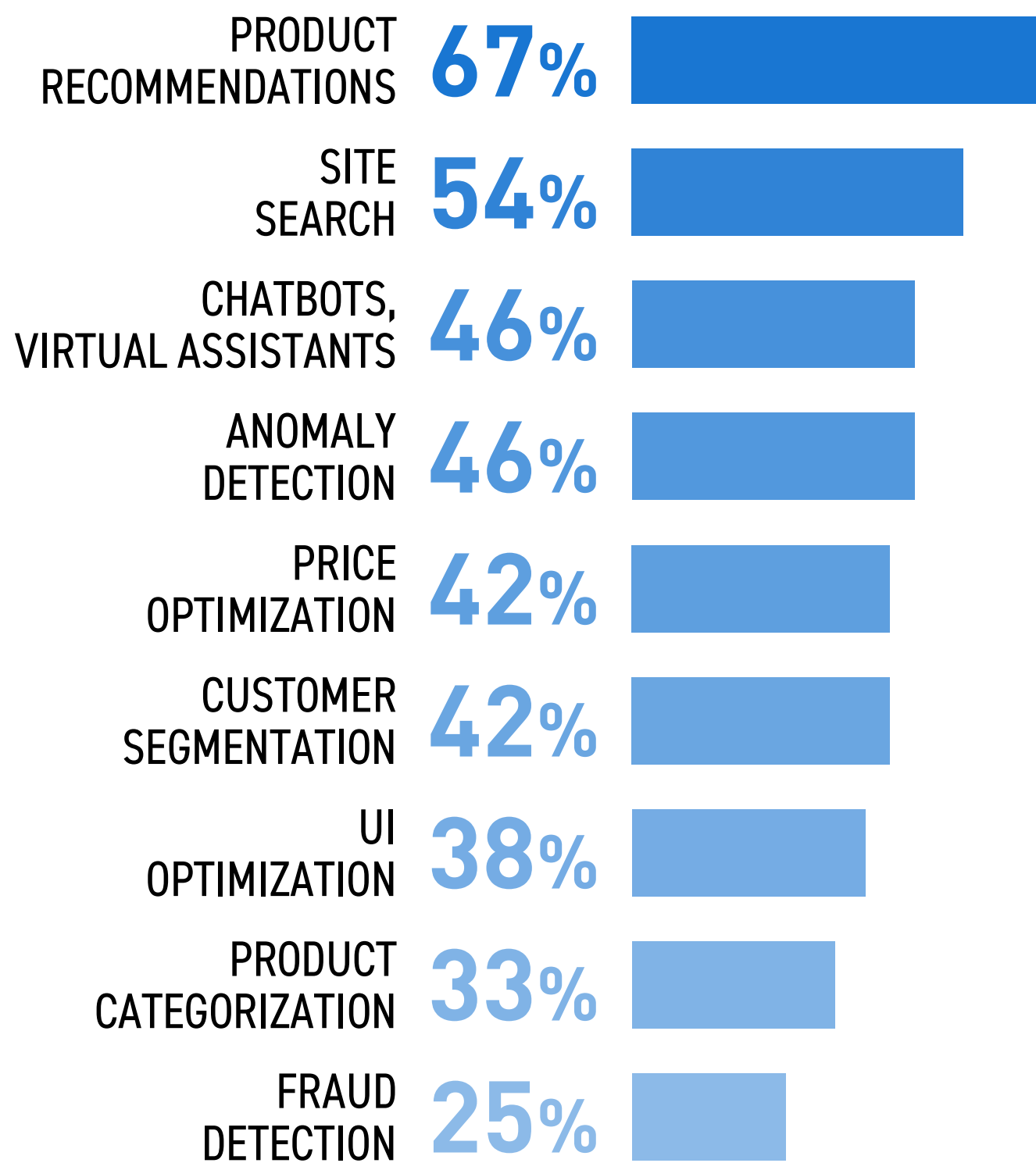
57% of bigger companies that have identified AI/ML as one of their priorities rely on external service partners, vendors, or cloud service providers to source AI/ML capabilities.



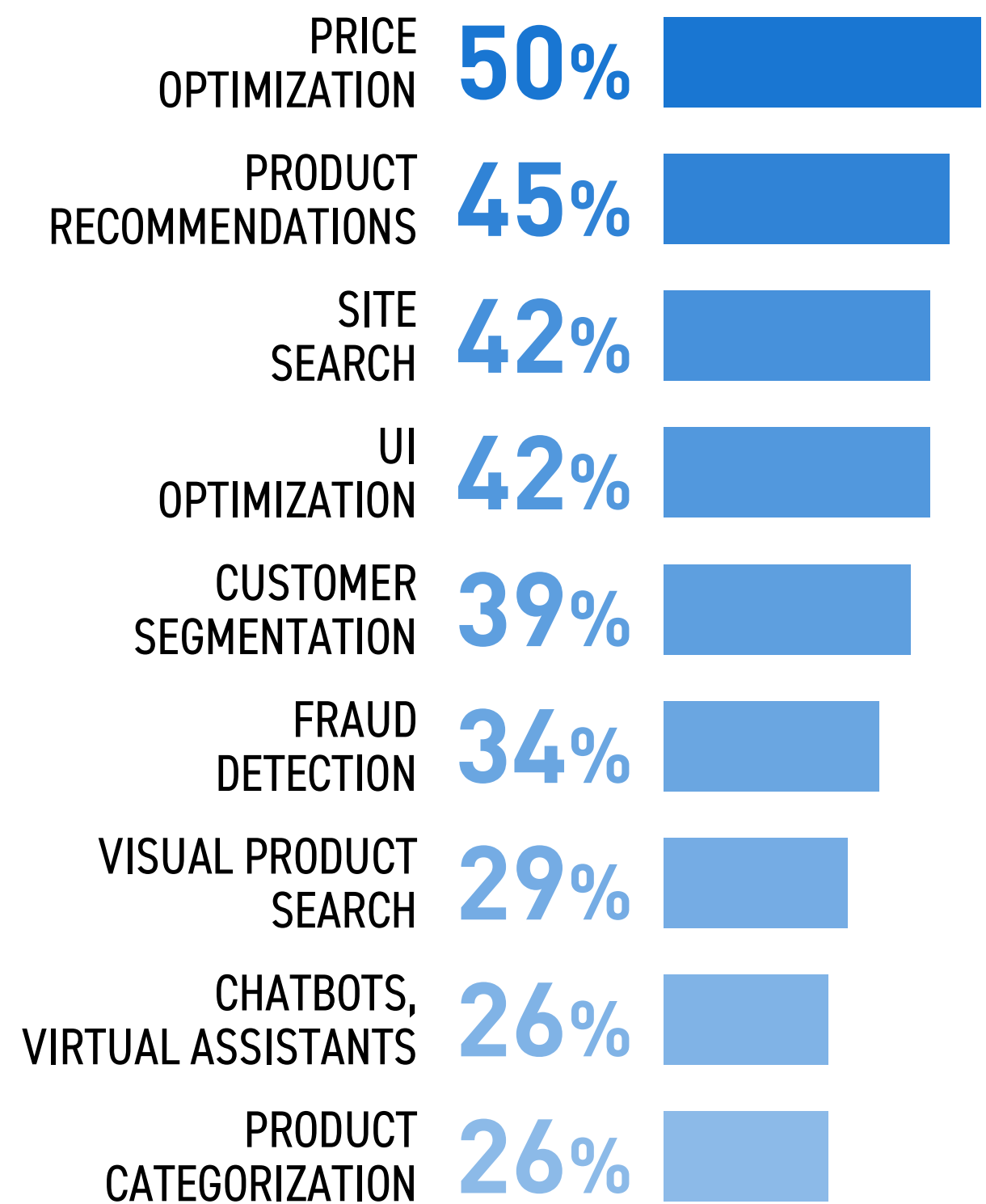
# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## MOST COMMON USE CASES OF AI/ML IN B2B E-COMMERCE

### COMPANIES WITH ANNUAL REVENUE <\$100M



### COMPANIES WITH ANNUAL REVENUE >\$100M



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## EXAMPLES OF AI USE CASES IN B2B E-COMMERCE<sup>1</sup>

### 1 SEGMENT CUSTOMERS

74% of personalization leaders create segments using predictive models.<sup>2</sup>

AI helps with customer segmentation by:

#### **Identifying and creating valuable segments without involving a data analytics team**

AI tools feed customer behavioral data, e-commerce data, and data from other sources into models that score customers' likelihood of taking certain actions in the future. With these propensity scores, merchants can create propensity-based segments and personalize shopping experiences.

#### **Augmenting segment qualification in real time**

AI tools can automatically shift customers from one segment to another in response to their real-time behaviors.

<sup>1</sup> Based on "5 AI-powered strategies for ecommerce personalization" by Adobe

<sup>2</sup> Forrester Consulting



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## EXAMPLES OF AI USE CASES IN B2B E-COMMERCE

---

### 2 FACILITATE PRODUCT DISCOVERY

The number one channel for inspiration and product search for B2B buyers is the supplier's website.<sup>1</sup> Therefore, with personalized search and product pages, merchants can increase conversion by an average of 21%.<sup>2</sup>

AI can facilitate product discovery by:

#### Optimizing search experiences

AI tools can make suggestions as customers type, seamlessly handles typos, and understand context to offer synonyms.

#### Enhancing browsing experiences

AI can intelligently rank the product order on category browsing pages or personalize site navigation.

#### Delivering the right product recommendations

AI can use segmentation to deliver highly relevant product recommendations in response to real-time buyer behavior.

<sup>1</sup> Wunderman Thompson <sup>2</sup> Intershop



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## EXAMPLES OF AI USE CASES IN B2B E-COMMERCE

---

### 3 CREATE PERSONALIZED CONTENT

59% of B2B customers expect fully or mostly personalized content when researching and exploring the brand's products or services.<sup>1</sup> That is why, B2B companies that increase the relevance and engagement of their content may experience a 5-10% revenue lift.<sup>2</sup>

#### Automating personalized content generation

AI can be used to automate the process of analyzing vast amounts of customer data in order to create content tailored to individual interests and preferences.

#### Producing content variations across channels

AI can generate many variations of each content piece for different channels and devices, and then personalize each one to different customers.

#### Optimizing content over time

AI can optimize and adjust each content piece by analyzing data on its performance.

<sup>1</sup> Forrester Consulting    <sup>1</sup> McKinsey



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## EXAMPLES OF AI USE CASES IN B2B E-COMMERCE

---

### 4 DYNAMIC PRICING

Companies leveraging AI-based price optimization may increase gross profit margins by 10 to 15%.<sup>1</sup>

#### Adapting prices to market variability

AI can be used for price optimization based on various factors such as market conditions, competition, demand, inventory, or seasonality. AI is capable to continuously analyze myriad combinations of multiple factors and consider different pricing scenarios aimed at various objectives like winning a bid, maximizing profit, or strengthening customer relationships.

#### Identifying pricing anomalies and inconsistencies

By analyzing pricing data across products, markets, and customers, AI can signal issues such as pricing errors or inconsistencies that can affect both CX and profitability.

#### Determining optimal incentive scenarios

AI can provide highly relevant recommendations for discounts or promotions for the customer to convert while retaining margins.

<sup>1</sup> Competera





# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## EXAMPLES OF AI USE CASES IN B2B E-COMMERCE

---

### 5 DELIVER THE NEXT BEST INTERACTION

79% of personalization leaders leverage a decisioning engine to determine which customers receive which message(s)/experience(s) over which channels.<sup>1</sup>

#### Determining & delivering the next best experience

AI/ML-based decisioning engine can prioritize the best message to serve a customer at a given time based on their propensity model score(s). This accounts for both the kind of content and the way it is delivered, including across apps, devices, screens, and channels.

#### Targeting KPIs

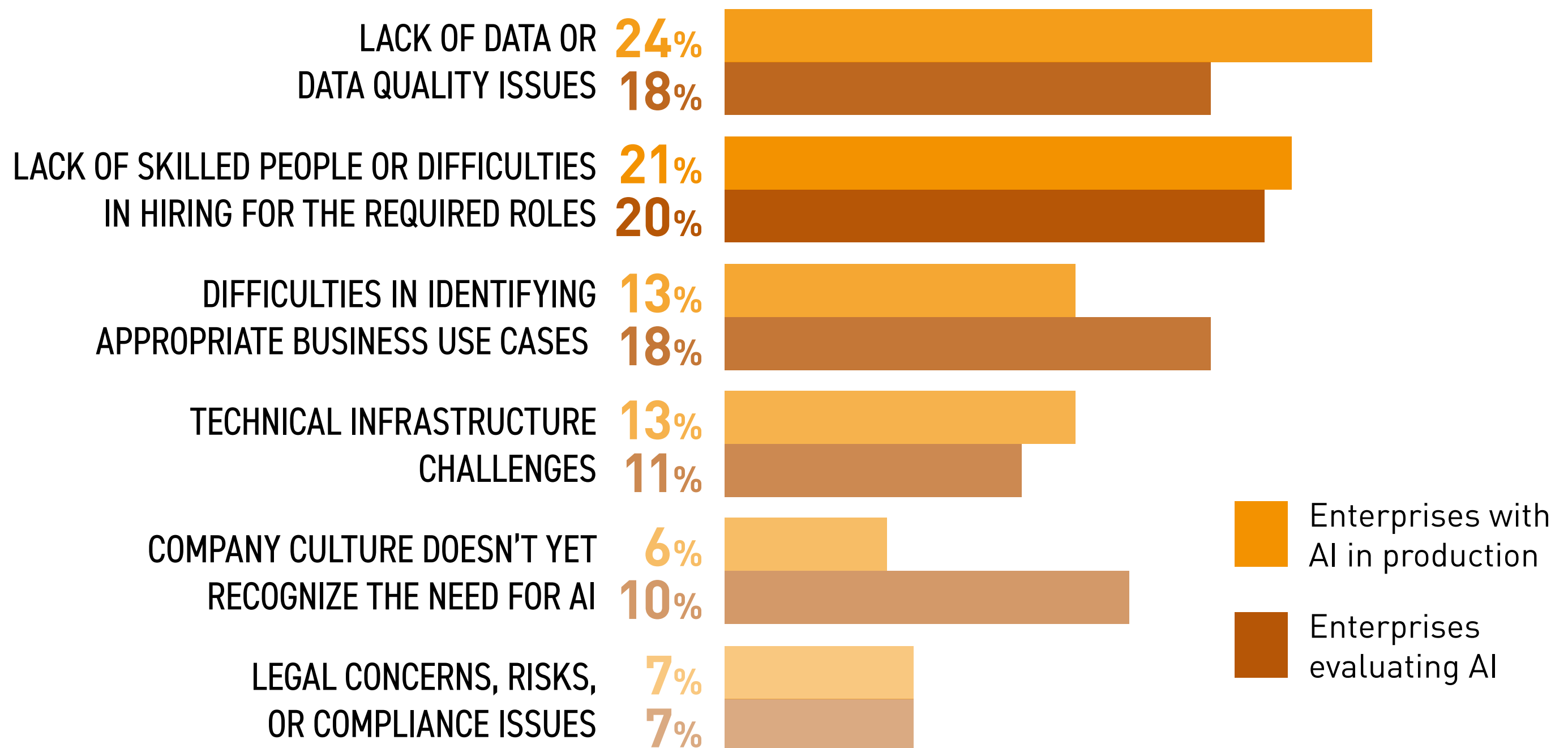
AI-based decisioning engine can use models that optimize actions based on prioritized key performance indicators (KPIs). For example, if a brand is looking to maximize its conversion rate or revenue, the engine will consider experiences that target high-value customers.

<sup>1</sup> Forrester Consulting



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## TOP BOTTLENECKS TO AI ADOPTION IN ENTERPRISES

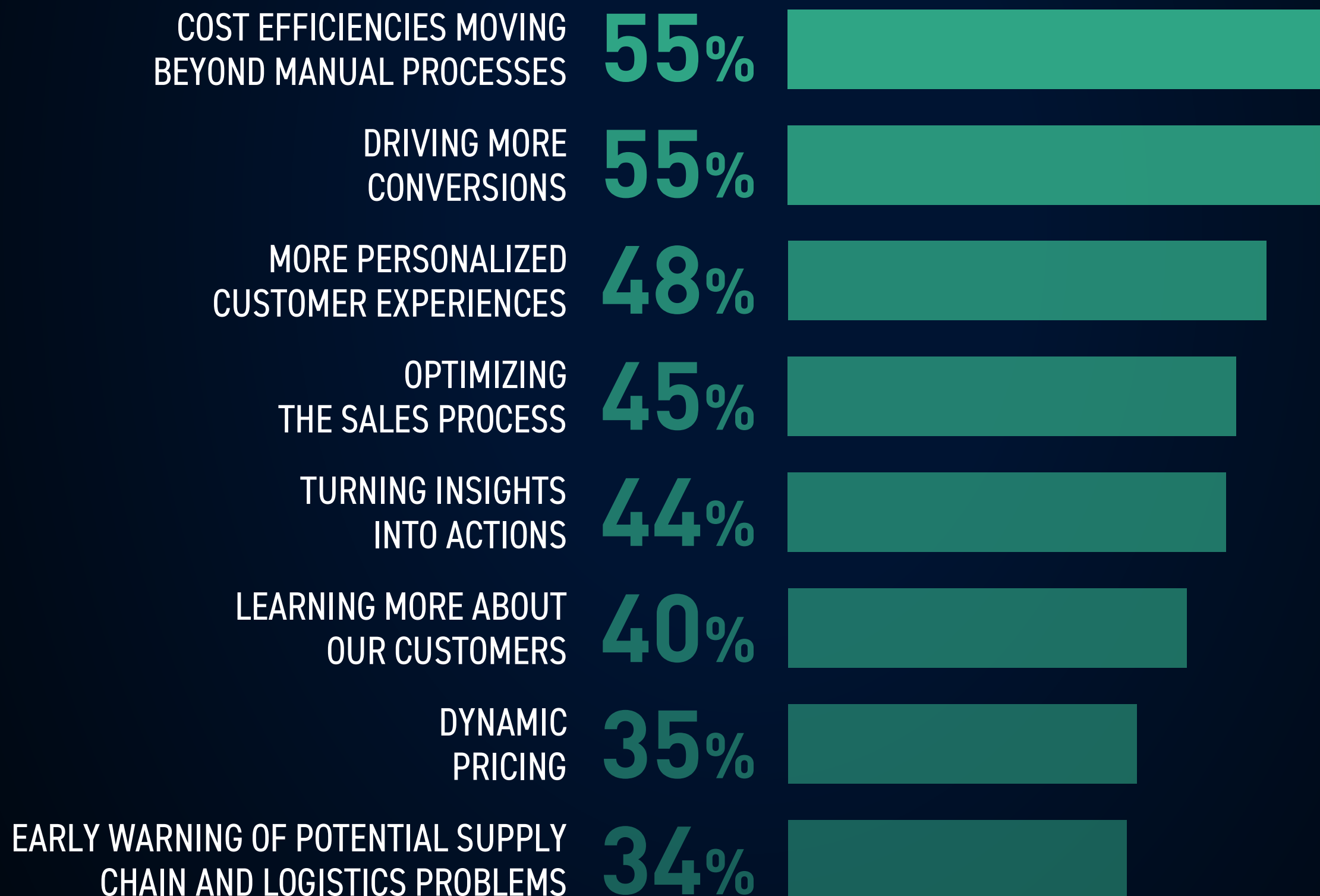


The biggest bottlenecks to AI adoption in enterprises are lack of skilled people, along with a lack of data or data quality issues (both at 20% on average), followed by finding appropriate business use cases (16%).



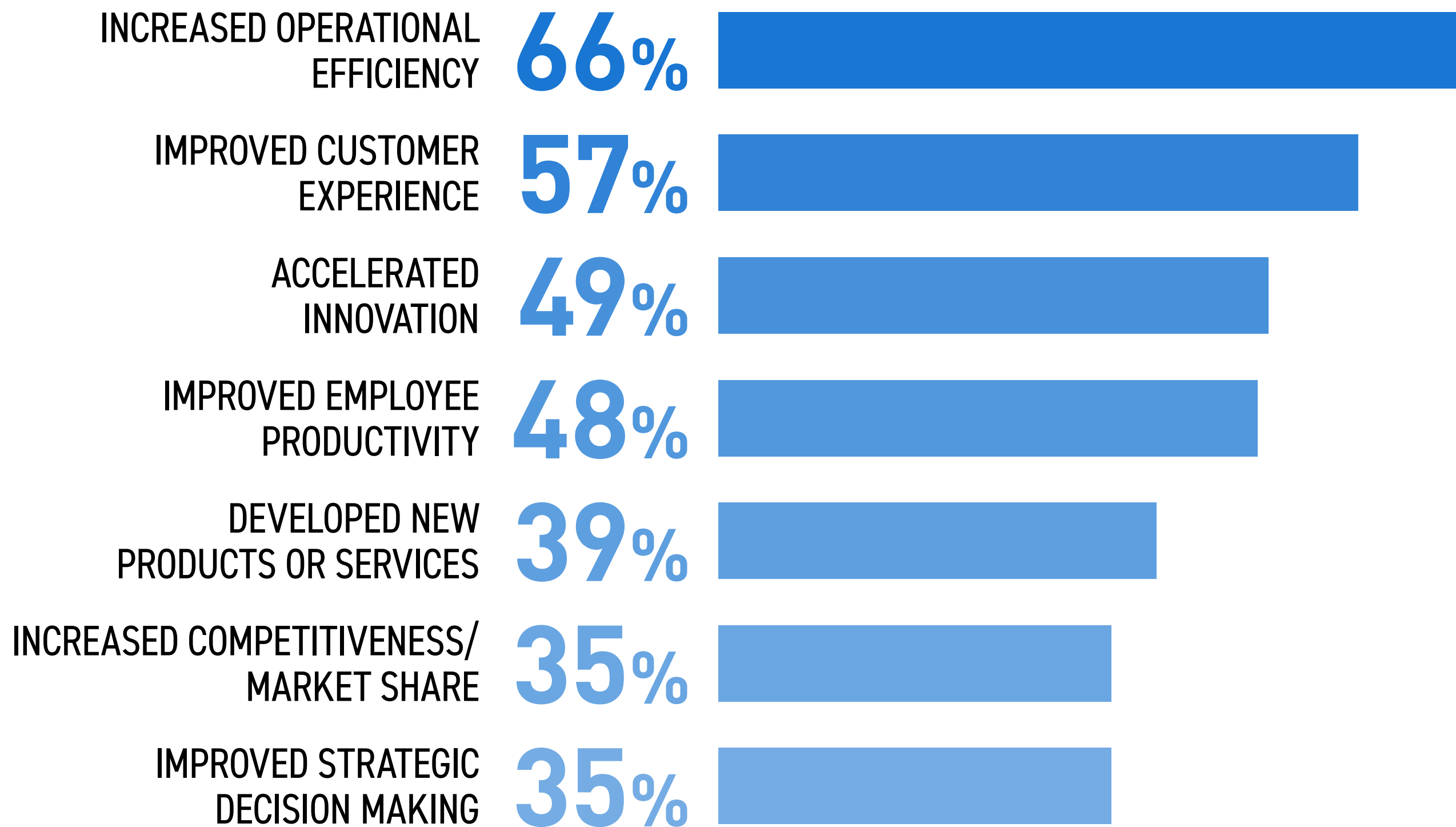
# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## MAIN OUTCOMES B2B E-COMMERCE EXECUTIVES EXPECT OF THEIR AI INITIATIVES



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

## MAIN OUTCOMES ORGANIZATIONS ACTUALLY REPORT AFTER ADOPTING AI



# ARTIFICIAL INTELLIGENCE IN B2B E-COMMERCE

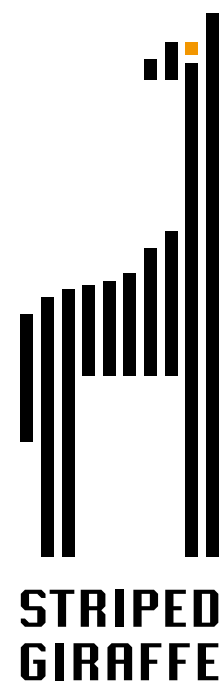
## HOW B2B MARKETERS ARE USING GENERATIVE AI



Generative AI brings to marketers what other forms of AI have already brought to other functions like data science, finance, and software development: the ability to outsource tedious tasks to a machine so you can focus on higher value tasks.



For more thought-provoking stories, articles, e-books, and case studies, check our **INSIGHTS** section.



[www.striped-giraffe.com](http://www.striped-giraffe.com)



SCHEDULE A CALL

And don't forget to follow us on social media!

