

BUSINESS-TO-BUSINESS ONLINE SALES: THE NEXT BATTLEGROUND



WHERE THEY BUY

88%

OF EXECUTIVES PURCHASE BUSINESS PRODUCTS ONLINE



BUY

49%

INTENDED TO BUY A CERTAIN PRODUCT BUT BOUGHT A COMPETING PRODUCT INSTEAD BECAUSE IT WAS EASIER TO PURCHASE ONLINE

WHAT THEY WANT



WANT TO KNOW WHERE AND HOW TO MAKE AN IMMEDIATE PURCHASE



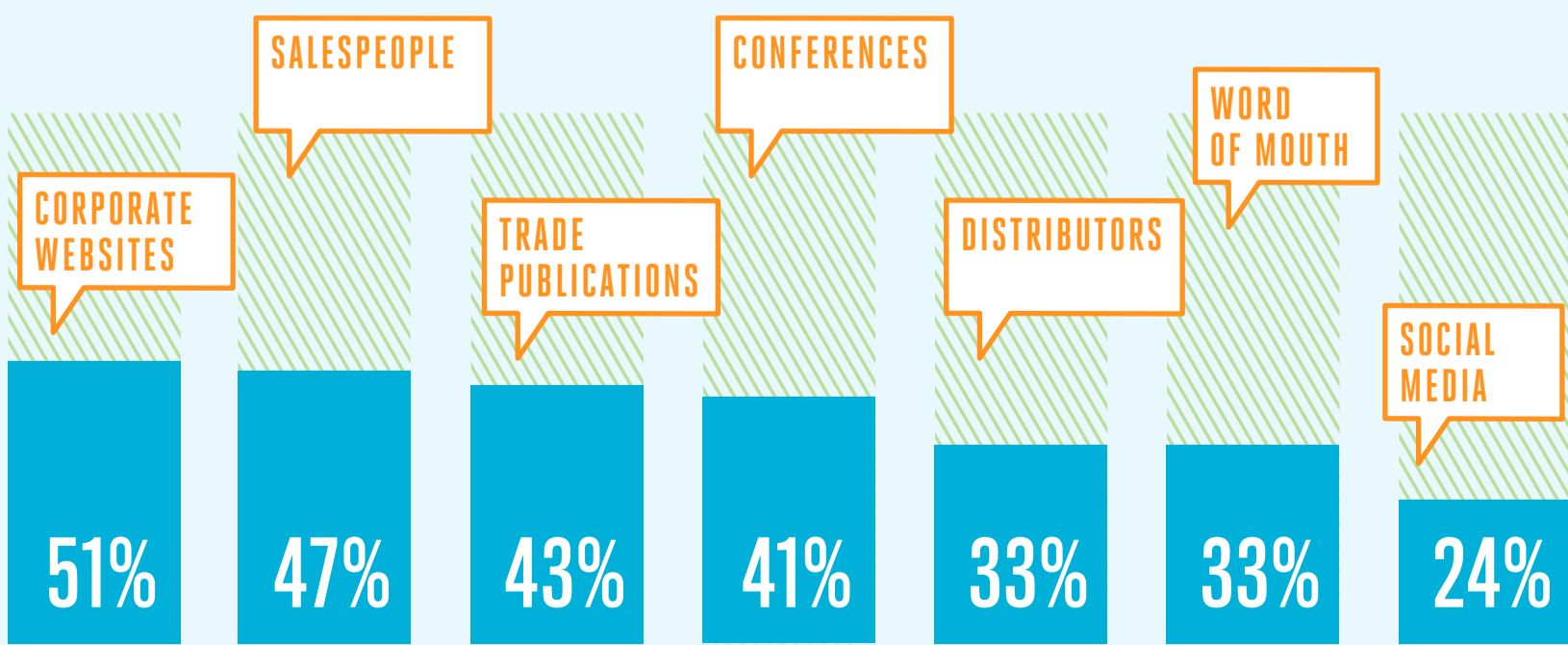
93%
WANT TO SEE PEER REVIEWS



92%
WANT TO VIEW A PRODUCT IN ACTION

HOW THEY FIND IT

TO LEARN ABOUT BUSINESS PRODUCTS AND SERVICES THEY USE:



*FORRESTER APRIL 2015