THE NEW FACE OF **B2B BUYER BEHAVIOUR**



87%

In 87% of cases, B2B buyers – your buyers – have decided on their purchase before they reach the website of the vendor they intend to buy from.

> "I WISH B2B WEBSITES WORKED LIKE AMAZON"

Modern buyer behaviours have changed beyond comprehension for many marketers. But whilst this shift presents a challenge for B2B brands to quickly re-align their thinking, it offers great opportunity for the ones that get it right.

THE ESSENTIAL STATS
BYE-BYE BUYER CONTACT?

5.4 average number of people in the B2B decision process

50% proportion of online purchases B2B buyers will make in the next 3 years (Forrester)

87% know what they're going to buy before they get to your site

90% proportion of B2B buyers unresponsive to cold approaches

75% B2B purchases influenced by social media

BUILD IT AND **THEY'LL COME?**

BUYERS GET FAST & DIRTY

4 SECONDS

4 seconds average time your buyer spends on a website

0.56 seconds average time it takes for them to make a decision

BILL1ON

approx. number of people using the internet at any one time

10 the max number of websites most people regularly interact with

PREACHING & PRACTICE

69% proportion of marketers **who think** intent-to-purchase data will give them the edge

46% proportion of marketers who actually use intent-to- purchase data

THE MYTHS AREN'T TRUE

£1.2 BILLION turnover of UK's **biggest online fashion retailer in 2015**

turnover of amazon.com every 4 days

£16 BILLION value of a single purchase by one local authority via a "Buy Now" button

BUY NOW

GETTING **IT RIGHT**

Once 'sellers' accept they can't control the courtship any longer, attention turns to influencing buyers throughout the 87% self-service journey.

> "USE SOCIAL INSIGHT TO BUILD INTELLIGENCE ON YOUR BUYER'S DIGITAL FOOTPRINT"

> "MAKE IT EASY AND INSTANT FOR THEM TO BUY WHEN THEY ARRIVE"

HERE'S A FEW TIPS TO **ADJUST YOUR THINKING**

> "GET THEM TO TAKE ACTIONS WITH YOUR BRAND – ACTIONS CHANGE ATTITUDES"

> "FOCUS ON SEEDING INFLUENCE IN THE PLACES WHERE THEY RESEARCH"

MAKE CHANGE NOW
MOI-GLOBAL.COM/CONTACT