Executive Summary

As companies prioritize revenue growth, B2B marketing leaders must consider the role that digital commerce plays in meeting this objective. While time and attention should be committed to assess an organization’s ability to build its own systems of digital commerce, B2B brands must reckon with the world’s largest digital commerce platform: Amazon.

Nearly 30% of B2B companies currently or plan to sell on Amazon (or Amazon Business) by year end 2020. Standing in stark contrast, however, is the majority of B2B companies that have no plans to sell on Amazon by that point. Fifty-two percent of B2B companies report a lack of a formal strategy for competing with Amazon, or even on the platform itself by year end 2020.

This report aims to help marketing leaders at B2B brands build the foundational knowledge needed to better understand the Amazon marketplace, when and where to engage in the platform, and how to measure their performance, relative to category peers.

Key Findings

- Across B2B categories, no single brand has more than 5% share of best sellers. Low cost products and competition from third-party sellers leads to this fragmentation.
- B2B Brands have room to optimize advertising investments on the platform. Roughly 20% of Sponsored Product impressions, on average, appear above the fold on relevant product category pages.
- B2B brands struggle with organic visibility on Amazon. The average organic visibility across all top ten brands across B2B industry groups is approximately 10%.

Key Recommendations

- Commit minimum resources needed to establish a presence, or risk losing to third-party sellers. Consider focusing first on the sale of smaller supplies purchased in greater volumes or with greater frequency.
- B2B brand product advertising investment is ad-hoc and ready for disruption. Begin experimenting with the purchase of Amazon search advertising units on the platform, like Sponsored Products.
- Leverage Amazon A+ marketing content and services to optimize product display pages to increase organic product visibility on the Amazon platform.

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