



85% of B2B companies say they aren't fully utilising digital commerce

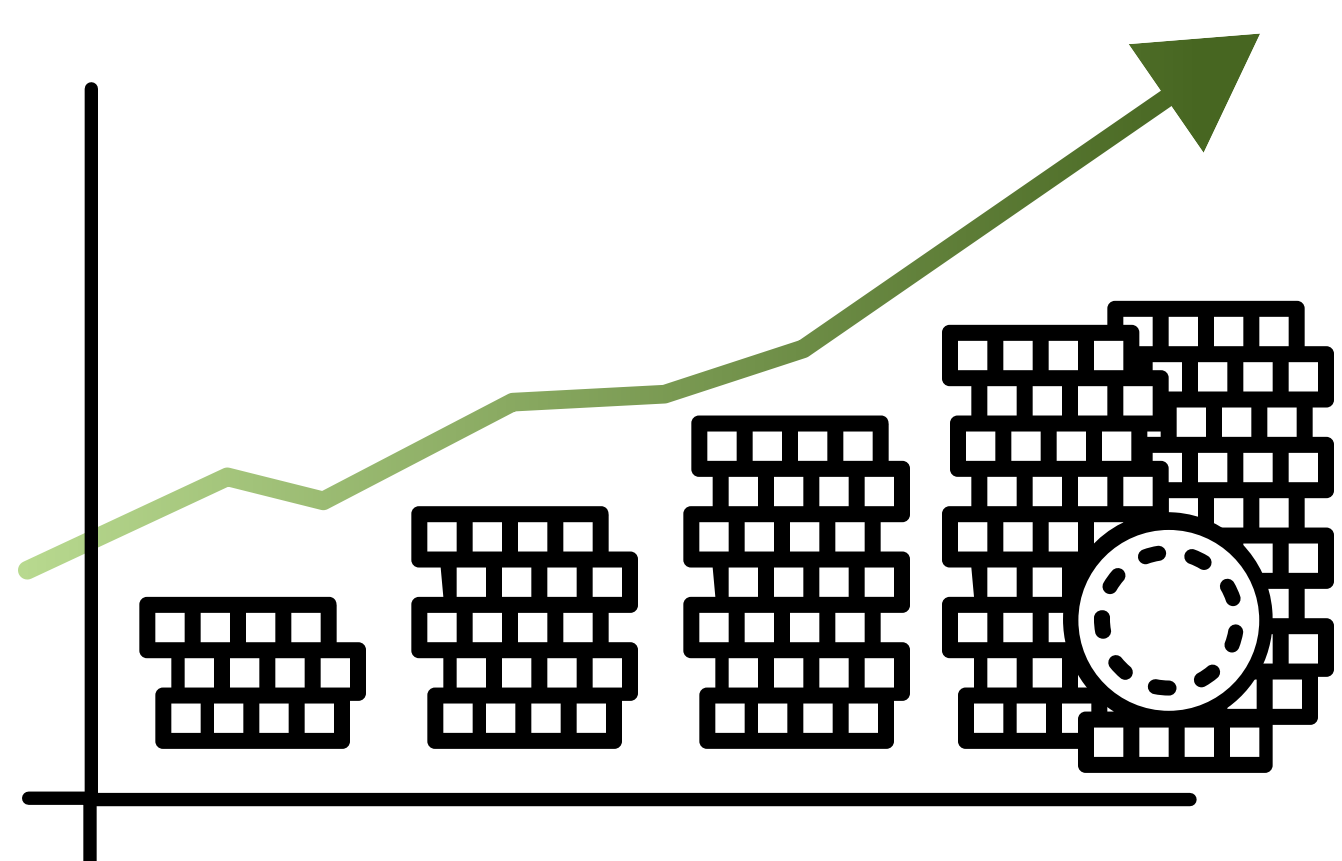


only **15%** of B2B businesses are executing a digital strategy



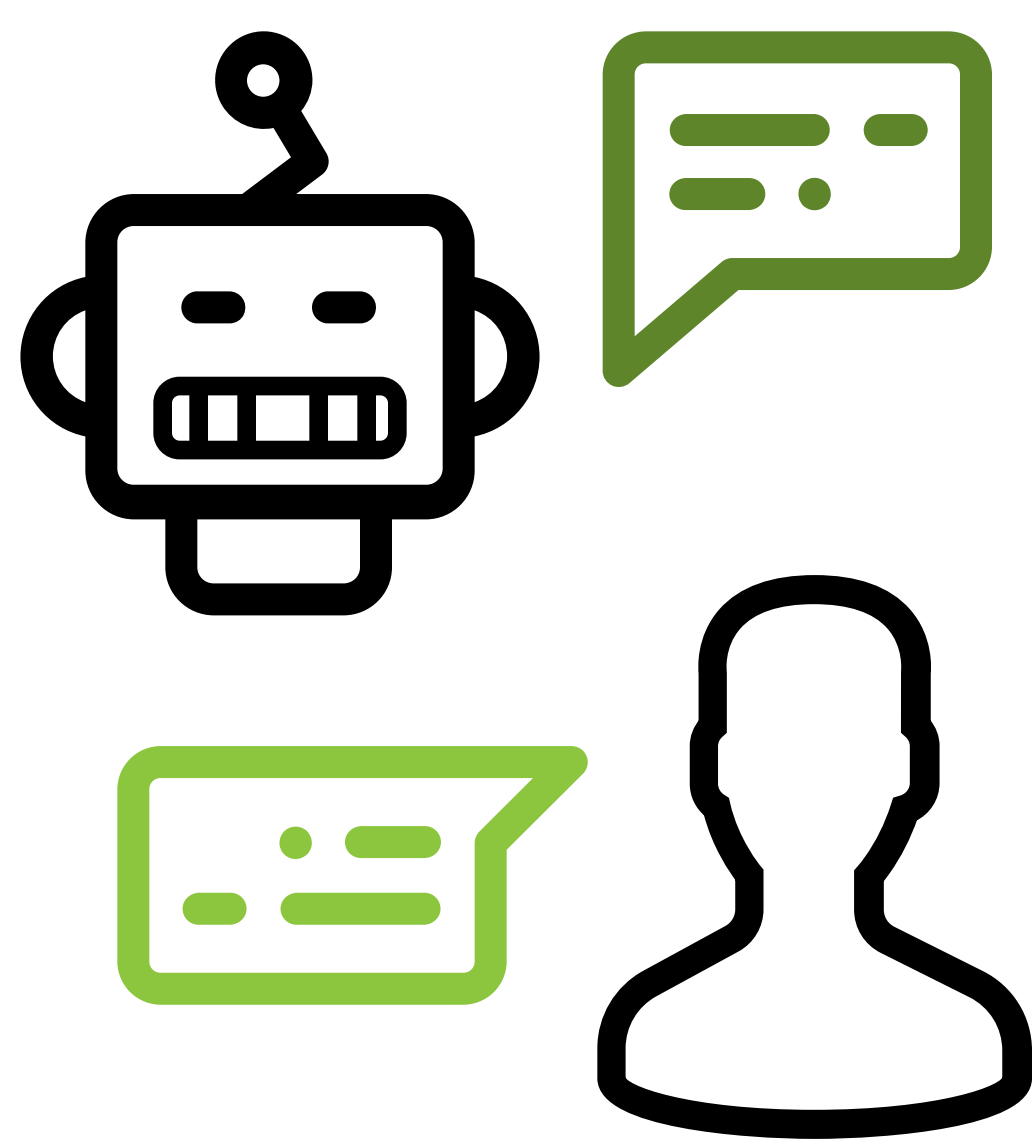
90% say digital will be key to the future of their industry

95% of buyers are willing to share their name, company and email for content.



In 2020
27% of all B2B sales will be made online
=
\$6.7 trillion of B2B e-commerce revenue

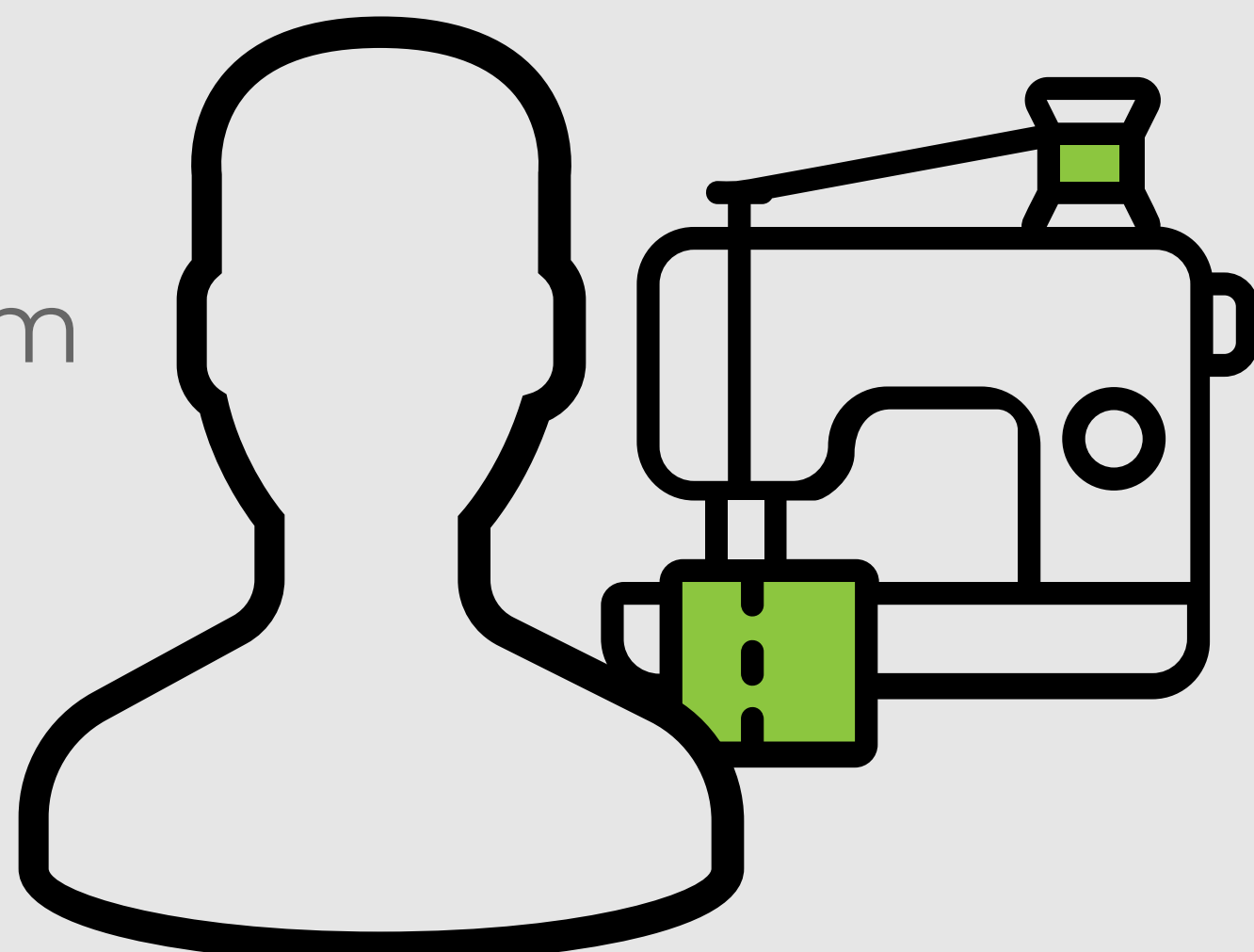
78%
of B2B purchasers start their process on Google



85% of buyers prefer to use autonomous methods for reordering over contacting a sales representative.

'Buyers say'
54% want personal recommendations from sellers.

59% say these have swayed their buying decisions.



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