

A 2020 Insight Into B2B Mobile Strategy



The Case for a Mobile Strategy in 2020

80% of B2B buyers are using mobile at work, and more than 60% say mobile played a significant role in a recent purchase. With the customer journey going beyond sitting in front of a desk, it's important to understand where the buyer is. From in the office, in the field, commuting or need offline access to products, account information, order tracking, knowledge bases, manuals and more- the need for a mobile strategy is clear.

The insights in this report help frame potential strategies and options into B2B mobile and draw on Echidna's extensive research and experience in the mobile space.



1. Native applications should be tailored to mobile use cases and leverage the native properties of mobile devices.

It is an easy out to take your e-commerce storefront and wrap it into an app. However, in order to truly serve customers and deliver value it is important to review the various user groups when considering your mobile strategy for native apps. In many cases multiple apps will be needed to serve sales, support and channel partners.

If this is the case, a headless commerce and API-driven architecture should be considered to satisfy these requirements. This allows developers to work collaboratively rather than build apps in siloed point solutions. Thus, reuse existing back end services and then tailoring data and business logic to each “head” through APIs. Headless commerce allows B2B orgs to serve both practical and transactional use cases in one app.



2. Supporting native app user adoption is imperative to success

If you choose to create a mobile app, that is just the beginning. Getting customers, sales reps and channel partners to adopt and use the app is the true challenge. You need to make app adoption a KPI across your entire enterprise. Make sure everyone knows why the app experience is worth the download. In order to improve adoption efforts consider adding QR codes to emails, print materials, packing slips and display ads. Train sales and support to onboard customers to the app, and build tutorials for your website.



3. Mobile-first features optimize the digital experience, drive revenue, and build loyalty.

Mobile-first features such as barcode scanning, image search, speech-to-text, location-aware services, gestures, offline access, push notifications, messenger integration, touch login and integration with mobile wallets will help with not only user adoption, but other KPIs around revenue, growth, and loyalty when done properly.

Considering these mobile-first features in B2B Scenarios:

Location services: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Push Notifications: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

One-to-one personalization: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,



4. Understanding new technologies is imperative for future-readiness

Besides native apps, it is important to understand all new options for replacing current desktop websites. Progressive Web Apps (PWAs), have become increasingly popular and in some cases offering a bridge between the users of native mobile apps and the mobile web. A PWA strategy might be not for every business in 2020, but it is important to understand the technology and where its place is because in the future it could be a smart move for your business to consider.

Quick Snapshot of PWAs

With a PWA, the user is provided an app-like user experience, but through the web.

The main benefits PWAs have brought businesses are:



Speed Increases



Improvements in Re-engagement



Increased Conversions

Depending on the permissions given, PWAs can also send people push notifications, thus raising awareness and ensuring that the brand remains top-of-mind with consumers. PWAs deliver a rich experience due to modern standards and advances, even working well offline and in low quality networks in most cases. Because it doesn't require a separate installation it can also be a more cost-effective option compared to a native app.

Should You Deliver Both a Native App and PWA Experience?

Depending on where you are at in your digital maturity and mobile strategy, this could be a viable option to move forward with. By incorporating both a native app and PWA, you offer a brand the ability to deliver a great user experience for both first-time visitors (who often come through the mobile web) and repeat visitors (who often use the native app).

Furthermore, depending on their device, users are given the option to download these apps to their home page, thus eliminating the need to visit the app store—and navigate off of the website.

Final Thoughts

Both PWAs and native mobile apps have a specific role to play in furthering the customer journey and encouraging customers to stay loyal. If your B2B business is working on moving their mobile strategy forward contact the experts at Echidna to discuss all your options.