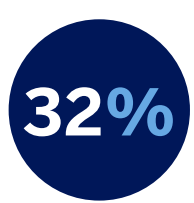
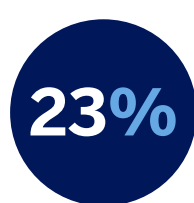


B2B IN THE DIGITAL AGE

AS GEN Z AND MILLENNIALS ARE ENTERING THE B2B SPACE, UNDERSTANDING THEIR PREFERENCES IS CRUCIAL TO CONTINUED SUCCESS



With so many younger buyers preferring digital payment methods, **IT'S UP TO B2B MERCHANTS TO MAKE THE SWITCH**

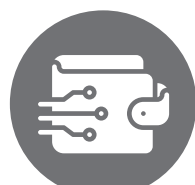
INCREASING DIGITAL SOLUTIONS



61% of Millennials want **real-time payment options**⁴



75% of organizations are still using **paper checks** to make B2B payments⁵



80% of Gen Z uses a **digital wallet** for transactions⁶

THE SHIFT TO DIGITAL ISN'T JUST B2B

Consumer trends are also showing a preference for faster, more convenient transactions. What do younger consumers want from digital payments?

SECURITY:

63% of Millennials and **57% of Gen Z** consumers want their banks to implement additional security measures for online transactions⁷

FLEXIBILITY:

51% of Millennials and **53% of Gen Z** consumers said better spending management was a top reason to use credit cards⁸

MEETING THE NEW EXPECTATIONS



46% of B2B buyers have used **social media** to contact merchants⁹



50% of marketers cite **social media** as the most effective channel for B2B marketing¹⁰



SPEAK THEIR "LANGUAGE" to help create better B2B relationships

STEPS TO ENGAGE YOUNGER B2B BUYERS

- 1 REDEFINE VALUE**
For Gen Z and Millennials, **"value"** is about more than just money. How does your business add holistic value to their B2B buyer experience?
- 2 MAKE THE EXPERIENCE PARTICIPATORY**
Making sure younger buyers feel fully **informed** can be a key factor in the decision-making process
- 3 LEAVE ROOM FOR COLLABORATION**
Encouraging your younger buyers to take an **active role** in the transaction process can create more effective B2B relationships¹¹
- 4 GO DIGITAL**
Switching from paper to **digital** payments can help your business align with the preferences of younger buyers and enhance transaction efficiency¹²

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SOURCES

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