



B2B 100: Ecommerce Report

A benchmark report of 100 B2B retailers across industrial, science, health and safety, catering, education and office suppliers.

How are mid-market B2B retailers performing in ecommerce across speed and security, mobile UX, search and navigation, payment and checkout, community and loyalty, delivery and returns, and more?

2020 Magento Edition



Business and Industrial (B2B) 100: Ecommerce Report

A benchmark report of 100 B2B retailers

This report was created by **Fluid Commerce**, an ecommerce growth agency based in Manchester working with online brands to build and grow successful ecommerce stores.

All research was implemented in Manchester, UK between 6th October 2020 and 19th October 2020. All research is reported and scored based on the researcher's judgement but does relate to documented guidelines. Points were given generously, but if a policy was unclear, no scoring point was given.

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The Top 20 B2B Retailers

Top 20 Retailers



Cablecraft
cablecraft.co.uk

76/100



Tools4Trade
tools4trade.co.uk

75/100



Tufferman
tufferman.co.uk

74/100



Chelford Farm Supplies
chelfordfarmsupplies.co.uk

73/100



Building Supplies Online
building-supplies-online.co.uk

71/100

Top 20 Retailers

	Powertool World powertoolworld.co.uk	71 /100
	Peli Products UK peliproducts.co.uk	71 /100
	SGS Engineering sgs-engineering.com	70 /100
	Dental Sky dentalsky.com	69 /100
	Scruffs scruffs.com	69 /100

Top 20 Retailers



Envelopes

worldofenvelopes.com

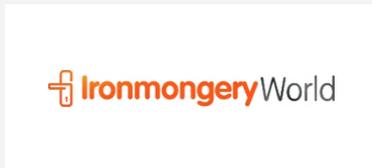
69/100



Scott + Sargeant

scosarg.com

69/100



Ironmongery World

ironmongeryworld.com

68/100



Morelli

morelli.co.uk

67/100



Whisper Pumps

whisperpumps.com

67/100

Top 20 Retailers

 Cleanroomshop	Cleanroom Shop UK cleanroomshop.com	67/100
 brookes Workwear since 1999	Brookes ebrookes.co.uk	67/100
 BELLA BARISTA FOR LOVERS OF GOOD COFFEE	Bella Barista bellabarista.co.uk	65/100
 INDUSTRIAL SCIENTIFIC SUPPLIES	Industrial Scientific Supplies industrialscientific.co.uk	65/100
 Packaging Chimp	Packaging Chimp packagingchimp.co.uk	65/100

The logo for Fluid Commerce, featuring the word "Fluid" in a large, bold, white sans-serif font, with the word "COMMERCE" in a smaller, all-caps, white sans-serif font directly below it.

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B2B Retailers

The Lower Rankings

Lower Rankings

Able Cleaning & Hygiene	44/100	CoolMed	62/100
Ai Engineering	51/100	Craigmore	61/100
Anchor Safety	63/100	Croylek	51/100
Array Ink	46/100	Cut My Plastic	52/100
BBwear	56/100	Cutting Edge Services	55/100
Beaucare	54/100	DC Paint Solutions	42/100
Best Workwear	50/100	Diesel Generator Direct	57/100
Bike Dock Solutions	49/100	Direct Water Tanks	49/100
Blake Envelopes	45/100	DP Building Systems	58/100
Bonus Trading	54/100	Easy Equipment	54/100
Brewfitt	49/100	Ecomax	44/100
Broxap	57/100	EPSL Educational Printing	36/100
BuildingMaterials.co.uk	60/100	Essential Supplies	58/100
Butts of Bawtry	49/100	Furniture Work	49/100
Catering 24	61/100	Geaves	49/100
CE Online	54/100	Go Displays	57/100
Chefline	44/100	Hanna Instruments	64/100
Comms2Go	50/100	Ingenia	37/100
Compass Plumbing	57/100	Invopak	54/100
Cooksmill	51/100	Labelzone	64/100

Lower Rankings

Luminati	48/100	Signgeer	63/100
Manningham Concrete	44/100	Sousvide Tools	60/100
Mick George	61/100	Sure Green	61/100
Mister Bagman	58/100	Target Transfers	55/100
MKM Extrusions	38/100	Techsil	48/100
Mo and Co	40/100	Thirstybox	61/100
Mr Paper	35/100	Thomas Ridley	65/100
Multi-Hire Power Tools	61/100	Tibard	42/100
My Tool Shed	63/100	Till Rolls Direct	40/100
Office Rubber Stamps	55/100	Titman	44/100
Our Soles	52/100	TME	49/100
Plastock	56/100	Tradelines	38/100
Powertools2U	51/100	Trutex	58/100
Protective Masks Direct	57/100	UK Packaging	48/100
Risk Books	27/100	UK Trade Fix	62/100
Roofing Megastore	56/100	Universal Site Supplies	61/100
Ross Handling	50/100	Vuba	48/100
SafetyBuyer.com	55/100	Welding Supplies Direct	64/100
Scotload Direct	56/100	Wishtrac	57/100
Sign Trade Supplies	46/100	Xamax	51/100



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Benchmarking

How the Industry Compares

Benchmarking

 **56**/₁₀₀
Average Score

The average score for all B2B retailers in the report is 56 out of 100.

Sector Scores

 **62**/₁₀₀
Tools & Supplies

 **61**/₁₀₀
Science & Medical

 **58**/₁₀₀
Cleaning & Safety

 **55**/₁₀₀
Machines & Appliances

 **55**/₁₀₀
Food & Catering

 **54**/₁₀₀
Workwear & Apparel

 **52**/₁₀₀
Office, Stationery & Packaging

 **52**/₁₀₀
Specialist & Other

 **50**/₁₀₀
Shopfittings & Signs

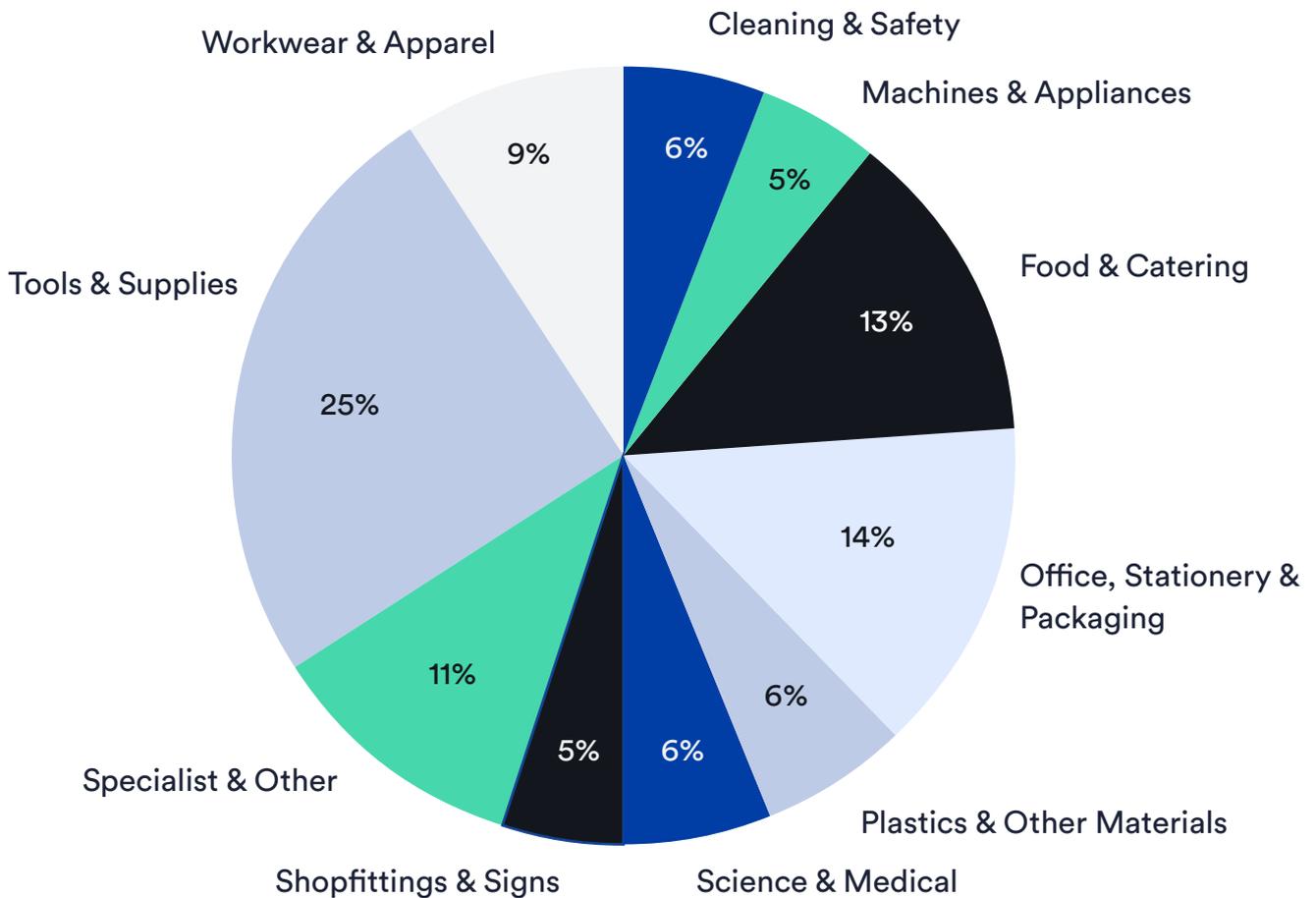
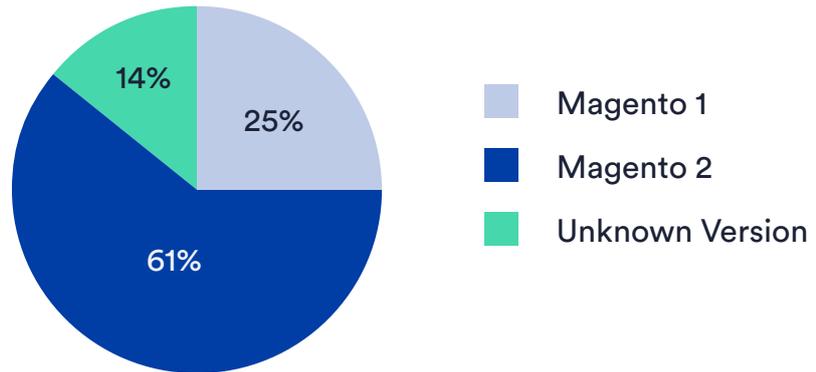
 **47**/₁₀₀
Plastics & Other Materials

Retailer Overview

Who Was Included

Retailer Overview

We strive for diversity in the types of Magento retailers we include in our report, and this page documents the retailer makeup of those included. This includes the split of retailers on Magento 1 and Magento 2, and a split of sub-verticals too.



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Report Criteria

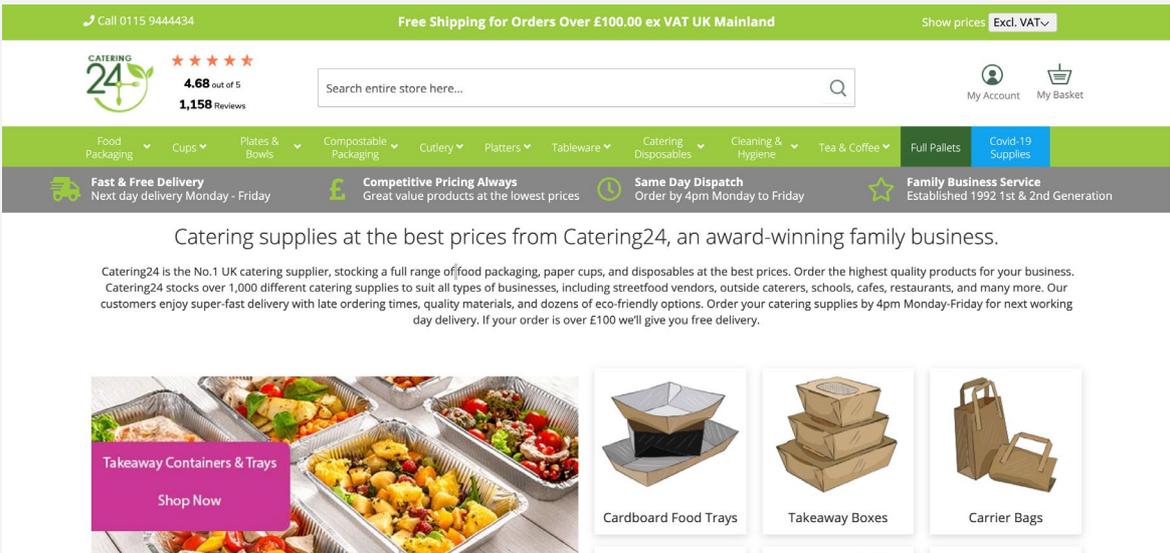
Insights and Analysis

Speed and Security

For business and industrial retailers, speed and security is key. Busy customers need a fast site to make sure they can make their purchase as quickly as possible. A slow loading site can seem untrustworthy and trust is paramount for shopping experiences that have wider consequences for a business. This is why security certificates are also an essential tool in gaining trust among consumers within the B2B sector more important for retailers in the sector.

We measured retailers' site speed scores using Google PageSpeed Insights. The average business and industrial site speed score for desktop was **42**, while the average site speed score for mobile was a low **20**. This metric acts as a good benchmark for retailers to compare against, and gives us an idea of which retailers are focusing on improving site speed and which retailers are in need of some improvement.

Security is also an important factor to consider when optimising user experience. Only one of the retailers included in this report had not invested in a SSL certificate, whilst **8%** of retailers had EV (Extended Validation) SSL, the highest form of SSL certificate available. Retailers with EV SSL include Anchor Safety, Cut My Plastic, Sousvide Tools, Target Transfers, Thomas Ridley, Manningham Concrete, Compass Plumbing and MKM Extrusions.



The screenshot shows the Catering24 website homepage. At the top, there is a green navigation bar with contact information (0115 944434), a shipping policy (Free Shipping for Orders Over £100.00 ex VAT UK Mainland), and a price filter (Show prices Excl. VAT). Below this is a white header with the Catering24 logo, a 4.68 out of 5 star rating with 1,158 reviews, a search bar, and links for My Account and My Basket. A secondary green navigation bar lists various product categories like Food Packaging, Cups, Plates & Bowls, Compostable Packaging, Cutlery, Platters, Tableware, Catering Disposables, Cleaning & Hygiene, Tea & Coffee, Full Pallets, and Covid-19 Supplies. Below the navigation is a grey banner with three service highlights: Fast & Free Delivery (Next day delivery Monday - Friday), Competitive Pricing Always (Great value products at the lowest prices), and Same Day Dispatch (Order by 4pm Monday to Friday). The main content area features a headline 'Catering supplies at the best prices from Catering24, an award-winning family business.' followed by a paragraph describing the company as the No.1 UK catering supplier. Below the text are three product categories: Takeaway Containers & Trays (with a 'Shop Now' button), Cardboard Food Trays, Takeaway Boxes, and Carrier Bags.

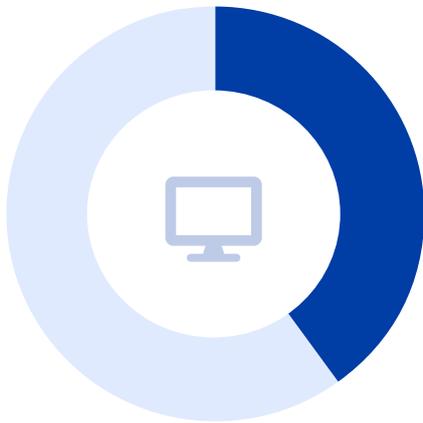
Catering24 had the fastest desktop site speed score of **90**, and a higher than average mobile site speed score of **31**.

Speed and Security

Key Takeaways

47 

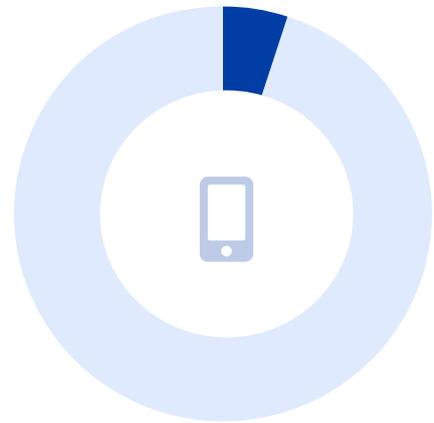
average speed on desktop



44% of retailers had a desktop speed score above 50

20 

average speed on mobile



5% of retailers had a mobile speed score above 50



8% of retailers had EV SSL

Mobile UX

A strong mobile user experience is expected by all customers, whether this is for B2C or B2B customers. There are still many business and industrial retailers who are not meeting customer expectations and as a result, many retailers are providing a poor customer experience and missing out on strong conversion rates.

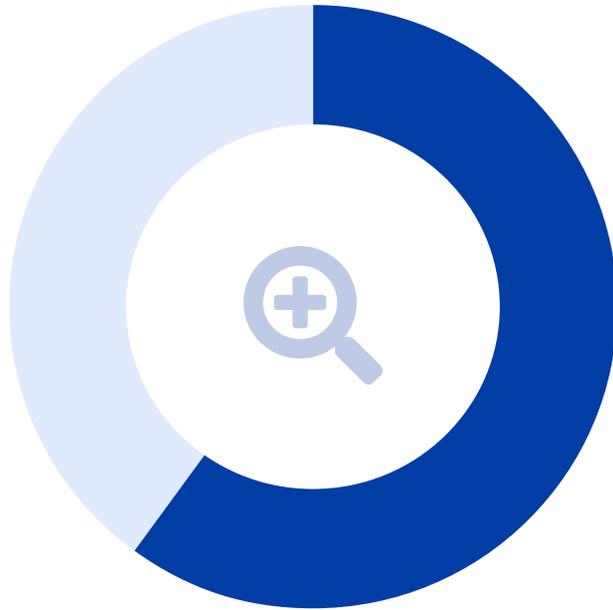
All of the business and industrial retailers in the report were mobile responsive and so had a basic standard of mobile experience.

60% of business and industrial retailers had intuitive product zoom with pinch or tap gestures. The key to a strong mobile experience is intuitiveness, and many retailers seem to be struggling here with just over half of retailers optimising the zoom functionality for mobile.

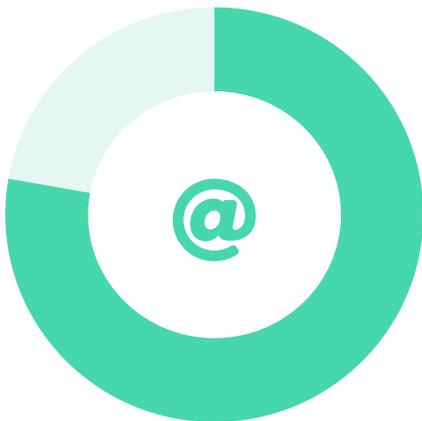
78% of business and industrial retailers had input-specific email keyboards during checkout, which is a strong percentage. A significantly smaller percentage (**28%**) of retailers had similar input-specific number keyboards. Most retailers who offered input-specific number keyboards also offered input-specific email keyboards, with **27%** of retailers offering both.

Mobile UX

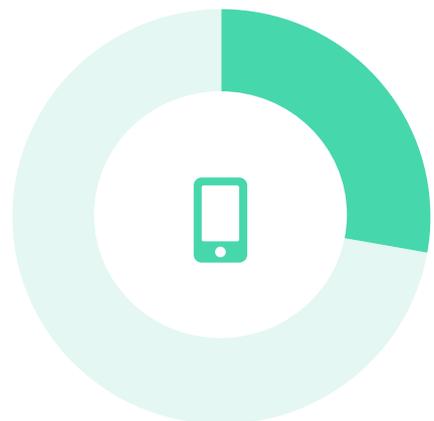
Key Takeaways



60% of retailers had intuitive mobile product zoom



78% of retailers had input-specific email keyboards



28% of retailers had input-specific number keyboards

Product Page UX

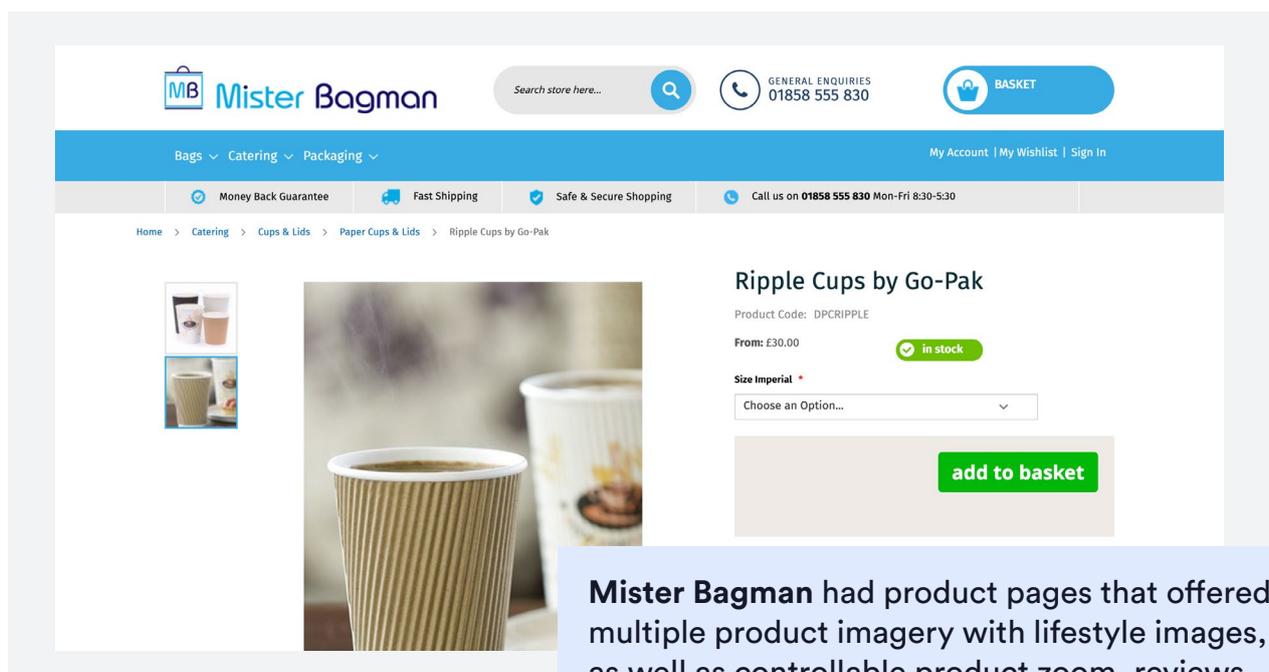
Retailers selling to businesses need to communicate everything about a product clearly, and so a product page is an important page to focus on. This is where customers learn about the specifications and the benefits of your product. In general, business and industrial retailers performed relatively well in this areas, most likely due to the increased expectation of product data and information.

85% of business and industrial retailers in the report had desktop product zoom, with **69%** of retailers utilising a more advanced controllable product zoom. This allows for customers to inspect and evaluate their potential purchase in detail.

Only **38%** of business and industrial retailers had lifestyle product imagery, which can help boost conversion by adding trust and reassurance by allowing shoppers to visualise their purchase.

70% of retailers had multiple product images, which produces a similar affect to lifestyle imagery, detailing the product in various positions and packaging.

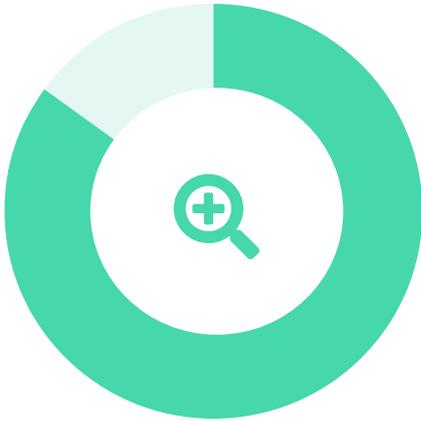
Finally, **60%** of business and industrial retailers had product recommendations on product pages, in a ‘You may also like...’ or ‘Other customers bought...’ section.



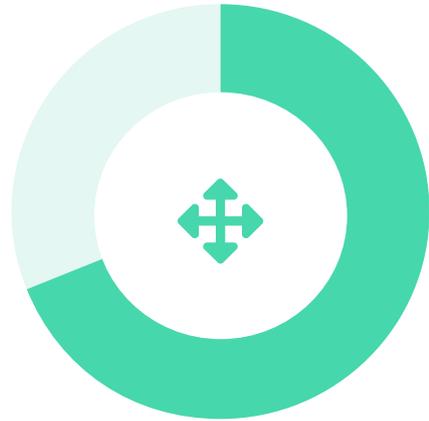
Mister Bagman had product pages that offered multiple product imagery with lifestyle images, as well as controllable product zoom, reviews and product recommendations.

Product Page UX

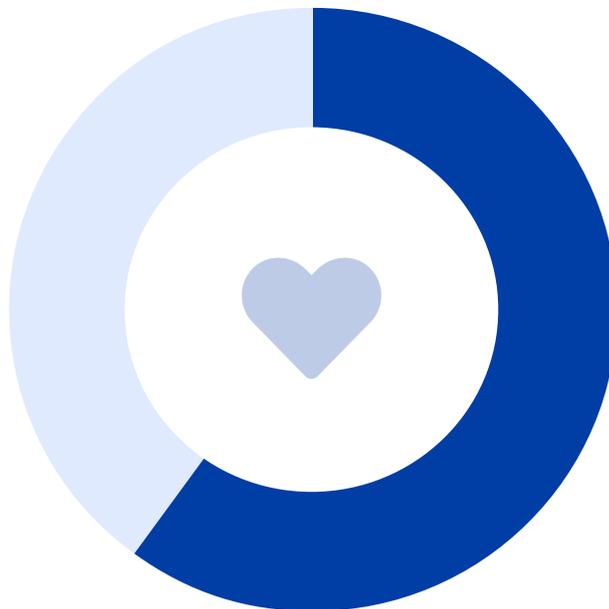
Key Takeaways



85% of retailers had desktop product zoom



69% of retailers had controllable product zoom



60% of retailers had product recommendations on product pages

Sorting and Filtering

Sorting and filtering features are standard UX elements, although those in the business and industrial sector seemed to perform well. **85%** of business and industrial retailers had sort functionality, with **80%** of retailers offering ‘sort by price’ functionality, which is a strong percentage.

However, only **17%** of business and industrial retailers offered ‘sort by popularity’ or ‘sort by best sellers’ functionality. While some retailers had curated sort lists, such as ‘recommended’, ‘promoted’ or ‘featured’, we only offered scoring points to retailers who had positioned these lists as uncurated lists.

76% of business and industrial retailers had filtering functionality, with many retailers offering various filtering options dependent on the product range. Some offered simple filters such as price, size and colour, while others went further and offered filtering by brand, purpose etc.

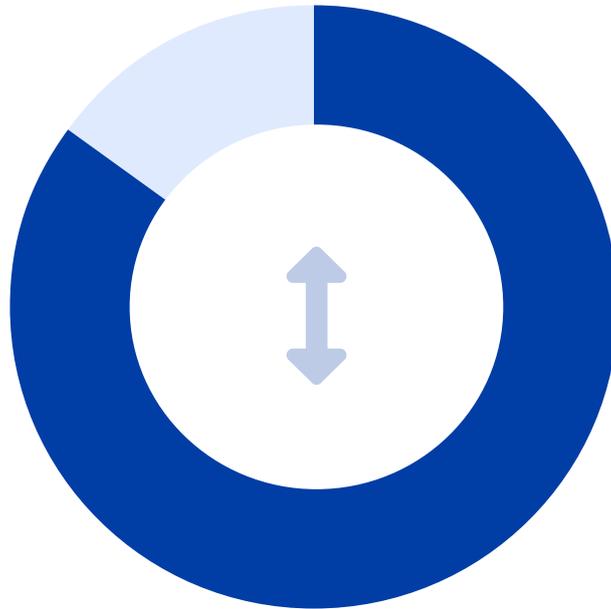
When it came to other UX features for easy navigation, **85%** of business and industrial retailers used breadcrumbs on collection pages. The faster a customer can find the product they’re looking for, while not feeling lost within the process, the higher the conversion rate is likely to be and B2B retailers seemed to perform well here.

The screenshot displays the Tools4Trade website interface. At the top, there is a search bar and navigation links for 'Login/Sign Up', '01908 969966', and '£0.00'. Below the search bar, a navigation menu includes categories like 'Power Tools', 'Hand Tools', 'Accessories', 'Safety & Workwear', 'Tool Storage', 'Ladders', 'Electrical & Lighting', and 'Brands'. A promotional banner for 'FREE DELIVERY ON ORDERS OVER £50.00' and 'Buy now, pay later with Klarna' is visible. The main content area shows a breadcrumb trail: 'Home > Power Tools > Power Tools Cordless > Tool Kits Cordless'. A 'Klarna' banner offers 'PAY 3 INTEREST FREE INSTALMENTS ON ORDERS OVER £100'. The product page is titled 'Tool Kits Cordless' and features a 'STOCK FILTER' (In Stock: 370, Out of Stock: 259) and a 'PRICE' filter (ranging from Under £200 to £1,800 - £2,000). The product list shows 407 products, sorted by 'Relevance'. Two products are highlighted: 'Makita T4T6053PT 18V LXT 6 Piece Kit 3 x 5.0Ah Batteries with Charger (5080)' priced at £835.00 and 'Makita 18V 6 Piece Cordless Kit with 3 x 3.0Ah Batteries & Charger T4TKIT-203 (11018)' priced at £729.00. Both products are marked as 'In Stock' and have 'No reviews'.

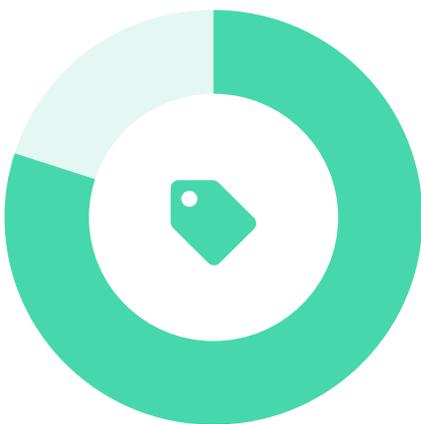
Tools4Trade had all of the features of a strong product page, with comprehensive filtering and sorting by price, popularity and relevance.

Sorting and Filtering

Key Takeaways



85% of retailers had sort functionality



80% of retailers had sorting by price functionality



17% of retailers had sorting by popularity functionality

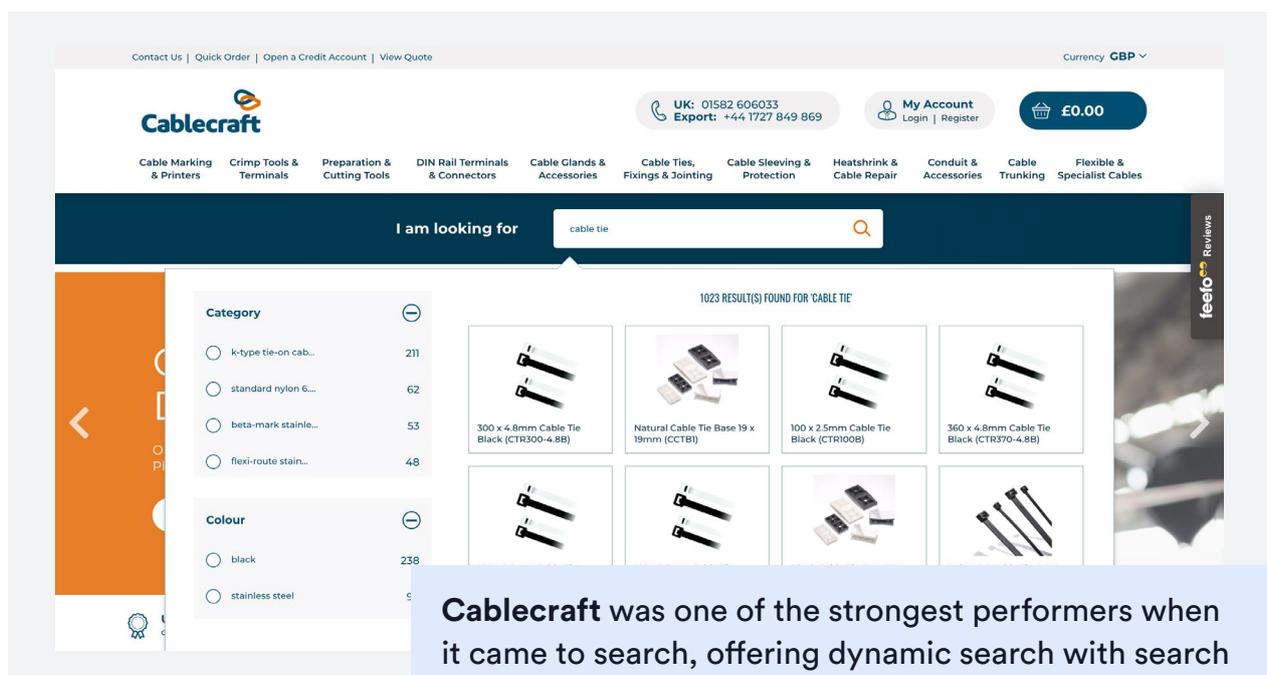
Site Search

Retailers are now capable of offering a comprehensive, and sometimes personalised, search experience. Because of this, customers now expect to be able to find something quickly and easily with the use of site search.

Retailers in the business and industrial sector excelled at site search, most likely due to the specificity of products in the sector and the need for customers to find exact products quickly.

For the purpose of this report, we analysed how each retailer's search performed before the 'enter' key was actioned, focussing on rewarding retailers who didn't force shoppers to take that extra step. A brilliant search experience is dynamic and will offer suggestions before you've finished typing your search query.

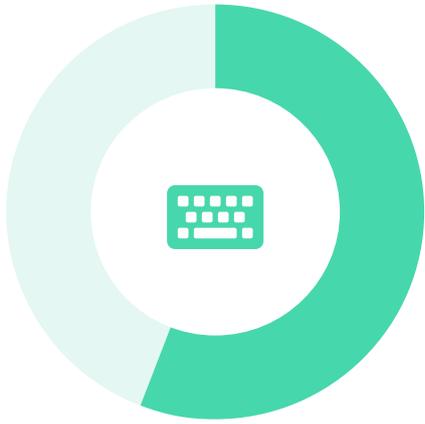
97% of business and industrial retailers had a standard site search, with only **3%** not offering any kind of search functionality. **32%** of business and industrial retailers had a dynamic site search that offered both search term suggestions and product recommendations. **56%** of retailers had dynamic search that offered search term suggestions, and **58%** of retailers had dynamic search that offered product recommendations.



Cablecraft was one of the strongest performers when it came to search, offering dynamic search with search suggestions and product suggestions. The search also allowed searching by SKU.

Site Search

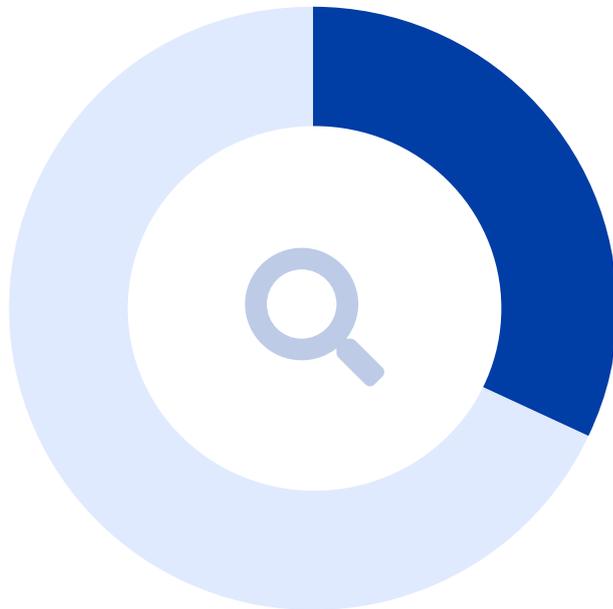
Key Takeaways



56% of retailers had dynamic search with search term suggestions



58% of retailers had dynamic search with product recommendations



32% of retailers had dynamic search with both search term suggestions **and** product recommendations

Reviews and Trust

A lower than expected number of business and industrial retailers take advantage of reviews and user-generated content to boost trust and improve conversion rates. Trust is crucial in experiences where a purchase isn't a personal purchase, but a purchase for a wider team or company.

Only **66%** of business and industrial retailers showcase reviews on product pages, and only **54%** showcased reviews on homepages. Some retailers are using reviews in order to offer a positive customer experience but there are a large number of retailers who are not utilising reviews. A key reason for the industry not using reviews more could be due to a preference of businesses not to be public about suppliers.

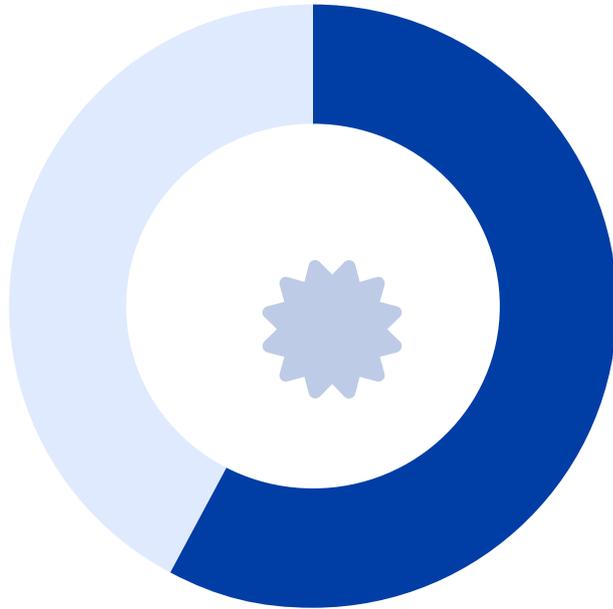
In this report, we have not distinguished between product-specific reviews, but have awarded scoring points for any showcased reviews. Some retailers have better results when showcasing brand reviews on product pages, and others with product reviews on homepages, and so we have not distinguished here.

58% of business and industrial retailers also had reassurance messaging in the header, promoting key brand values and offers, such as 'free delivery'.

The screenshot displays the MyToolShed.co.uk website. The top navigation bar includes contact information (Sales Orderline: 01707 277796), utility links (Customer Services, Delivery, Contact Us, Blog, Register, Sign In), and VAT options (INC VAT, EX VAT). The main header features the MyToolShed logo, navigation menus for 'SHOP BY CATEGORY' and 'SHOP BY BRAND', a search bar, and a 'Your Basket' icon. Below the header, a white bar contains reassurance messaging: 'FREE delivery on all orders over £50*', 'Excellent 4.7 out of 5 ★ Trustpilot', 'Next Day Delivery Available', and '1 HOUR Delivery Slot'. The main content area features a large red banner for Milwaukee M18 power tools with the text 'M18 DRIVEN TO OUTPERFORM. Discover the M18 System: A Synergy of Power, Performance & Ergonomics.' Below this, there is a 'SHOP THE RANGE' sidebar with categories like 'Cleaning', 'Decorating & Hardware', and 'Electrical & Lighting'. A 'DEAL OF THE WEEK' section highlights a 'MILWAUKEE M18BPP2C-402 18V TWIN PACK 4.0AH KIT' with a price of 'RRP: £374.54'. A blue callout box in the bottom right corner states: 'My Tool Shed used reviews across their site to instill trust, including on the homepage banner, the homepage content and the footer.'

Reviews and Trust

Key Takeaways



58% of retailers had reassurance messaging in the header



66% of retailers showcased reviews on product pages



54% of retailers showcased reviews on homepage

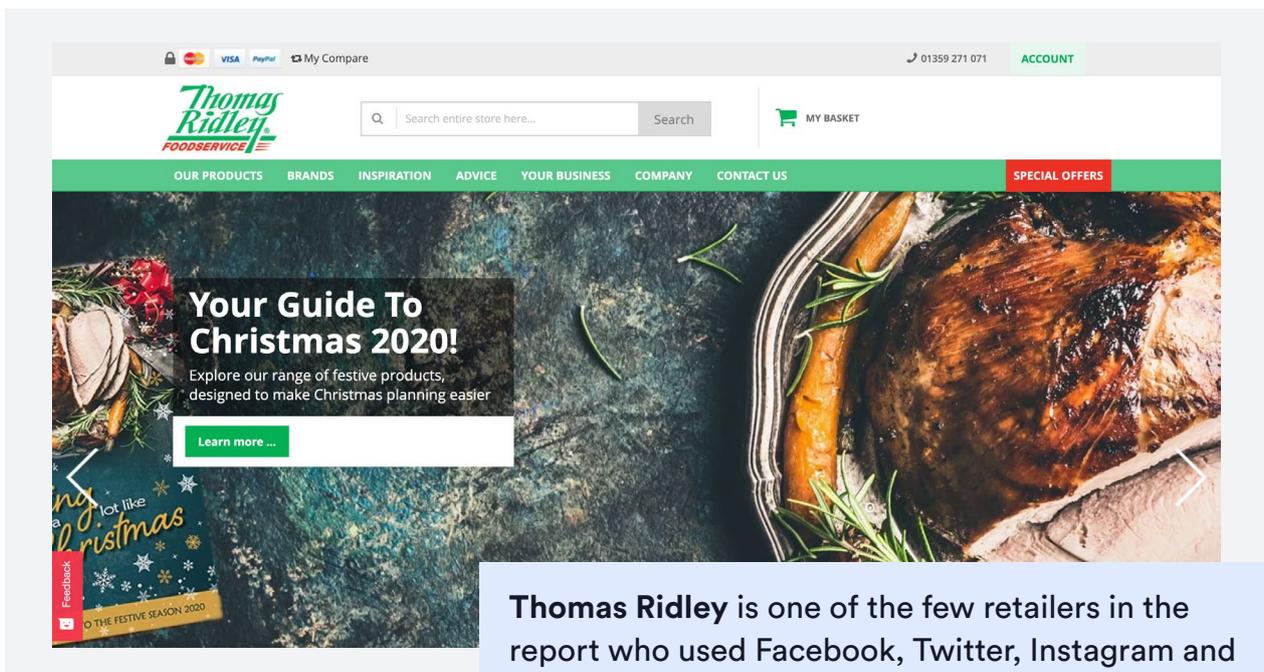
Community and Loyalty

There is an increasing trend in B2B retailers embracing community and social media as a strategy for building loyalty and trust in their brand and proposition. However, there is still a long way to go.

Only **5%** of business and industrial retailers promoted loyalty programmes, however many did offer special incentives with trade accounts. Brands with loyalty programmes in this industry tend to sell products that are repeat purchases and bought at regular intervals throughout the year.

78% of business and industrial retailers had helpful blogs or articles on their site to promote how-to guides or legal information. It is clear that the industry still uses blog content as a useful way to share useful and helpful content, as this is an easy way for businesses to read and digest important information.

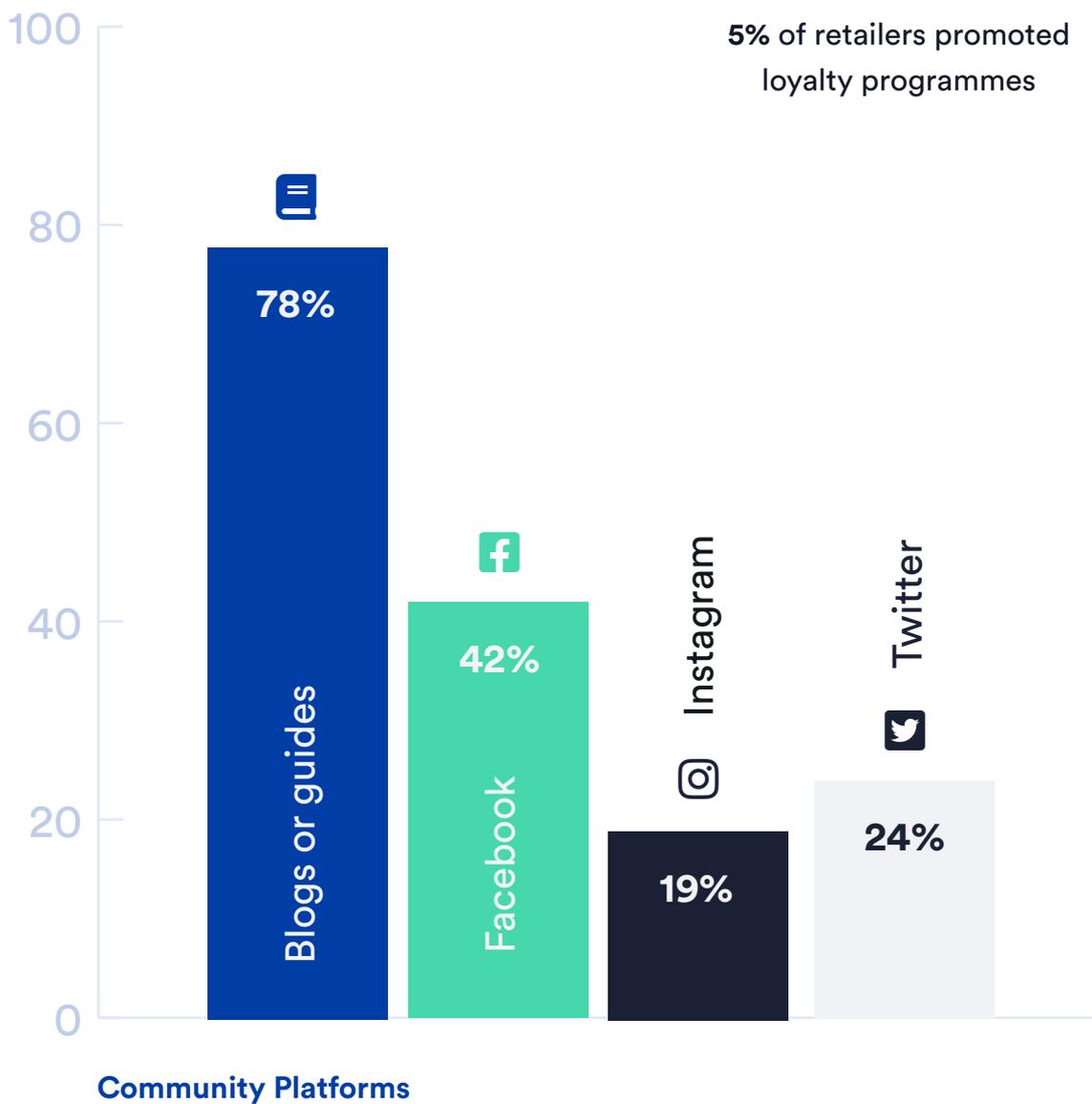
For social media, Facebook is still the predominant platform with **42%** of business and industrial retailers having an active Facebook presence (defined as within the last two weeks). Twitter is the second most popular platform at **24%**, followed by LinkedIn at **21%**, whilst Instagram trails behind at **19%**.



Thomas Ridley is one of the few retailers in the report who used Facebook, Twitter, Instagram and LinkedIn to build an active community of customers.

Community and Loyalty

Key Takeaways



Checkout - Part 1

Most of the business and industrial retailers in this report set a standard for best practice for a checkout experience.

Many retailers had a consistent checkout experience that hit many scoring points such as an intuitive multi-page process, product imagery, input-specific keyboards and more. However, there was a percentage of retailers who were using an outdated default Magento checkout page, or an uncustomised checkout page that lacks many features that shoppers now expect.

67% of business and industrial retailers had an intuitive multi-page checkout. This may be designed with multiple pages or multiple sections, as long as these sections are not all visible at once.

Most retailers displayed product imagery in the cart at **97%**, and **50%** of business and industrial retailers displayed product imagery in the checkout.

When it comes to the checkout, it is clear that the majority of business and industrial retailers are succeeding at creating a seamless experience, with some trailing behind.

26th October COVID Status: The Showroom is Open by Appointment. *Phones, Dispatches + Deliveries as Normal

scott+sargeant Sign In

1 Delivery 2 Review & Payments

Delivery Address

Email Address * Tooltip ?
* You can create an account after checkout.

First Name *

Last Name *

Company

Address Search Start with post/zip code or street

Street Address * Street Address: Line 1

Order Summary

1 Item in Cart

	Casadei Industria Alu-Bender for ACM & Honeycomb	£22,410.00 Inc Vat: £26,892.00
Qty: 1		

Scott + Sargeant use an intuitive multi-page checkout with separate pages for delivery and payments info.

Checkout

Key Takeaways



67% of retailers had an intuitive multi-page checkout



97% of retailers had product imagery clearly in the cart or basket



50% of retailers had product imagery clearly in the checkout

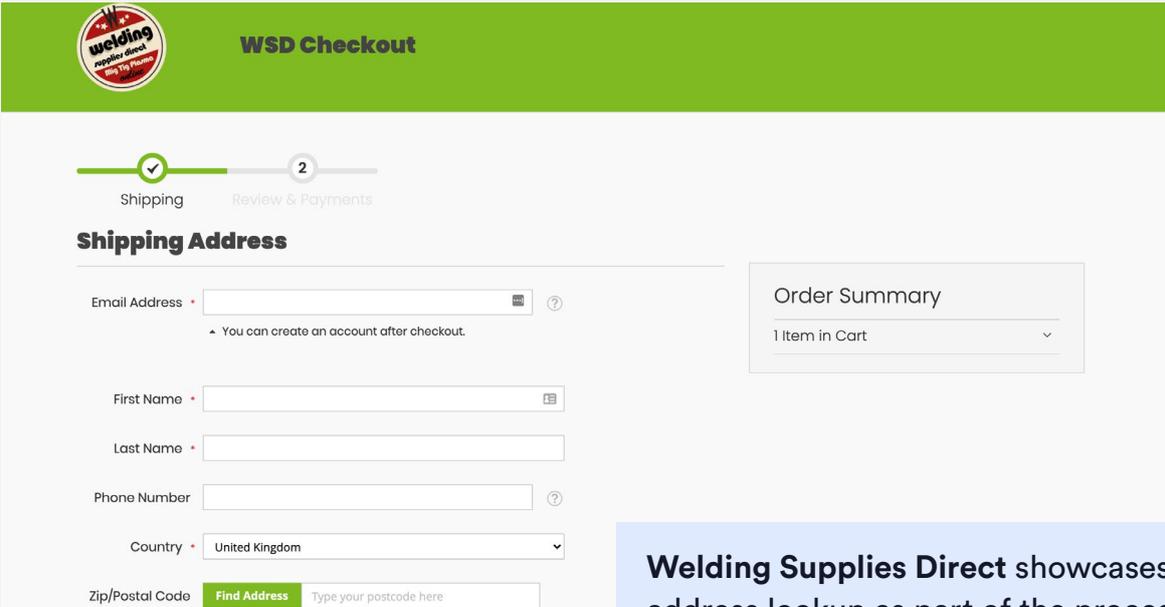
Checkout - Part 2

Other elements of the checkout that were considered include a removed navigation, postcode search and guest checkout, amongst others.

Within the checkout, **52%** of business and industrial retailers had a removed navigation. This has become industry best practice, and so it is surprising that there is still a significant number of retailers who continue to offer distractions at the checkout stage, with the opportunity for shoppers to easily abandon cart.

87% of business and industrial retailers offered guest checkout, but **13%** of business and industrial retailers had mandatory account creation. This higher-than-expected number of retailers with no guest checkout is surprising and is potentially a significant barrier to conversion for these retailers.

Similarly, only **45%** of business and industrial retailers had an element of postcode or address search functionality in the checkout. While this is a simple UX feature, this can speed up the checkout process considerably. This functionality allows for retailers to begin to type their postcode or first line of address, with suggestions appearing for their full address.



The screenshot displays the 'WSD Checkout' page for 'welding supplies direct'. The page features a progress indicator with two steps: 'Shipping' (completed, marked with a checkmark) and 'Review & Payments' (current step, marked with a '2'). The 'Shipping Address' section includes input fields for Email Address (with a note: 'You can create an account after checkout'), First Name, Last Name, Phone Number, and Country (set to 'United Kingdom'). A 'Zip/Postal Code' field is accompanied by a 'Find Address' button and a placeholder 'Type your postcode here'. An 'Order Summary' box on the right indicates '1 Item in Cart'.

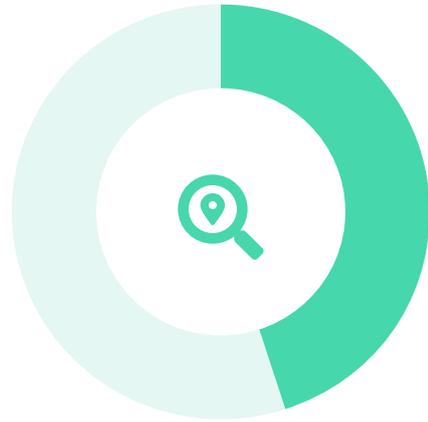
Welding Supplies Direct showcases an address lookup as part of the process to improve the checkout experience.

Checkout

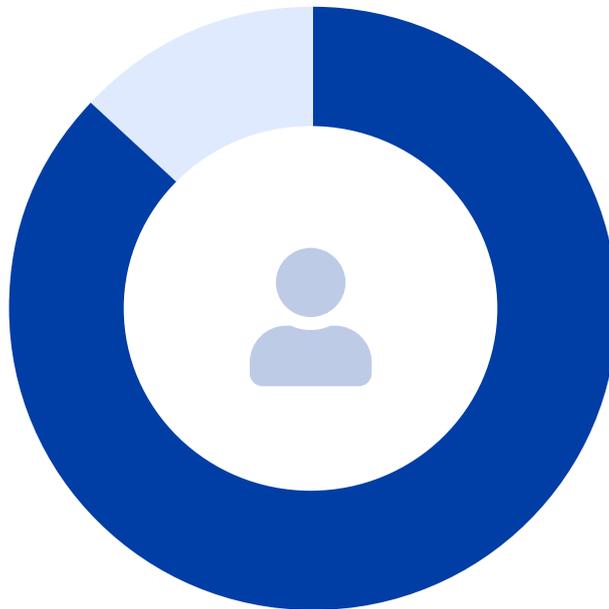
Key Takeaways



52% of retailers had a removed navigation in the checkout



45% of retailers had address lookup in the checkout



87% of retailers offered guest checkout

Payments

When it comes to payment innovation, business and industrial retailers seem to be falling behind the curve, in comparison to other retailers.

72% of business and industrial retailers clearly displayed the available payment methods before the checkout, either on product pages or in the footer. This can add transparency to the checkout process and increase the add-to-cart rate for retailers.

When it comes to payment methods, **70%** of business and industrial retailers offered payment by PayPal. While this is clearly the most used payment method, this is a lower percentage than other industries. Only **5%** of business and industrial retailers offered Apple Pay or Google Pay which is surprisingly lower than average.

Many business and industrial retailers are stuck with legacy systems and this includes their payment setup. Many are still offering manual invoicing and credit accounts, which complicate an integration with faster technologies such as Apple Pay.

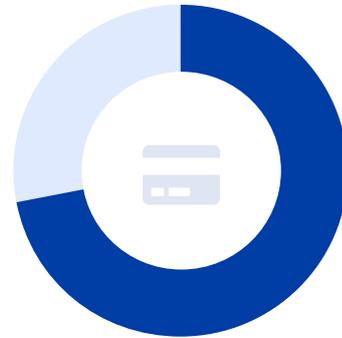
In addition, just **2%** of business and industrial retailers offered Amazon Pay. This is lower than average once again, and another example of where many retailers can improve.

The screenshot shows the homepage of Building Supplies Online. At the top, there is a blue navigation bar with the text "GOT A LARGE ORDER? CLICK HERE TO REQUEST A CALL BACK | OPEN 7 DAYS A WEEK". Below this is a search bar with the placeholder text "What are you looking for?". To the right of the search bar are icons for "Login", "Offers", "Wishlist", "My Quote", and a shopping cart icon showing "£371.72". Below the search bar is a horizontal menu with categories: "Roof Windows", "Doors", "Bathroom", "Building Materials", "Kitchens", "Paving", "Outdoor & Garden", "Flooring", "Roofing", "Tools", and "Decorating". Below the menu are three promotional banners: "In the Trade?", "Over 50,000 Products", and "Excellent Customer Service★★★★★". The main content area features a large image of a construction worker wearing a hard hat and safety glasses, talking on a mobile phone. Overlaid on the image is the "BUILDING SUPPLIES ONLINE TRADE" logo and the text "Exclusive benefits when you sign up for a Building Supplies Online Trade membership:". The benefits listed are: "Fast & free shipping", "Exclusive offers", "Dedicated account manager", "Unlimited Quotations", and "Bespoke pricing". A green "SIGN UP NOW" button is positioned below the list. At the bottom of the page, there are three small promotional banners: "THE BIG BATHROOM SALE", "SIGN UP FOR A TRADE MEMBERSHIP", and "UP TO £50 OFF".

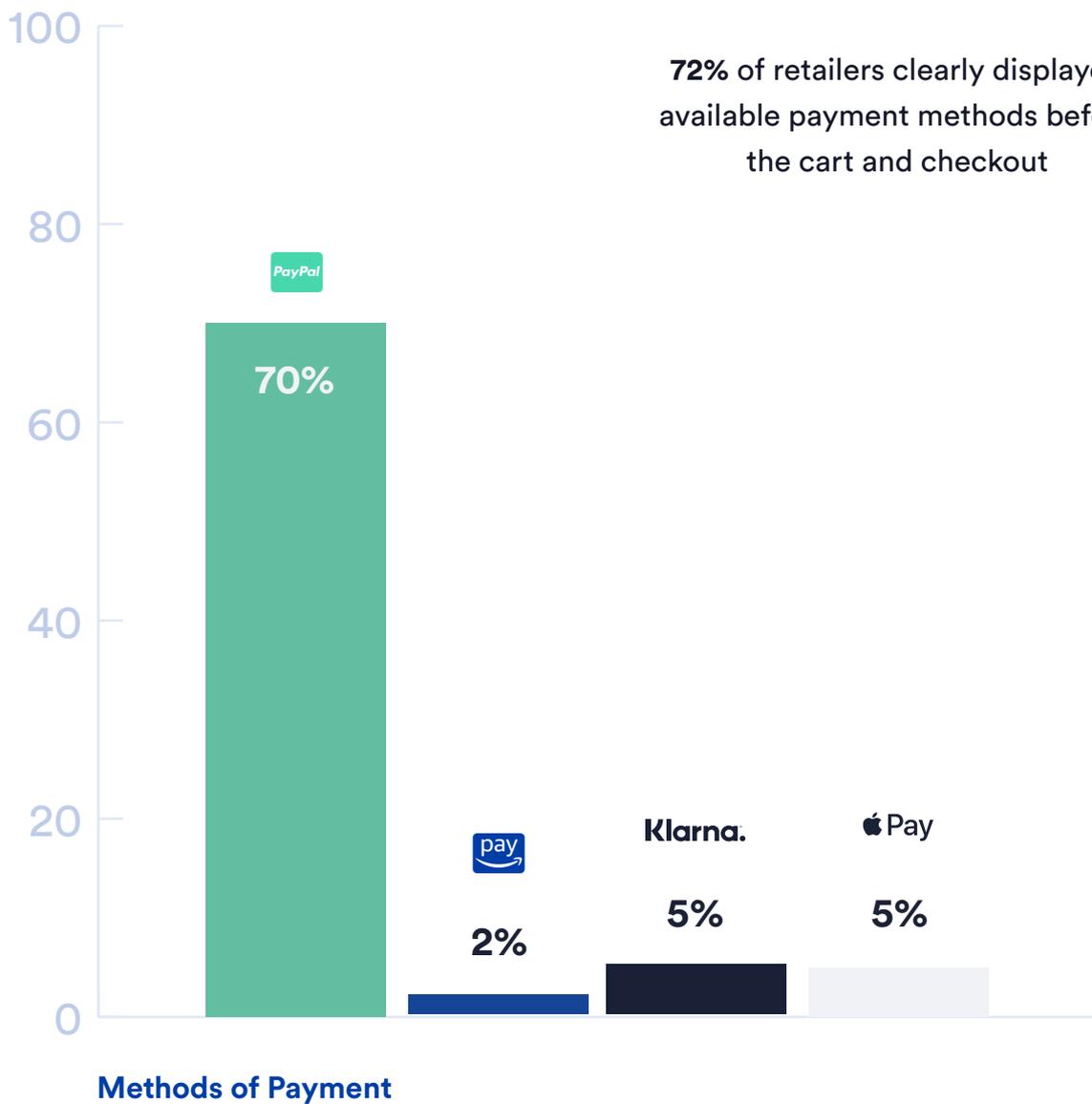
Building Supplies Direct is the one of the few retailers in this report who offered Apple Pay.

Payments

Key Takeaways



72% of retailers clearly displayed available payment methods before the cart and checkout



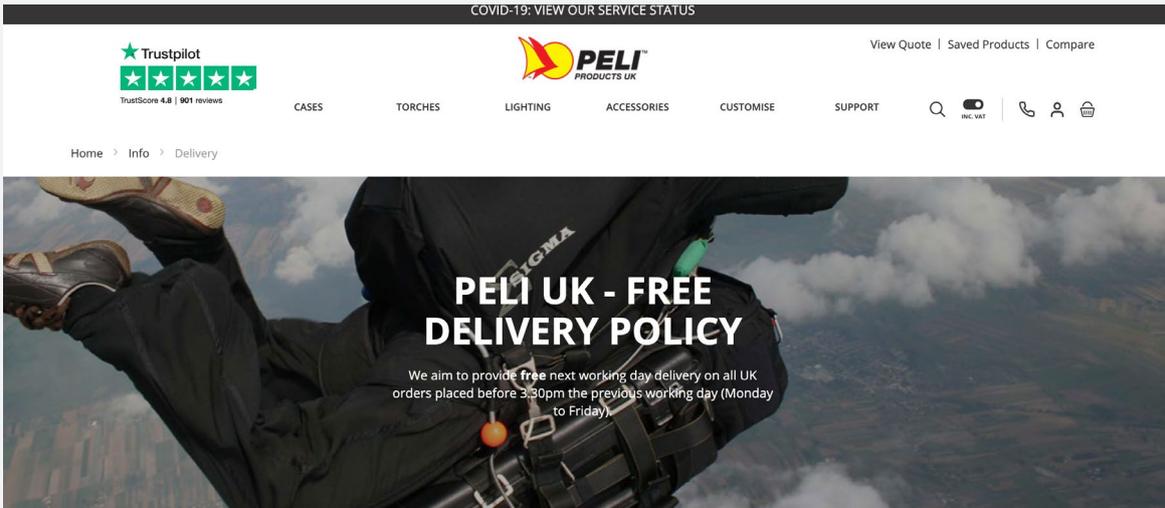
Delivery

Delivery is an interesting trend to recognise in this report, and one of the only tenets of ecommerce that has been undeniably affected by the coronavirus pandemic and lockdown. In this report, points for delivery were given based on usual delivery policies, despite any delays expected during the pandemic. Points are given generously, but if a policy was unclear, no scoring point was given.

68% of business and industrial retailers had both clear delivery and returns information (with **84%** of retailers having clear delivery information and **75%** of retailers having clear returns information). Setting expectations with transparency and honesty is even more important in the current climate and even if retailers cannot provide a brilliant delivery experience, clear information should be communicated where possible.

54% of business and retailers could offer next day delivery (with this information taken from their usual delivery policies). The average cost for this service was **£9.34**.

Despite both delivery times and options being affected by the current crisis, many retailers were still offering flexibility and choice for customers.



The screenshot shows the Peli UK website with a prominent banner for their free delivery policy. The banner features a skydiver in a black jumpsuit with 'SIGMA' written on the back, falling against a cloudy sky. The text on the banner reads: 'PELI UK - FREE DELIVERY POLICY' and 'We aim to provide free next working day delivery on all UK orders placed before 3.30pm the previous working day (Monday to Friday)'. Below the banner, the text 'HOW MUCH IS' is visible, followed by 'Delivery is completely free on all UK orders. Deliver'.

Peli UK was one of the few retailers who offered name day delivery, alongside a next day delivery offering.

Delivery

Free delivery is another often discussed topic in ecommerce. Some retailers are happy to always offer free delivery, while others will only offer free delivery after a minimum spend. While the majority of customers may expect a delivery charge, especially when making a lower value purchase, free delivery can be an easy way to delight a customer and improve your overall conversion rate.

A significantly low **3%** of business and industrial retailers always offered free delivery with no minimum spend.

56% of business and accessories retailers offered free delivery after a minimum spend. This can also be a good way of increasing average basket value, where a shopper may add items to their basket to meet the free delivery threshold - however in an industry where a basket may only include one or two high value items, this may not be as effective. The average minimum spend for free delivery was **£98.34**.

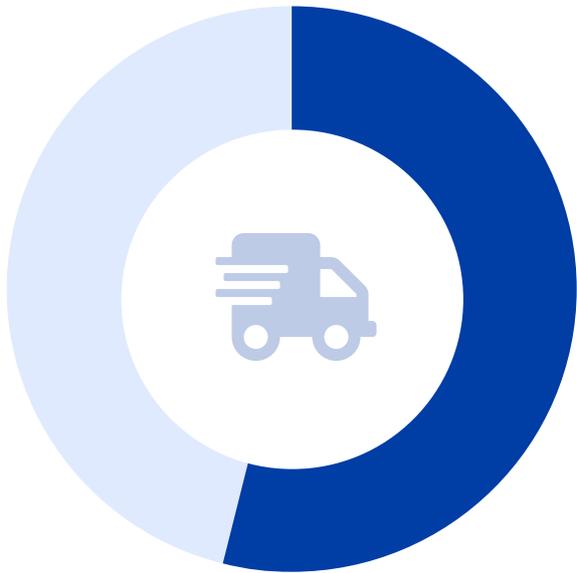
Retailers may not be familiar paying an extra delivery charge on products over a certain value and many will expect the charge to be waived on products in the £0,000s - similar to how there would be other perks and benefits when making a purchase in store.

The screenshot shows the Office Rubber Stamps website. The header includes the logo, a search bar, and navigation links for 'My Account', 'Sign In', and a phone number. Below the header is a category menu with options like 'Personalised stamps', 'Hand stamps', 'Date stamps', 'Special stamps', 'Stamp pads & inks', and 'Sale'. The main content area features a large image of a COLOP printer with a 'CREATE YOUR OWN CUSTOM STAMP' button. To the right, there is a review section for 'Kiyoh' with a rating of 8.3 and 24 reviews. Below the reviews, there are service guarantees: 'Order on business days before 11:30 noon, dispatched today', 'Free shipping', and 'Customer Service 5 days a week from 07:30 - 16:00'. Payment methods listed include VISA, Bank Transfer, and PayPal. A customer service button is also present.

Office Rubber Stamps offers free delivery with no minimum spend.

Delivery

Key Takeaways

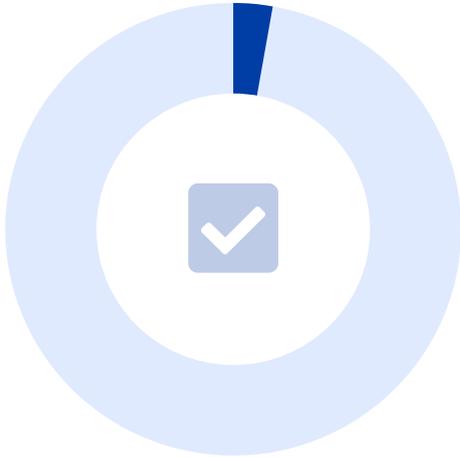


54% of retailers offered next day delivery, at an average cost of **£9.34**.

68% of retailers clearly displayed links to their delivery **and** returns information on their site.

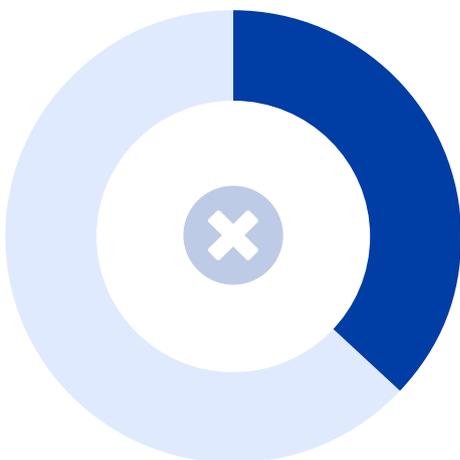


Delivery



3% of retailers offered free delivery with no minimum spend

56% of retailers offered free delivery after a minimum spend



37% of retailers did not offer free delivery

Scoring Criteria

How Retailers Were Scored

Scoring Criteria

The **Business and Industrial (B2B) 100** retailers were chosen to represent the average ecommerce retailer. These retailers are based across the UK, across various sub-verticals and various stages of growth. The final list of a hundred retailers gives us useful insight into the industry that other retailers can benchmark themselves against.

The scoring system is based on Fluid's view of ecommerce best practice, covering speed and security, user experience, search and navigation, community and loyalty, payment and checkout, and delivery and returns. Scores are weighted across 48 criteria (and 21 scoring points). **Retailers' final scores are converted to a percentage using the formula: $=100/21*(Score)$.**

Speed and Security

1 pt for a Google PageSpeed Insights score between 90 - 100, and **0.5 pts** for a score between 50 - 89, for mobile and desktop.

0.5 pts for SSL and **1 pt** for EV SSL.

User Experience

0.5 pts for product imagery, **0.5 pts** for lifestyle product imagery, and **0.5 pts** for multiple product images.

0.5 pts for product zoom on desktop, with an extra **0.5 pts** for controllable zoom functionality.

0.5 pts for product recommendations on product pages.

Mobile UX

1 pt for product zoom on mobile, with

intuitive mobile zoom gestures (pinch, double tap etc.)

0.25 pts for email-input keyboards on mobile, and **0.25 pts** for number-input keyboards on mobile.

0.5 pts for 'add to cart' confirmation messaging and actions on mobile.

0.5 pts for mobile responsiveness.

Navigation

0.25 pts for breadcrumbs on collection pages, and **0.25 pts** for breadcrumbs on product pages.

0.5 pts for filtering options on collection pages. **0.25 pts** for sorting by price functionality, and **0.25 pts** for sorting by popularity functionality on collection pages.

Scoring Criteria

Search

0.5 pts for on-site search.

0.25 pts for dynamic on-site search with search suggestions and **0.25 pts** for dynamic on-site search with product recommendations.

Reviews, Trust and Loyalty

0.5 pts for reviews on the homepage, and

0.5 pts for reviews on product pages.

0.5 pts for reassurance icons or messaging in the header.

0.5 pts for a promoted loyalty programme.

Community

0.25 pts for an active Facebook, Twitter, Instagram or LinkedIn profile, updated within the last two weeks (**1 pt** total).

0.25 pts for a blog or helpful guides section.

Payments

0.5 pts for clear payment icons before the cart.

0.25 pts for offering Klarna or similar scheme, **0.25 pts** for offering PayPal, **0.25 pts** for offering Amazon Pay and **0.25 pts** for offering Apple Pay or Google Pay.

Checkout

0.5 pts for product imagery in the cart.

0.5 pts for product imagery in the checkout.

0.5 pts for a multi-page checkout.

0.5 pts for removed navigation in the checkout.

0.5 pts for address lookup in the checkout.

0.5 pts for guest checkout.

Delivery and Returns

0.5 pts for clear, easy-to-find delivery information and **0.25 pts** for clear, easy-to-find returns information.

0.5 pts for next day delivery and **0.5 pts** for named day delivery.

0.5 pts for free delivery (with or without a minimum spend).

Points for delivery were given based on usual delivery policies, despite any delays expected during the COVID-19 pandemic.

Points were given generously, but if a policy or functionality was unclear or unusable, no scoring point was given.

Get started

hello@fluidcommerce.co.uk

 [fluid_commerce](#)

 [fluidcommerce](#)

 [wearefluidcommerce](#)

MANCHESTER HQ

18 Hilton Street, Manchester, M1 1FR
0161 762 4920

LONDON HQ

White Collar Factory, 1 Old Street Yard, London, EC1Y 8AF
020 3026 1732

fluidcommerce.co.uk