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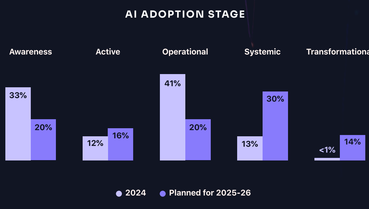
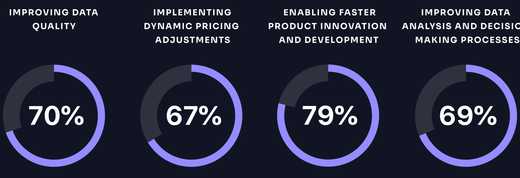
How are B2B ecommerce companies maximizing AI's potential?

Though B2B ecommerce enterprises are at different stages in their AI adoption journey, according to business leaders, more than two-thirds are already using AI technology in some form.



B2B ecommerce companies are more concerned about advancing their digital transformation. For the majority, AI is not the top priority, but rather ranks amongst many other significant priorities competing for attention and resources.

The novelty around AI is being replaced by a more considered and focused understanding with B2B ecommerce companies placing greater importance on solving specific problems and improving KPIs.



For those that have already integrated an AI-powered digital transformation, the focus has shifted towards key business priorities that harness the power of the technology to specific ends rather than adding additional technology to enhance effectiveness.

Find out how B2B enterprises are adopting AI-powered technologies and more in our **B2B ecommerce site search trends: 2025 report.**

Read the report →