

APRUVAL RATING REPORT

featuring

**JANITORIAL /
SANITATION**

2020

INTRODUCTION

A significant percentage of manufacturers, distributors, and wholesalers are departing from the world of printed catalogs and leaving behind orders from phone calls and/or fax machines to venture into selling online. COVID has only further accelerated these digital initiatives.

Companies that excel in creating a great offering online can reap a plethora of benefits; whether it's customer acquisition, process efficiency, speeding up their sales cycle, or meeting current customer demand.

The Apruval Rating Report was constructed to help businesses understand their industry's online presence and to pull key insights from industry leaders and trends. The third-party research pulls unique data points from three separate categories: *marketing*, *user experience*, and *B2B needs*.

This document is created in hopes of offering businesses a benchmark on their performance in the industry and give them valuable insight into selling online.

TABLE OF CONTENTS

| | |
|------------------------|----|
| ECOMMERCE STATISTICS | 3 |
| REPORT HIGHLIGHTS | 4 |
| CASE STUDIES | 5 |
| CleanItSupply.com | |
| WebstaurantStore | |
| FINDINGS | 6 |
| METHODOLOGY | 7 |
| PERFORMANCE | 8 |
| APRIVAL RATING RANKING | 9 |
| ABOUT APRUVE | 12 |



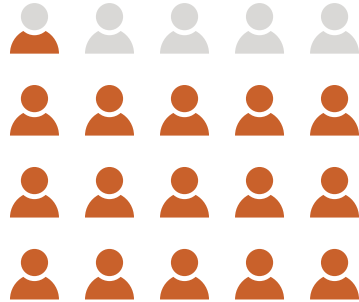


E-COMMERCE STATISTICS

42%



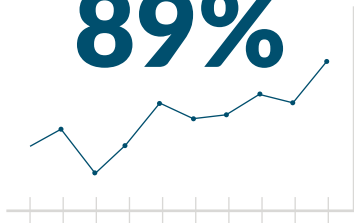
of B2B customers use a mobile device for purchases.



76%

of buyers say the most important factor is ease of finding information.

89%



of B2B decision makers attribute digital commerce to their expected growth.

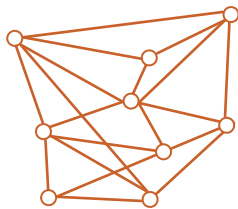


50%

of B2B buyers are millennials.

40%

of eCommerce websites use algorithms for dynamic pricing.



57%

of B2B buying decisions are made prior to engaging with a sales team.

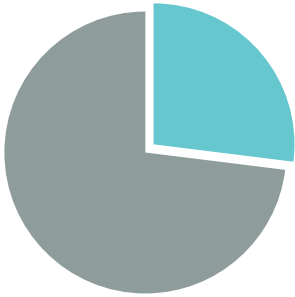


74%

of B2B buyers research products online before purchasing.



REPORT STATISTICS



29%

of companies offer a credit application for new/existing customers.

42%

of companies offer digital invoicing for pay on the go opportunities.



18%

of distributors offer customers reordering capabilities.

8%

of distributors evaluated offer a mobile app for ordering remotely.



25%

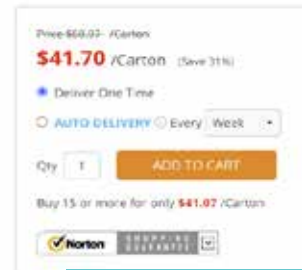
offer bulk search capabilities for new/existing customers.



CASE STUDIES

CLEANITSUPPLY.COM

Cleanitsupply.com has ranked in the top 3 online companies for the last 3 years right alongside some of the largest retail brands. Their custom-built site includes features and functionality that has their end-user in mind.



From product videos to customer reviews Cleanitsupply.com has set themselves apart from their competition by making buying online a simple and trustworthy experience for their repeat customers as well as new prospects.



SHOPLET.COM

interactive tour

- 1 Rounded Top Handles
- 2 Seamless Construction
- 3 Integrated Catches
- 4 Welding Channels
- 5 Contoured Base Handles
- 6 Reinforced Base



Shoplet's eCommerce site is a clear example of a company that listens to its customers and has aggressive goals for eCommerce growth. Offering unique functionality for upselling, cross-selling, reviews, repeat orders, thorough product information, and bulk quoting puts them easily in the top 10 performers for the Jan/San industry as well as improving their spot from the 2019 report.



FINDINGS

Overall, the Jan/San industry has seen improvement since 2019's report. There has been an increase in all categories of user experience, marketing, and B2B needs. The largest jump of these categories lies in Marketing.

More businesses are actively investing in digital marketing to attract new customers than in previous years. With the current pandemic and businesses working remotely, the need for eCommerce has drastically increased. By investing in Search Engine Optimization and Search Engine Marketing, businesses can greatly increase their customer acquisition.

While Marketing is the biggest area of growth in the Jan/San industry, there are also large weaknesses that are outlined below:

Video

In the 75 companies researched, only 5% of websites had product videos. While videos may take a lot of resources to produce they have enormous benefits.

- 33% of people prefer to learn about products by watching a video
- Viewers are anywhere from 64-85% more likely to buy after watching a product video
- Video now appears in 70% of the top 100 search results listings

Implementing product videos to a Jan/San eCommerce site not only separates a website from their competitors, but also drives traffic and increases conversion rates.

Bundled Product Offerings

While recommended products (upselling) are common on Jan/San eCommerce sites, bundled products (Cross-selling) are only seen 5% of the time. While upsells have historically driven more engagement than cross-selling, bundling products have been on average, responsible for .2% of revenue for eCommerce sites. Cross-selling is commonly used to boost order value, but can increase customer loyalty as well since most products are complementary and give the end-user more benefits.

Volume Pricing

Only 7% of Jan/San eCommerce sites offer volume pricing functionality. Typically, this feature is not provided due to many eCommerce sites only offering custom pricing for their already established customers as they attempt to get new prospects to create a customer login. While this is preferable for the supplier, it is not a great experience for the buyer who is looking to place a large, immediate order at a discount price. New buyers do not wish to talk to a representative or take the time to create a customer account. If there is no immediate discount for large orders, they may look elsewhere to fill their business needs. By offering clear volume pricing, businesses incentivize new prospects to place larger orders while spending less time on manual steps and increase the speed of the sales cycle.

Stand out from the pack:

- Reordering - 33%
- Deals - 30%
- Credit Application - 29%
- Reviews - 32%
- Mobile Application - 8%

Sources

Cross-selling: <https://www.crazyegg.com/blog/upsells-cross-sells-bundle-sells/>
Video: Neil Patel



METHODOLOGY & CLASSES

– CRITERIA –

UX

User Experience & Usability

Product Images on the Search Page
Bundle Options
Viewable Ratings and Reviews
Save Shopping Cart/Wish-list
Responsive



B2B Product Needs

Dealer Channels with Search
Options to Store Credit Cards
Volume Discount Visibility
Credit/Financing Available
Online POs and Invoices



Marketing & Shipping

Product and Service Marketing
Search Engine Ranking
Mobile Application
Multiple Shopping Options
Shipping Deals
Ability to Reorder



PERFORMANCE

– Industry Performance –

| | UX | MARKETING | B2B NEEDS | TOTAL |
|----------------------|-----------|-----------|------------|------------|
| Average | 51.1 | 20.3 | 71.1 | 142.5 |
| High | 85.0 | 67.9 | 100.0 | 252.9 |
| Low | 30.0 | 2.0 | 40.0 | 72.0 |
| Top 5 averages | 75.0 | 49.7 | 93.0 | 217.7 |
| All other companies | 49.4 | 18.2 | 69.5 | 137.1 |
| Perfect Score | 90 | 70 | 140 | 300 |

RATING SCALE

SUPERIOR *200 or above*

Excellent website experience, multiple purchase options, and extensive product information.

SUFFICIENT *175 to 195*

Proficient website experience, but are missing B2B needs like checkout and financing options.

AVERAGE *Less than 175*

Difficult to find and navigate the website, and problematic to make purchases online.





COMPANY RANK

| Rank | Company | UX | MARKETING | B2B NEEDS | RATING |
|------|------------------------------------|----|-----------|-----------|--------|
| 1 | Staples | 70 | 67.9 | 85 | 222.9 |
| 2 | Office Depot | 70 | 61 | 90 | 221.0 |
| 3 | CleanItSupply.com | 80 | 39.3 | 100 | 219.3 |
| 4 | Home Depot Pro | 85 | 39.6 | 90 | 214.6 |
| 5 | Shoplet | 70 | 40.5 | 100 | 210.5 |
| 6 | Cleaning Stuff Comm. Jan. Supplies | 70 | 40.3 | 90 | 200.3 |
| 7 | WebstaurantStore | 70 | 39.3 | 90 | 199.3 |
| 8 | Kelsan | 65 | 30.3 | 85 | 180.3 |
| 9 | Jon-Don | 60 | 29.9 | 90 | 179.9 |
| 10 | Global Industrial | 70 | 16 | 90 | 176.0 |
| 11 | Direct Supply | 60 | 40.1 | 75 | 175.1 |
| 12 | Sustainable Supply | 60 | 21.6 | 90 | 171.6 |
| 13 | Source Supply Company | 60 | 21.4 | 90 | 171.4 |
| 14 | Uline | 40 | 31.3 | 100 | 171.3 |
| 15 | Uno Clean | 70 | 39.9 | 70 | 170.9 |
| 15 | Wholesale Janitorial Supply | 60 | 30.9 | 80 | 170.9 |
| 17 | Discount Cleaning Products | 60 | 30.2 | 80 | 170.2 |
| 18 | G&B Janitorial Supply | 70 | 22 | 70 | 162.0 |
| 19 | Seton | 50 | 31.1 | 80 | 161.3 |
| 20 | PJP | 70 | 20 | 70 | 160.0 |
| 21 | Unisan | 50 | 28.9 | 80 | 158.9 |
| 22 | EBP Supply Solutions | 60 | 19.9 | 75 | 154.9 |
| 22 | Elevate Marketplace | 60 | 19.9 | 75 | 154.9 |
| 24 | Ultrasource USA | 40 | 31.1 | 80 | 151.1 |
| 25 | WAXIE Sanitary Supply | 50 | 35.9 | 65 | 150.9 |



COMPANY RANK

| Rank | Company | UX | MARKETING | B2B NEEDS | RATING |
|------|-------------------------------|----|-----------|-----------|--------|
| 26 | Ferguson Facilities Supply | 60 | 20.9 | 70 | 150.9 |
| 27 | Nassco | 40 | 20.7 | 90 | 150.7 |
| 28 | Dalco Enterprises | 40 | 20.5 | 90 | 150.5 |
| 29 | GEM Supply Company | 50 | 9.8 | 90 | 149.8 |
| 30 | Mission Restaurant Supply | 60 | 9.4 | 80 | 149.4 |
| 31 | Hill & Markes | 60 | 20.2 | 65 | 145.2 |
| 32 | Eakes Office Solutions | 50 | 20.2 | 65 | 145.2 |
| 33 | Ashley Hills | 50 | 20 | 75 | 145 |
| 34 | Tarheel Paper & Supply | 60 | 2 | 80 | 142.0 |
| 35 | The Fastenal Company | 40 | 21.2 | 80 | 141.2 |
| 36 | Pollock Paper | 40 | 21.1 | 80 | 141.1 |
| 37 | WB Mason | 50 | 11 | 80 | 141 |
| 38 | Banner Systems | 40 | 21.1 | 80 | 140.1 |
| 39 | Buy Janitorial Direct | 60 | 19.8 | 60 | 139.8 |
| 40 | Western Paper Distributors | 60 | 24.7 | 55 | 139.7 |
| 41 | Perry Office Plus | 60 | 8.9 | 70 | 138.9 |
| 42 | Rubbermaid Comm. Products | 55 | 26.2 | 55 | 136.2 |
| 43 | Veritiv Corp. | 50 | 25.6 | 60 | 135.6 |
| 44 | Pennsylvania Paper | 50 | 20.3 | 65 | 135.3 |
| 45 | Cintas | 50 | 26.1 | 55 | 131.1 |
| 46 | Parish Supply | 50 | 20.8 | 60 | 130.8 |
| 47 | Heartland Paper | 50 | 25.5 | 55 | 130.5 |
| 48 | US Paper & Chem. Supply, Inc. | 50 | 19.9 | 60 | 129.9 |
| 49 | Kenway | 50 | 9.3 | 70 | 129.3 |
| 50 | Pettus Office | 50 | 19 | 60 | 129.0 |



COMPANY RANK

| Rank | Company | UX | MARKETING | B2B NEEDS | RATING |
|------|--------------------------------|----|-----------|-----------|--------|
| 51 | Karcher | 50 | 11.8 | 65 | 126.8 |
| 52 | Purozone | 50 | 9 | 65 | 124.0 |
| 53 | Business Essentials | 50 | 12.7 | 60 | 122.7 |
| 54 | Jan San Supplies | 40 | 9.9 | 70 | 119.9 |
| 55 | Holt Paper & Chemical Co. | 40 | 24.4 | 55 | 119.4 |
| 56 | DadePaper | 40 | 9.4 | 70 | 119.4 |
| 57 | AllPro Supply | 40 | 22.6 | 55 | 117.6 |
| 58 | Tartan Supply Company, Inc | 50 | 2 | 65 | 117.0 |
| 59 | Westpac Solutions | 40 | 17 | 55 | 112.0 |
| 60 | Nichols | 40 | 11 | 60 | 111.0 |
| 61 | S. Freedman & Sons, Inc. | 40 | 10.6 | 60 | 110.6 |
| 62 | Star Maintenance Supply | 30 | 20.3 | 60 | 110.3 |
| 63 | A1 Chemical | 40 | 9.4 | 60 | 109.4 |
| 64 | Twin City Janitor Supply | 40 | 9.2 | 60 | 109.2 |
| 65 | JanSan Manufacturing Co | 40 | 9 | 60 | 109.0 |
| 66 | SaniMarc | 40 | 8.4 | 60 | 108.4 |
| 66 | Trio Supply Company | 40 | 8.4 | 60 | 108.4 |
| 68 | Ramrod Distributors Inc | 40 | 2 | 60 | 102.0 |
| 69 | Dawnchem Inc. | 30 | 10 | 60 | 100.0 |
| 70 | Brame | 50 | 2 | 40 | 92.0 |
| 70 | C&C Janitorial Supply | 30 | 2 | 60 | 92.0 |
| 70 | Foley Distributing | 30 | 2 | 60 | 92.0 |
| 70 | Philip Rosenau Company | 30 | 2 | 60 | 92.0 |
| 70 | American Janitor & Paper Supp. | 30 | 2 | 60 | 92.0 |
| 75 | Laun-Dry Supply | 30 | 9.1 | 50 | 89.1 |

ABOUT US

Apruve makes extending net terms to your business buyers as easy as accepting a credit card.

Companies that streamline their B2B payments with Apruve recognize larger average order size and higher order frequency while also improving customer experience, reducing payment risk, and automating payments & collections.

See how Apruve's payment and credit solutions can help B2B eCommerce sales by visiting Apruve.com.

apruve