



The B2B Personalization Playbook

Proven growth tactics for B2B e-commerce
managers in 2026

Introduction

As a B2B professional, you know your customers expect more than just quality products. They want seamless, tailored shopping experiences that truly understand their context and anticipate their needs.

Delivering this kind of personalization is no longer optional - it's a necessity. Yet bridging the gap between generic interactions and hyper-relevant experiences remains a challenge for many businesses like yours.

In this playbook, we'll guide you through proven personalization strategies that can transform your customer journey, boost conversions, and foster lasting loyalty. You'll discover how to optimize search, deliver tailored recommendations, and increase engagement - all with practical steps you can apply to your specific setup.

We'll finish by showing you how these techniques have helped industry leaders like Ahlsell, EET Group, and Juuls Vin & Spiritus enhance their B2B e-commerce.

We hope you enjoy the read!

Approved by



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What's holding B2B e-commerce back?



B2B e-commerce companies face several well-known challenges in optimizing the user experience on their sites. To understand why many B2B businesses struggle with personalization, let's first look at the key challenges that stand in their way.

Complex product catalogs and difficult product discovery

B2B catalogs often contain vast numbers of products with technical specifications. For instance, Ahlsell manages over 430,000 items, while EET Group handles 1.8 million active items across 1000+ brands.

Lack of personalized experiences

Even with access to extensive customer data, many B2B companies struggle to provide personalized experiences. This gap leads to generic interactions that fail to meet the specific needs of individual buyers or their organizations.

Inefficient search functionality

Poor search capabilities can cause frustration and lost sales. According to Accenture, 80% of B2B buyers have switched suppliers because a supplier's service didn't meet their expectations. This results in billions of euros in lost revenue for retailers each year.

Challenges in managing multiple user roles within organizations

B2B purchases often involve multiple stakeholders, each with unique roles and behaviors. The experience must adapt to organizational behavior as a whole while simultaneously considering the unique needs of individual users.

How these challenges affect business outcomes

Being aware of these challenges, what could be the potential consequences of not addressing them?

Let's take a closer look at how each one impacts your bottom line.



Missed opportunities for upselling and cross-selling

Without personalized recommendations, B2B companies miss out on opportunities to suggest complementary products or upgrades, limiting their potential for revenue growth.

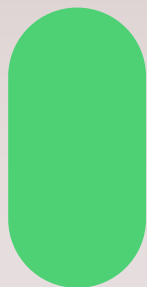


Inefficient search functionality directly impacts the bottom line. When buyers can't find what they're looking for, they're likely to simply give up.



A frustrating buying experience can weaken customer satisfaction and loyalty. This can lead to lost business and damaged relationships.

Pillars of personalization that drive efficiency in B2B e-commerce



Showing your customers you know them - deeply!

Getting the right foundation

B2B e-commerce businesses often have extensive customer data at their fingertips, yet many struggle to turn that information into personalized experiences. This disconnect leads to generic, one-size-fits-all interactions that don't address the specific needs of individual buyers.

Combining behavioral and historical data is your way to overcome that.

By analyzing individual user behavior - across both online and offline channels - you gain the deep insights needed to tailor offerings precisely to your customers' needs, putting you well on the way to overcoming the personalization challenges we discussed in the previous chapter.

For example, at first, a user from a particular industry may see recommendations influenced by that industry classification. But as they interact more with the site, what they're presented with will shift to reflect their specific browsing habits, purchases, and even the needs of their particular context.

This adaptation must happen in real time, dynamically reflecting your customers' changing needs and preferences, to create an even more efficient buyer journey.

What kind of data do you need?

Behavioral data and order data are the two most important data sources for personalized B2B e-commerce experiences.

Behavioral data



Provides insights into customer engagement patterns, which are a crucial foundation for understanding preferences and intent.

Order data



Can be sourced from platforms like ERP systems, providing valuable insight into the purchasing patterns of various customers and segments.

ERP data is what makes B2B personalization work in the real world.

Without it, personalization engines struggle to account for the details that shape B2B buying: dynamic pricing, customer-specific contracts, role-based access, order history, and product catalogs that vary from one account to the next.

ERP data defines what customers can buy

CRM and product data add useful context, but ERP data defines what each customer can buy, which price they should see, and which purchasing conditions apply.

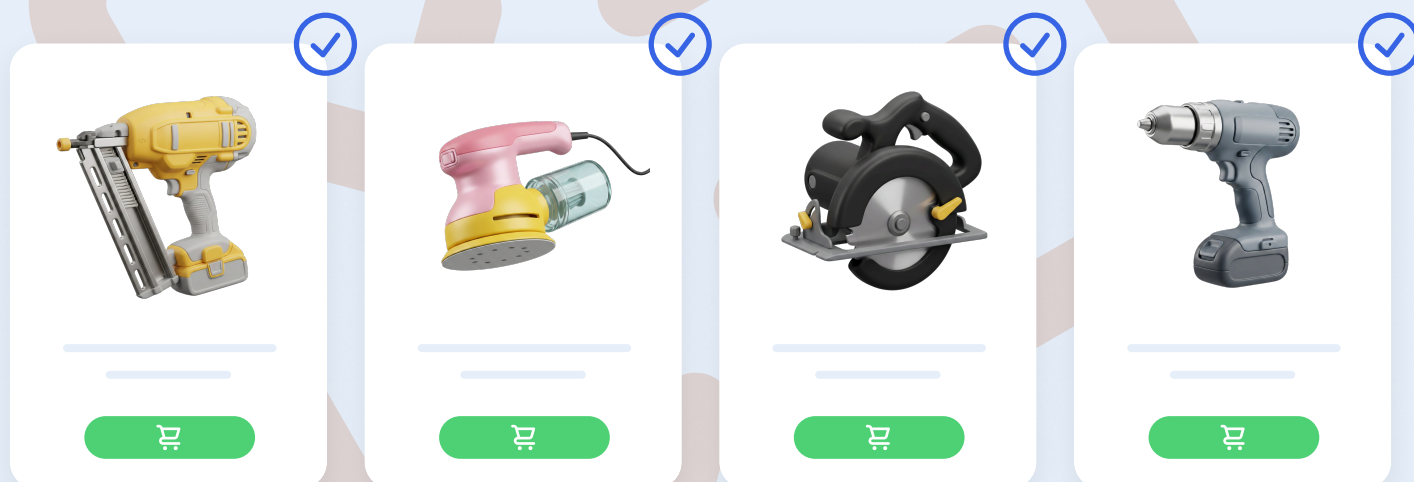
When this data is connected to search and recommendations, customers only see products they are allowed to purchase, at the right price and under the right conditions. That is where B2B personalization moves from relevant to operationally accurate.

You can also add CRM and product data. CRM data gives you a better understanding of customer backgrounds and interactions, enabling deeper segmentation and cross-channel campaigns, while product data adds detail and accuracy to recommendations.

What about heavily **regulated** industries?

For some businesses, regulations may dictate who can buy certain products or which items can be purchased together.

In critical industries such as healthcare, incorrect product recommendations could have severe consequences. These restrictions must be integrated into the data models to ensure recommendations comply with legal and safety requirements.



How to make it happen

1

Define your goals clearly. Map your data and make sure you have what's needed. Then, develop a step-by-step plan to activate your data, gradually progressing toward your end goal.

2

Create an overview of your touchpoints and carefully analyze whether the data you have aligns with your vision for each one. Ensuring the right data is available is essential for creating seamless, impactful experiences.

3

Use technologies like search and personalization platforms. They can factor in the points above, analyze current actions, and respond instantly while still taking historical behavior into account.

Building tailored product recommendations that actually work

With the robust data foundation we just established, you can deliver highly personalized product recommendations that tap into the exact context of each buyer, showing them items that are relevant to both their role and their projects.

Popular categories and brands

Category	Products	Brands
Network Switches	5.262	73
Network Cables	8.653	74
IP Cameras	3.045	17
Internal Hard Drives	39.309	56
Batteries	11.530	22
External Power Cables	3.859	99
Network Transceiver / SFP / GBIC Modules	2.901	64












By analyzing customer behavior, EET Group found that recommending popular categories and brands on the front page - before a user logs in - makes more sense than highlighting popular products. Since they don't yet know the user's identity, it's difficult to provide precise item recommendations; categories and brands work better as inspiration at this stage.

Juuls Vin & Spiritus knows that customers often buy wine for entire menus at once. By adding a "Purchased with Product" recommendation on the product detail page, they can show related products that support the customer's current choice, creating stronger opportunities for upselling and cross-selling.

Frequently Bought Together

 NO IMAGE AVAILABLE White Wine from Germany, 2025 Vintage 75cl - 12% vol Leitz Eins Zwei Dry Riesling 119,00 DKK In stock online 1 Add to Cart	 Spirits from the Caribbean 70cl - 40% vol Old St. Croix XO Reserve Cask Selection 449,00 DKK Few in stock online 1 Add to Cart
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Implementing advanced search capabilities



Understanding complex naming conventions

B2B product catalogs can be overwhelming. With products full of technical specifications, part numbers, and industry jargon, it's easy for buyers to get lost.

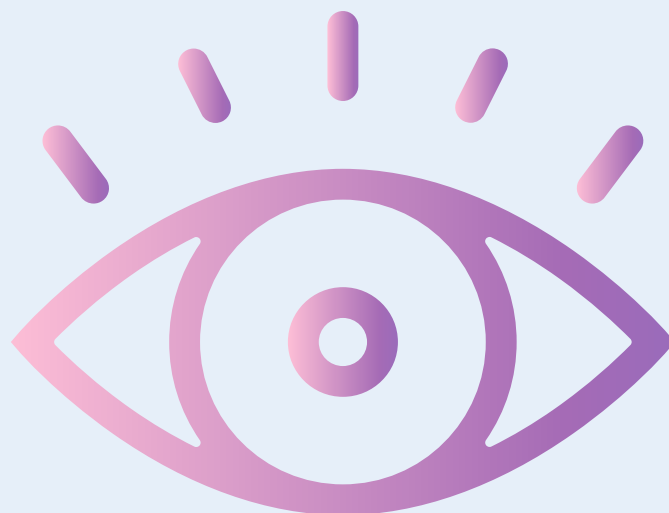
That's why it's important to develop search functions capable of processing technical product names, specifications, and attributes. This requires a robust search platform that can interpret industry-specific terminology.

For example, Ahlsell implemented a search function that does exactly this, enabling customers to find products using partial information or trade lingo. [Read more about how here](#)

Technical terminology isn't the only challenge, though - measurements and dimensions are often written inconsistently too. This is where dimensional search comes in, which recognizes that 1x2cm, 1cm x 2, and 1 x 2 cm all refer to the same thing, matching products regardless of formatting. In addition, semantic search helps connect searches by meaning, even when buyers use different words than the industry-specific terminology product data.

Don't just set and forget your search system.

Track unsuccessful searches, gather feedback, and use that data to refine your search algorithm over time. This ensures your search tool keeps improving.



How to make it happen

1

Start by listing common naming conventions and technical terms specific to your industry.

2

Work with subject matter experts to ensure your search function recognizes all the right terminology.

3

Keep your reference list regularly updated, adding new terms to maintain effective search functionality.

Tailoring search results with contextual relevance

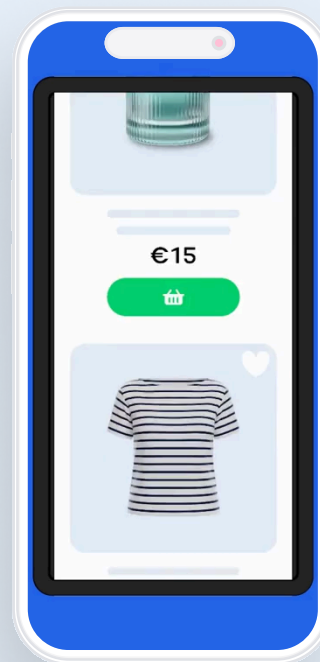
To make search results contextually relevant, they must be automatically influenced by the buyer's past purchases, specific projects, and preferences—for example, by using data from the ERP, as we mentioned earlier. The experience should also evolve, reflecting your customers' changing needs and expectations.

Imagine a buyer from the engineering sector searching for a part. They want search results that match their specific project. Filters and relevance modifiers can ensure the search results are contextual and tailored, making the process of finding relevant items faster.

Mobile responsiveness is a need-to-have in B2B

Remember
↙

More and more B2B buyers are shopping on their phones. On such a small screen, showing the most relevant search results first is an opportunity you can't miss. If your site isn't optimized for mobile, it's time to make that a priority!



How to make it happen

1

Activate your behavioral data, using it to spot trends in search patterns and product preferences.

2

Use machine learning to constantly improve search relevance. The more you learn from your users, the smarter your system becomes.

3

Highlight previously purchased products in your search results. Since B2B buyers often make repeat purchases, this helps enhance the buying experience by streamlining the ordering process.

Personalization for multiple users within the same company



In B2B e-commerce, purchases are rarely made by just one person. They often involve several stakeholders, each with different roles, requirements, and shopping behaviors. If those differences are ignored, the experience quickly becomes too generic and the buying process becomes more difficult.

Advanced personalization should consider both individual preferences and the behavior of colleagues, including the department or project behind each action. This is especially important in B2B, where several decision-makers may be involved, but the company still needs one connected buying experience.

Personalizing for multiple users within the same company is key to solving that challenge.



How to make it happen

1

Make sure your user profile system captures individual preferences and role-based needs.

2

Implement hierarchical permission structures so users only see information that's relevant to them, whether that's pricing, product availability, or specific project requirements.

3

Consider individual needs alongside relevant colleague behavior, so personalization reflects both personal preferences and workplace habits.

Turning your website traffic into business gold



So far, we've explored how to effectively leverage your existing data to improve the shopping experience and boost site conversions. But there's still additional value waiting to be realized.

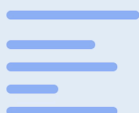
B2B companies invest significant resources in driving traffic - this investment can be turned into actionable business opportunities with great payoffs.

As you optimize the personalization of your site, you'll uncover new opportunities for monetizing your traffic.

One of the most lucrative ways to do this is through retail media. By using the data from your e-commerce platform as your foundation, you can offer targeted advertising opportunities to suppliers or partners, from sponsored product placements to display ads that appear naturally. Because your first-party data gives you deep insights into your customers, the advertising opportunities will be highly personalized - they differ significantly from other types of advertising.

In other words, you're turning your traffic into a new revenue stream. And with profit margins reaching as high as 90%, according to Boston Consulting Group, it's a revenue opportunity too good to pass up.

Power drill



Add to cart

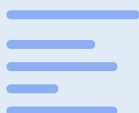
Refined Powertools

Best in test
★★★★★



"The most reliable drill
in my toolbox"
Handymans digest

SEE MORE



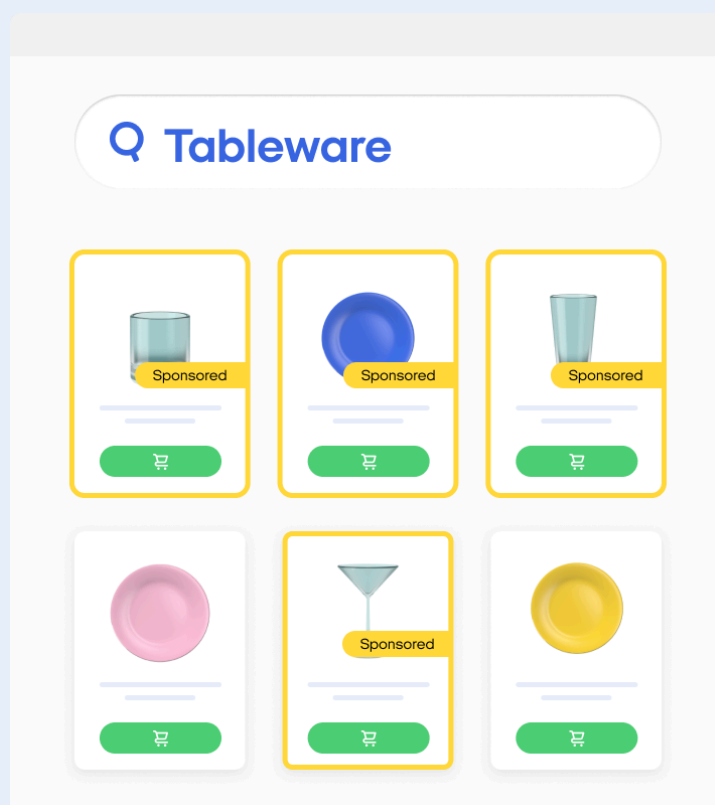
Add to cart

How retail media works

Niche audience access: B2B platforms provide access to a niche, high-value audience that can otherwise be difficult for your suppliers - now your advertisers - to reach.

Intent-rich environment: Unlike other ad spaces, customers on B2B platforms are actively seeking products or services, making your platform the ideal place and the perfect moment for advertisers to influence purchase decisions.

Hyper-personalized targeting: You've got rich, first-party data at your fingertips, meaning you can serve highly targeted ads that factor in the nuances of your customer's context. These ads are then far more likely to convert than generic advertising.



How to make it happen

1

Design a clear retail media plan for your suppliers that outlines ad formats, targeting options, and pricing.

2

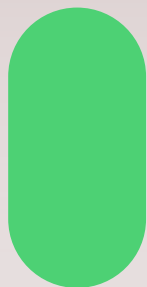
Contact key suppliers to introduce your retail media program. Present your payment term options and negotiate terms, such as direct billing, trade credit, or alternatives like product discounts.

3

Set up a system to run and manage your ad campaigns. Share detailed performance reports with suppliers to highlight ROI.

How companies have used Relewise to implement the above:

Real-world success stories



ahlsell

Managing complex search to improve customer loyalty and conversions

Ahlsell Denmark is a B2B wholesaler supplying technical products to customers with very different needs, from tradespeople placing repeat orders to large production companies. E-commerce is a core part of how Ahlsell serves both customers and internal teams, and search relevance, speed, and accuracy directly impact whether orders get placed.



Turning search into a strategic growth driver

Ahlsell's digital team wanted search to become a driver of relevance and conversion, not a step customers had to work around. After testing Relewise with a dataset of 500,000 products, they saw that the platform could handle the complexity of their assortment while giving the team control over key search behavior from a business perspective.

With Relewise, Ahlsell improved search relevance for professional buyers by supporting technical queries, trade-specific language, brand-driven shopping, and search-as-navigation behavior. The result was a faster, more useful search experience that helped customers find the right products independently and supported Ahlsell's e-commerce growth.

Results:

Conversion rate
increased by 20%

Search became more
relevant to professional
buying behavior

Fewer workarounds
and more self-service
orders



B2B personalized product recommendations at scale

EET Group is a global IT distributor with millions of products and thousands of brands. With so much complexity, the goal was to create a smoother, more efficient online buying experience that felt closer to the intuitive personalization customers know from B2C webshops. For EET, recommendations had to reflect the same expertise and guidance customers expect from their human advisors.



Making B2B recommendations feel more human

EET Group uses Relewise to bring together online and offline data, creating a more complete view of customer behavior and preferences. This makes it possible to recommend products and categories in ways that match the B2B buying journey, where customers often browse online before placing orders through other channels.

Strategic placement was key. Instead of treating every recommendation the same, EET Group placed different recommendation types where they made the most sense. Category recommendations help customers explore relevant areas from the front page, while product-specific recommendations on product detail pages support more precise discovery and cross-selling. The result is a more seamless webshop experience that supports customers with relevant guidance at scale, while keeping the personal, expert feel EET Group is known for.

Results:

Around half of all orders are influenced by Relewise

Up to 33% of orders include items from "Recently Viewed Products"

13% of orders are influenced by PDP recommendations



BY APPOINTMENT TO THE ROYAL DANISH COURT

PETER JUSTESEN

8000 products, and zero guesswork

Peter Justesen Company A/S serves diplomats, embassies, international organizations, and expats across more than 160 countries with an assortment of over 8,000 products. To help customers quickly find exactly what they need, the company implemented Relewise Search and Recommendations, delivering a personalized buying experience that adapts to customer behavior, product context, and intent.



Making product discovery feel effortless

The company can now quickly guide customers to the products they need across a specialized international retail setup. With thousands of SKUs across very different categories, search needs to work instantly and consistently, especially for customers who already know what they're looking for.

Recommendations also play an important role across the site, especially on product detail pages. Similar product suggestions help customers compare alternatives, find substitutes, or discover relevant add-ons at the moment they're ready to buy.

The result is a more practical, reliable buying journey where search and recommendations support the customer experience without adding complexity for the business.

Results:

Average click
position sits below
2

Recommendations that
feel helpful for the buyer -
not pushy

Search and
recommendations
work reliably across
8000 products

Wrapping up



Curious to what this could look like in your e-commerce setup?

Thank you for reading our B2B Personalization Playbook. We hope it gave you practical ideas for improving the buying experiences you deliver to your B2B customers.

With better search, relevant recommendations, and smarter segmentation, your data can do more than sit quietly in the background. It can help buyers find what they need faster, make confident decisions, and keep coming back.

Of course, every business has its own setup, priorities, and complexity. That's where we can help. Our team can review your current e-commerce experience and share clear, qualified recommendations for how to improve product discovery, increase conversions, and create more personalized customer journeys.

Want to see where your setup could go next? Reach out to us. We'd be happy to take a look and share our thoughts.

*Book a free consultation
with our head of sales*



Harry van Rossum

Head of Sales, Relewise

[Book a consultation](#)



About

Relewise is a personalization and search platform designed to process large-scale, complex data efficiently, handling the unique demands of B2B e-commerce.

Founded in 2020, Relewise has grown quickly, and we're proud to work with a diverse range of large and influential clients today.

Our founders



Integrations

Born headless and API-first, Relewise is built to integrate with any platform to create outstanding customer experiences. We have your back, no matter what platform you're on or what technology stack you use.

[Learn more](#) 

Partners

We have a diverse portfolio of implementation partners, each specializing in distinct fields and delivering robust, comprehensive business solutions.

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