

The B2B e-commerce growth formula

Unlock B2B sales by enabling flexible payment options and **real-time credit decisions** – all while covering non-payment risk.

The challenge

B2B sellers struggle with credit risk, buyer onboarding, and fraud. B2B e-commerce is experiencing unprecedented growth, but significant challenges are hindering the progress of sellers and holding back the market.

Key barriers to growth:

- Securing credit risk in digital environments
- Managing diverse buyers online
- Automating credit management for every transaction
- Handling fraud risks



The solution

Integrated flexible payments, automated credit checks, and real-time credit decisions. Allianz Trade pay enables real-time credit decisions, allowing B2B sellers to instantly assess a buyer's creditworthiness at checkout, ensuring secure transactions.

Stand-out benefits:

- Boost customer retention – Offering flexible payment terms makes you more competitive in a crowded B2B marketplace
- Supercharge sales – Buyers complete more purchases when offered instant, personalised payment options at checkout
- Mitigate credit risks – Reduce payment defaults and the risk of bad debt by automating buyer credit checks and covering non-payment risk
- Competitive edge – Allianz Trade pay is adaptable to your needs, helping you scale your B2B business as the market evolves



Allianz Trade **pay**

The impact

Allianz Trade pay is proven to expand B2B e-commerce sales without exposing your business to the risk of non-payment or fraudulent buyers.

- +35% increase in conversions
- 20 – 40% higher average order values
- Enhanced customer loyalty



The A-Team can help

Up your e-commerce game and expand sales with Allianz Trade pay. Ready to learn more?