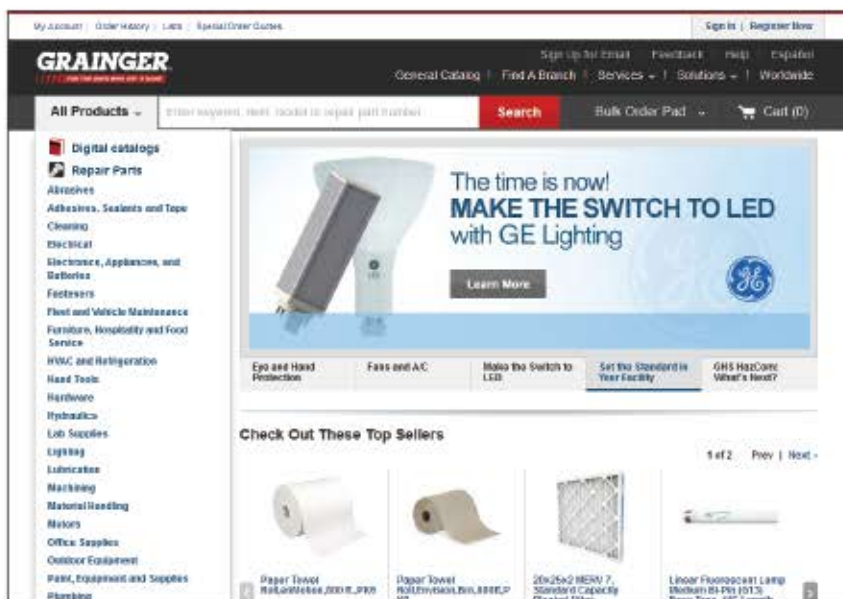


34. W.W. Grainger Inc.

E-commerce is having an increasingly greater impact on online pioneer W.W. Grainger. The business and industrial supplies distributor reports that it is progressing toward having e-commerce account for more than half its overall revenues. In addition to the main Grainger.com website, Grainger operates Zoro.com, an off-price e-commerce site, and the AcklandsGrainger.com site in Canada. Among its site features are the ability for buyers to check available inventory, and a button on every web page for customer feedback. Grainger, which offers more than 1.2 million products and regularly adds to its inventory, has an online catalog with access to more than 590,000 items. Navigation features enable shoppers to jump directly to specific product sections. The company also is taking steps to manage search ads for its items by leveraging new applications in the Google AdWords program—Dynamic Search Ads and Remarketing Lists for Search Ads. Dynamic Search Ads are designed to automatically generate search ads based on web content on Grainger.com that is related to the content buyers were searching for on Google.com. Under the Remarketing Lists for Search Ads program, Grainger shows ads of relevant content on Grainger.com to Google searchers who had previously made a purchase on Grainger.com. Grainger's in-house digital marketing team manages both programs with search ad bid management technology from Efficient Frontier, a unit of Adobe Systems Inc.



Corporate Information



**Paul Miller, VP, E-Commerce,
Innovation & Customer
Information**

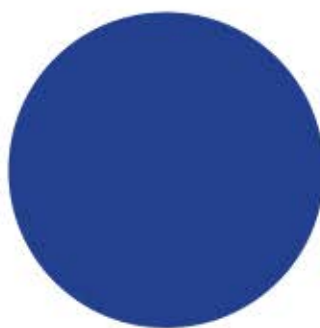
W.W. Grainger Inc.

100 Grainger Pkwy.
Lake Forest, IL 60045
847-535-1000

Grainger.com

Financial

2015 B2B E-Commerce Sales: \$4,212,000,000¹
2014 B2B E-Commerce Sales: \$3,600,000,000
Growth: 17.0%



% of B2B e-commerce sales from¹:

Primary E-Commerce Site: 100%
E-Procurement: 0%
Marketplaces/Exchanges: 0%
Commercial Network: 0%

B2B E-Commerce Summary

Company Type: Retailer

Product Category: Office Supplies

B2B E-Commerce URL: Grainger.com

Monthly Unique Visitors: 4,705,674²

Suppliers

Commercial Network: NA

CRM: In-house

E-Commerce Platform: Hybris

E-Procurement: Taulia

Industry Exchange: NA

Supply Chain: NA

1. B2BeCommerceWorld.com estimate. 2. SimilarWeb