

App Growth, Built On Meaningful Engagement

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Optimising a native B2B
marketplace for cross-device
procurement workflows

 Android

 iOS

Darbara Singh

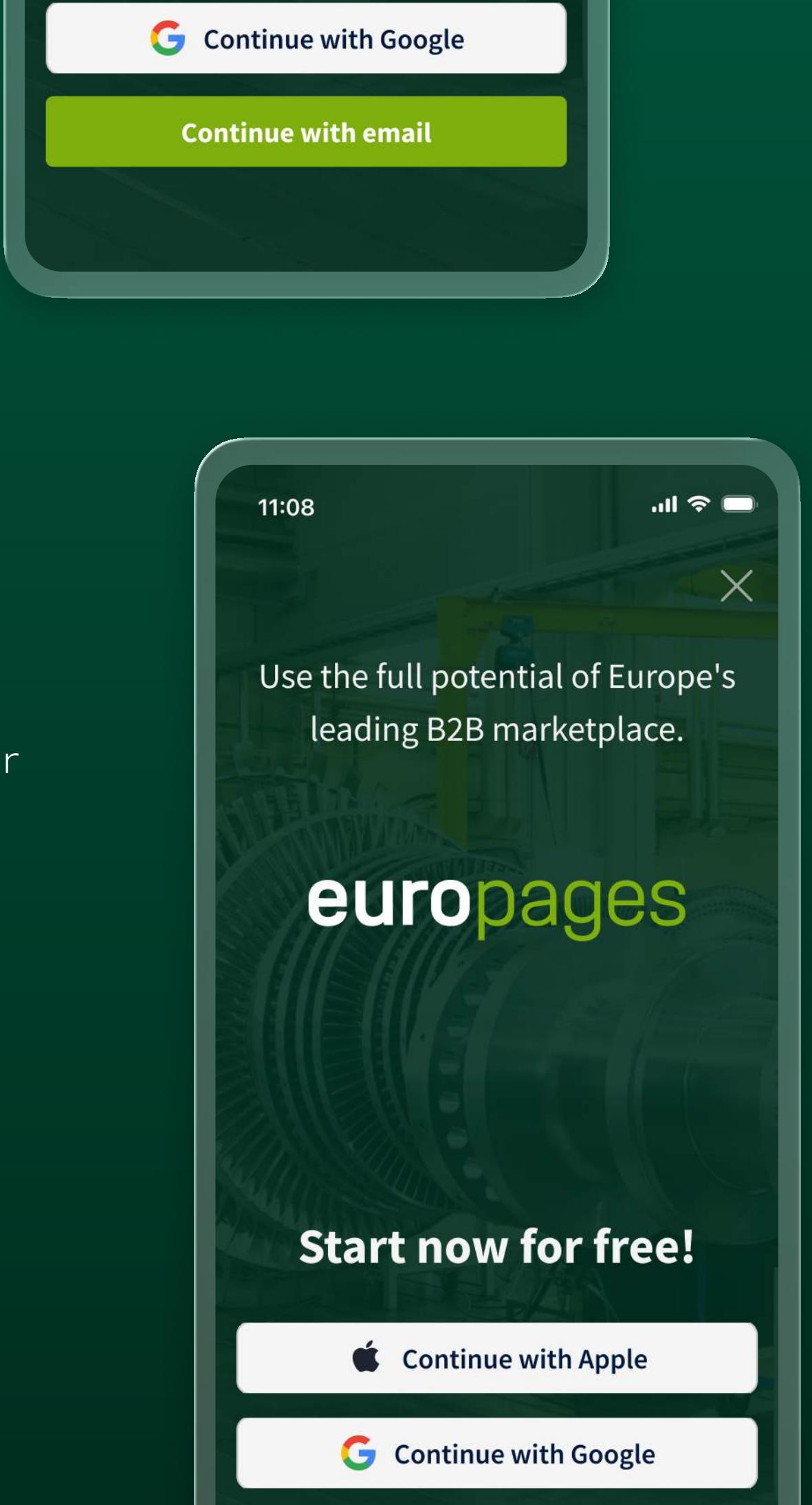


The problem

Mobile and tablet usage represented a **substantial** share of **platform traffic**, signalling changing behaviour among procurement professionals. However, mobile web usage was largely **transaction-fragile-users** explored on mobile but relied on desktop to complete meaningful work.

- Mobile users engaged primarily in **passive browsing** rather than meaningful interactions
- Critical procurement actions were often **postponed or abandoned** on mobile
- User engagement and retention on mobile **lagged behind**

This gap **reduced** the marketplace's ability to support continuous **buyer-supplier interaction** in mobile contexts.



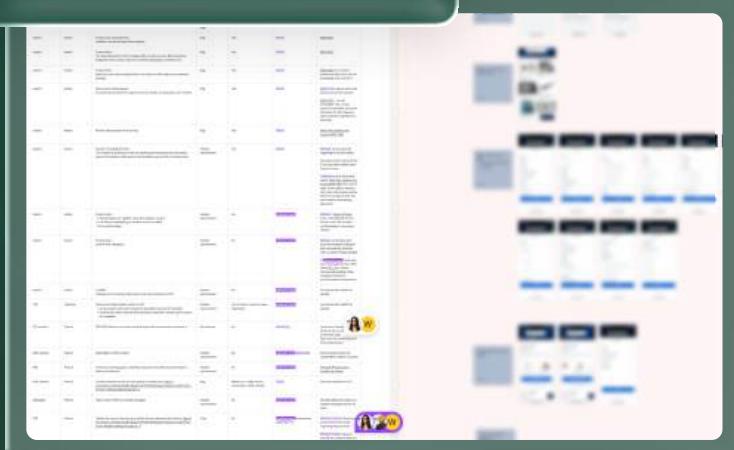
Data insights



Competitors analysis



User interviews



Discovery & insights

A **native mobile application** could better support professional procurement workflows by offering:

- Faster, more reliable task execution in mobile contexts
- Persistent user state and continuity across sessions
- Stronger engagement through native capabilities unavailable on mobile web

The hypothesis was that these improvements would **increase engagement and retention** among mobile users, strengthening overall marketplace activity.

What users said

[Conversational, Research-Led]

“ ”

“I mostly use my phone to look around. If I need to actually place a request or contact a supplier, I wait until I’m on my laptop.”

“I’ll start something on mobile, but it doesn’t feel like the right place to finish it.”

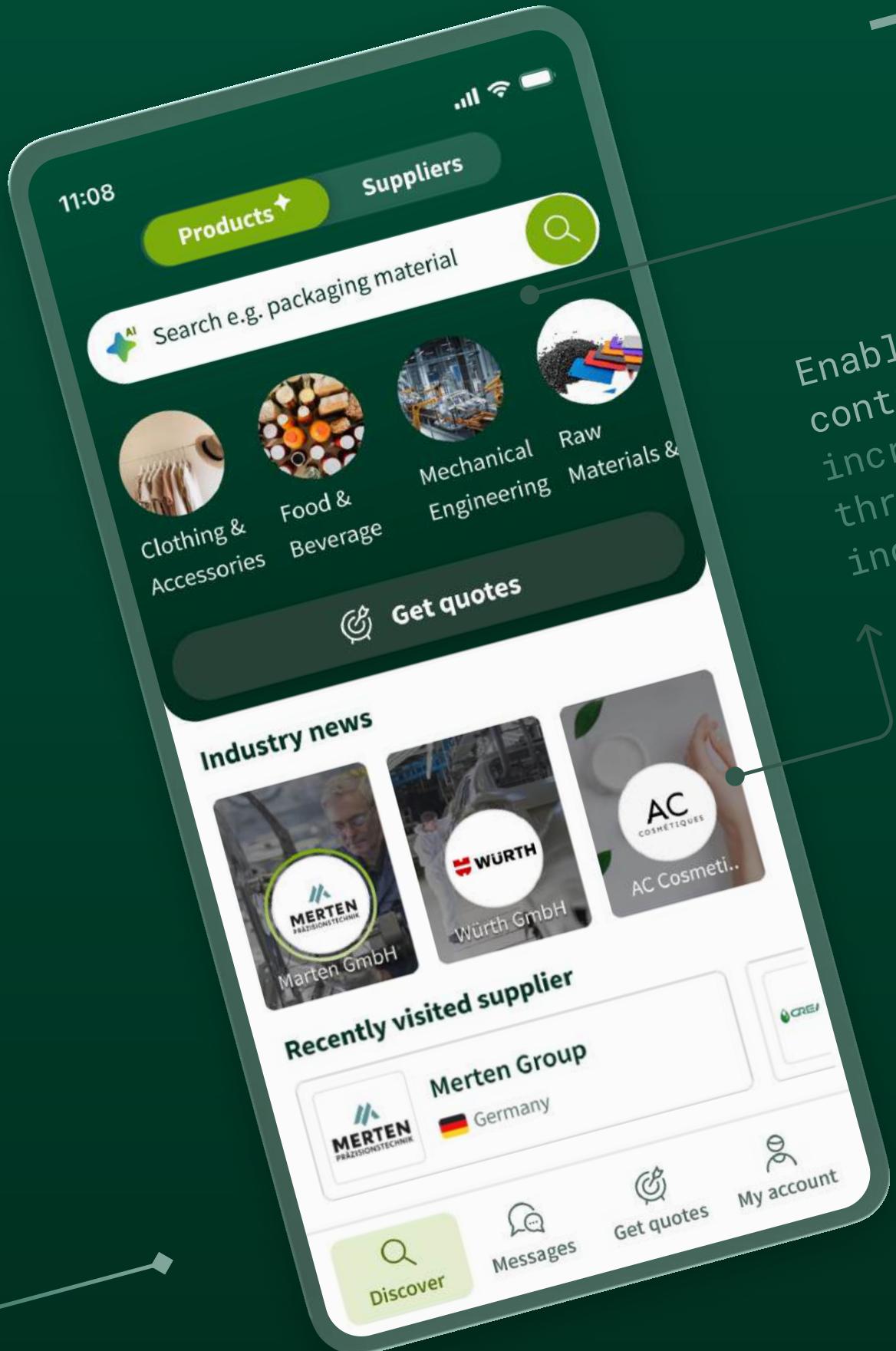
“Supplier conversations don’t really continue on my phone – they kind of stall there.”

“If I can’t finish it right away, I usually forget about it.”

“ ”

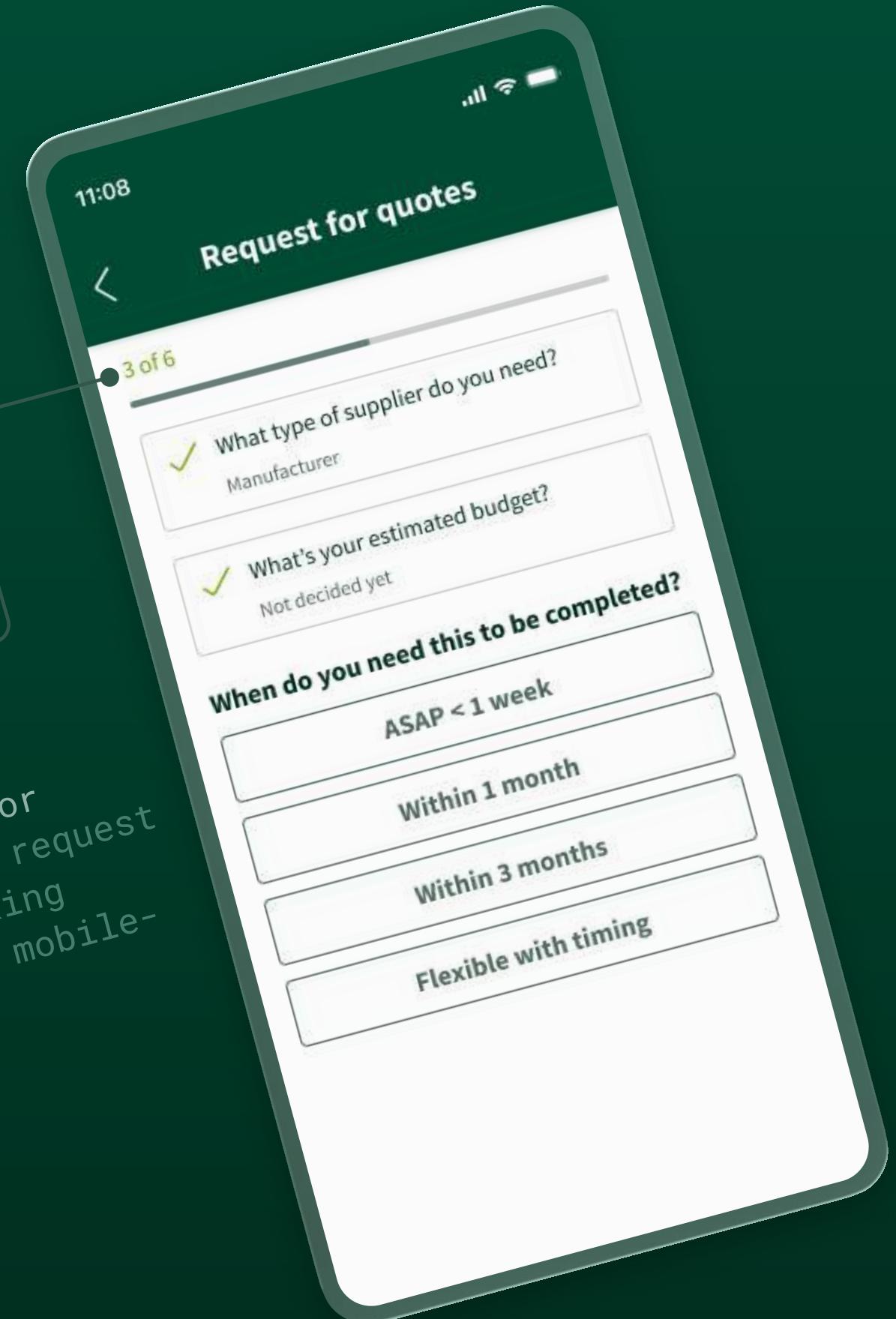
“On mobile I’m just checking things, not making decisions.”

The solution

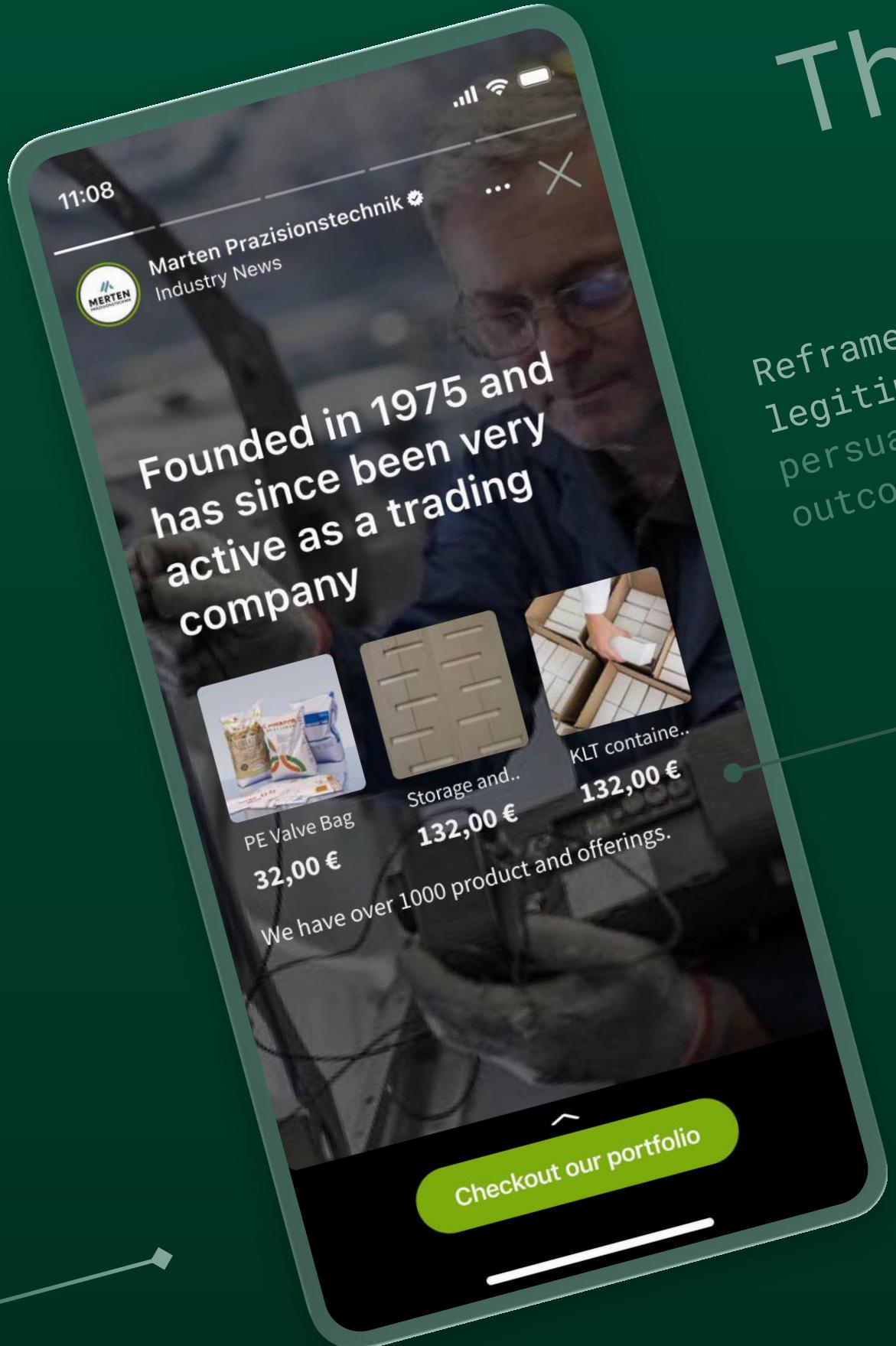


Enabled lightweight, continuous interaction – increased engagement time through category search, industry news & messaging

Lower cognitive load for critical actions – 2x request submission with breaking complex actions into mobile-friendly steps

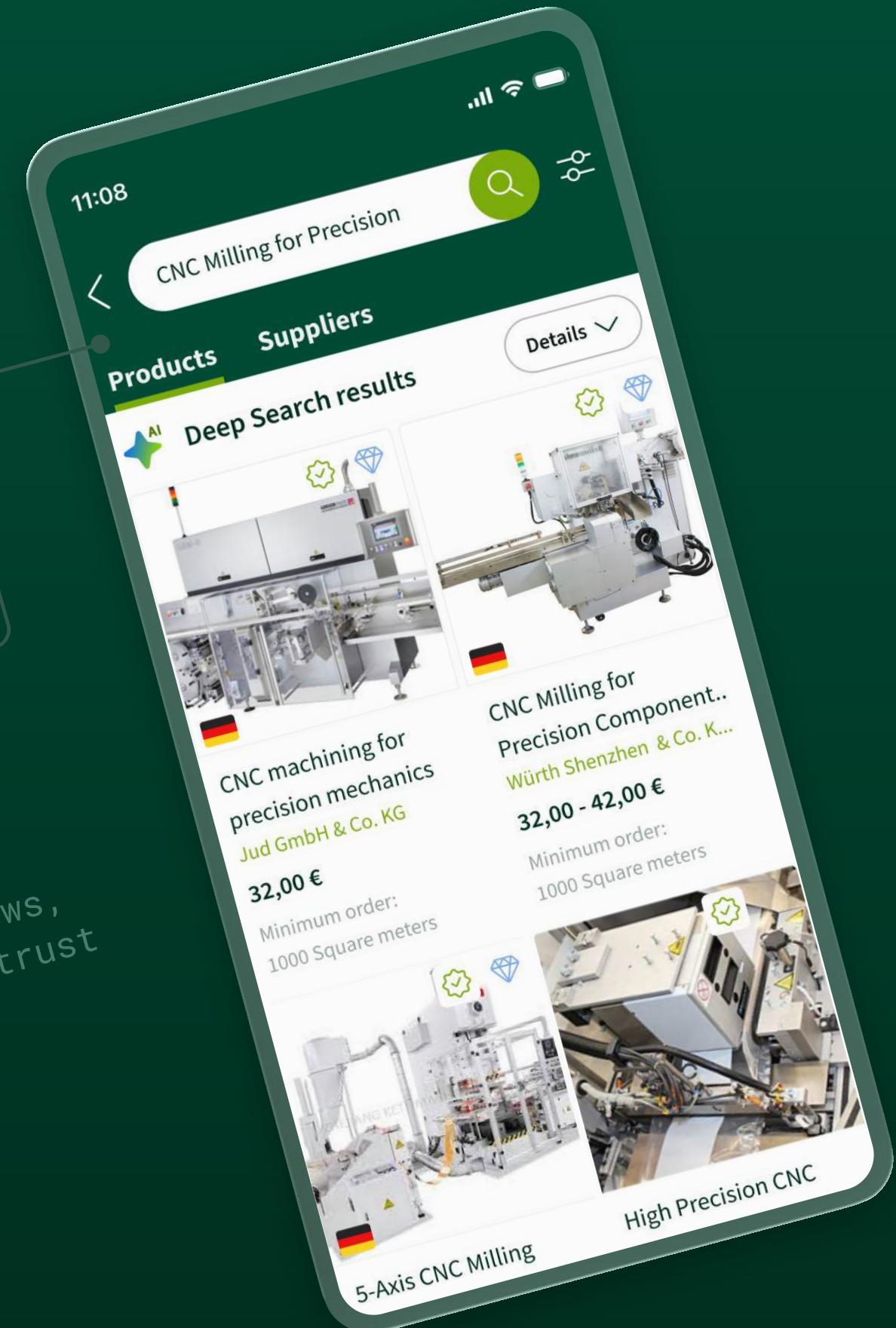


The solution



Reframed mobile as a legitimate work surface – persuasive key elements and outcome driven widgets

Building trust and reassurance – better product previews, decision making and trust building details



Business Outcomes



Improved Mobile Retention & Task Completion

+22% increase in 30-day mobile retention and +35% improvement in cross-session task completion on mobile.



Healthier Marketplace Growth Signals

-18% drop in uninstalls, while supplier response rates improved by +20%, indicating higher lead quality.



Stronger Buyer-Supplier Engagement

+30% increase in mobile message replies and a 25% reduction in stalled supplier conversations.



Increase in High-Intent request Submissions

+28% uplift in completed, decision-ready RFI's, with a parallel reduction in low-quality or abandoned requests.



“The app wasn’t just a new channel, it became a retention engine for the B2B marketplace.”

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Designing for High-Intent Actions

A Growth Redesign of the B2B Request for Quotes Funnel

Ownership & Collaboration

Team	Role	Timeline
C-Level, Product, Design, Research & Engineering	Design & User research	~4 weeks

Brands

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wlw.de (DACH)