

# Mobile Growth, Built On Meaningful Engagement

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wlw 

Optimising a native B2B  
marketplace for cross-device  
procurement workflows



Android



iOS



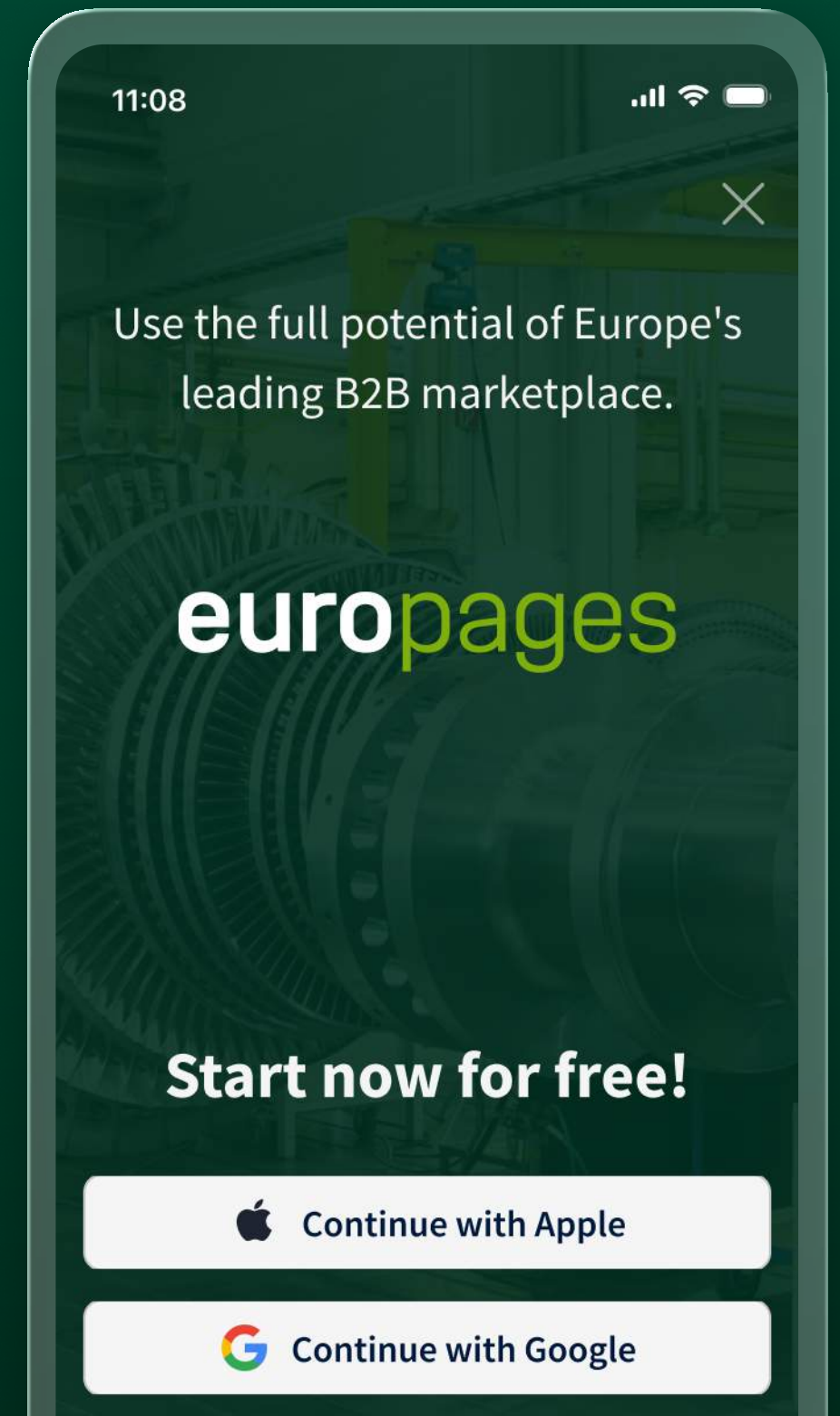
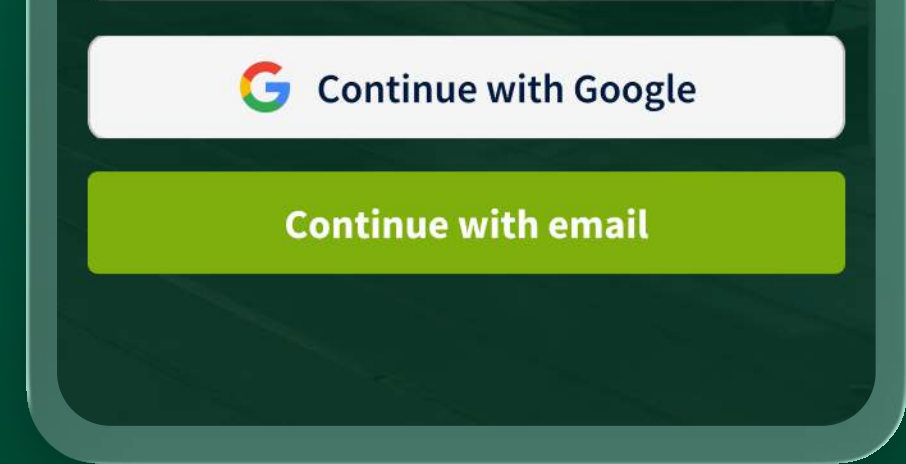
Darbara Singh

# 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.



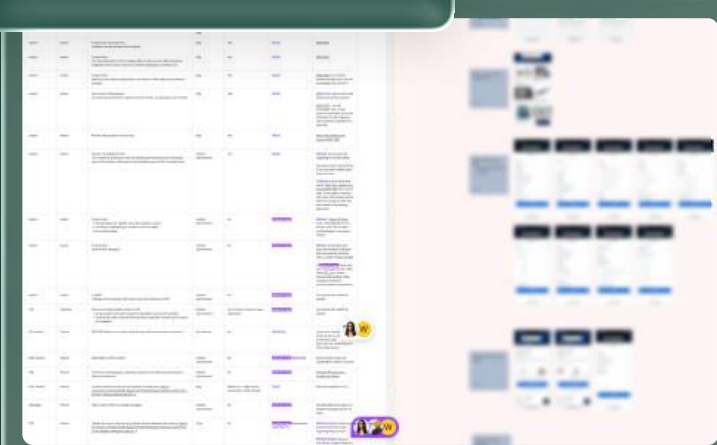
## Data insights



## 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.”

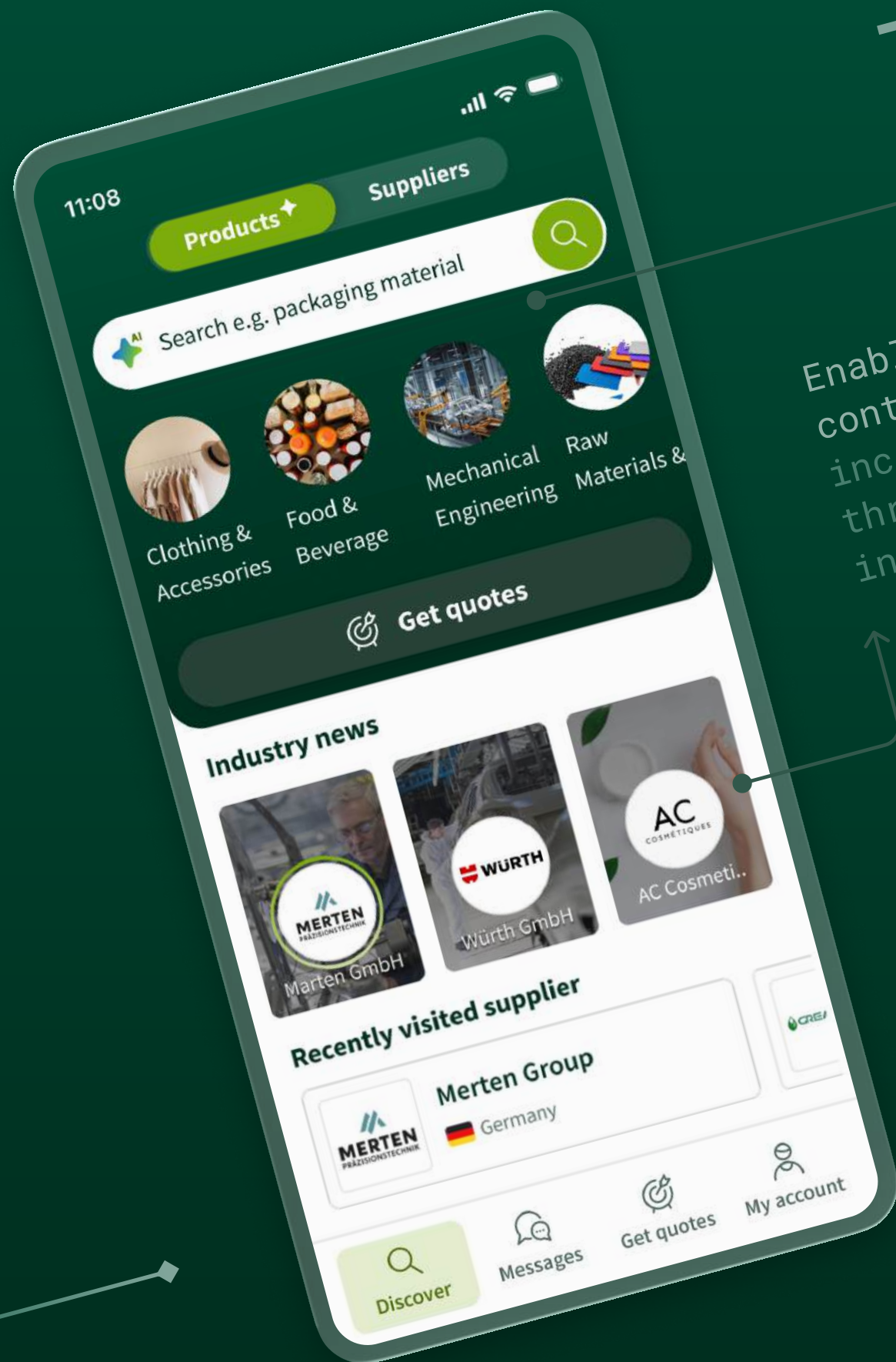
“Supplier conversations don’t really continue on my phone – they kind of stall there.”

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

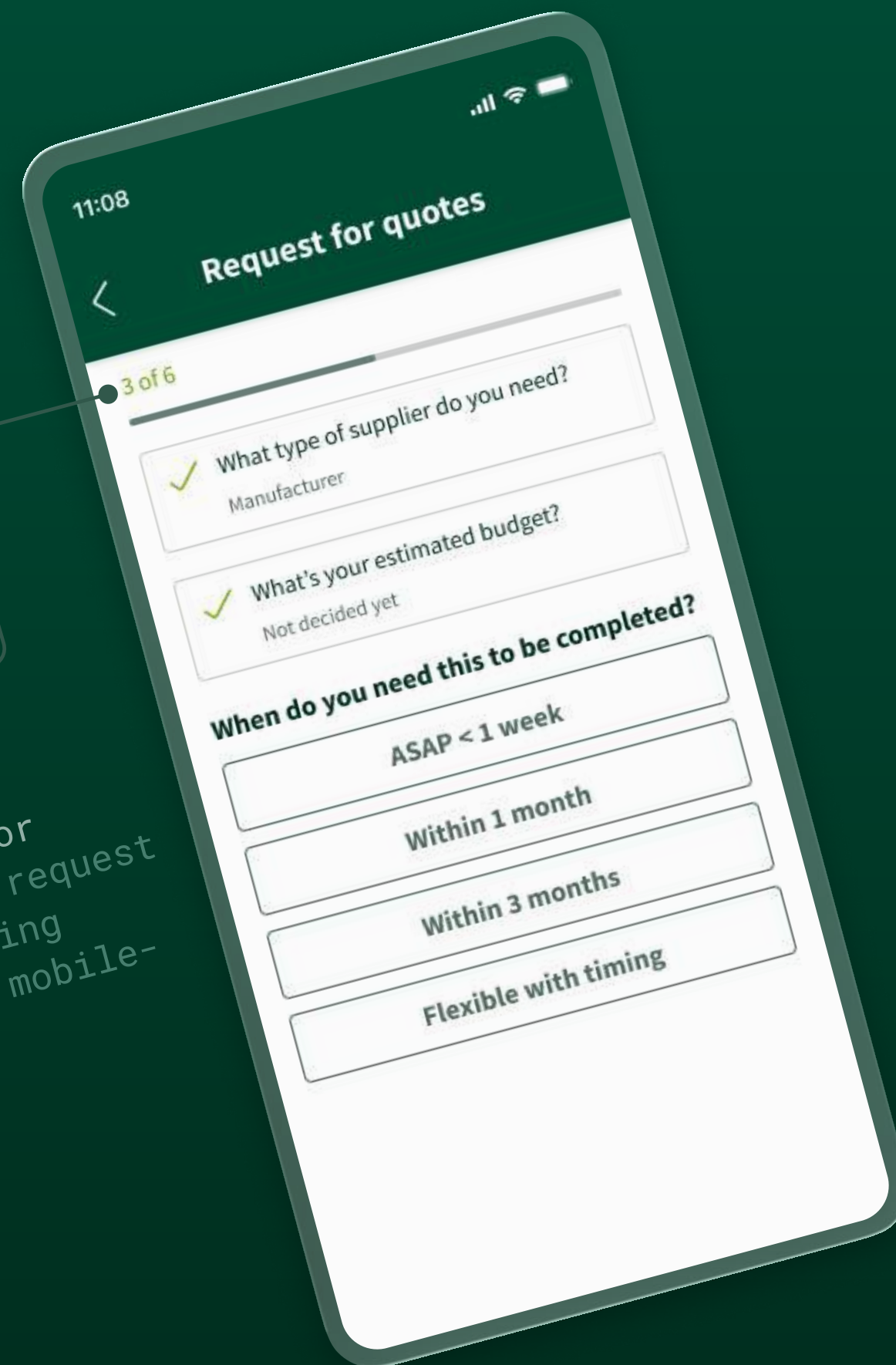
“On mobile I’m just checking things, not making decisions.”



# The solution



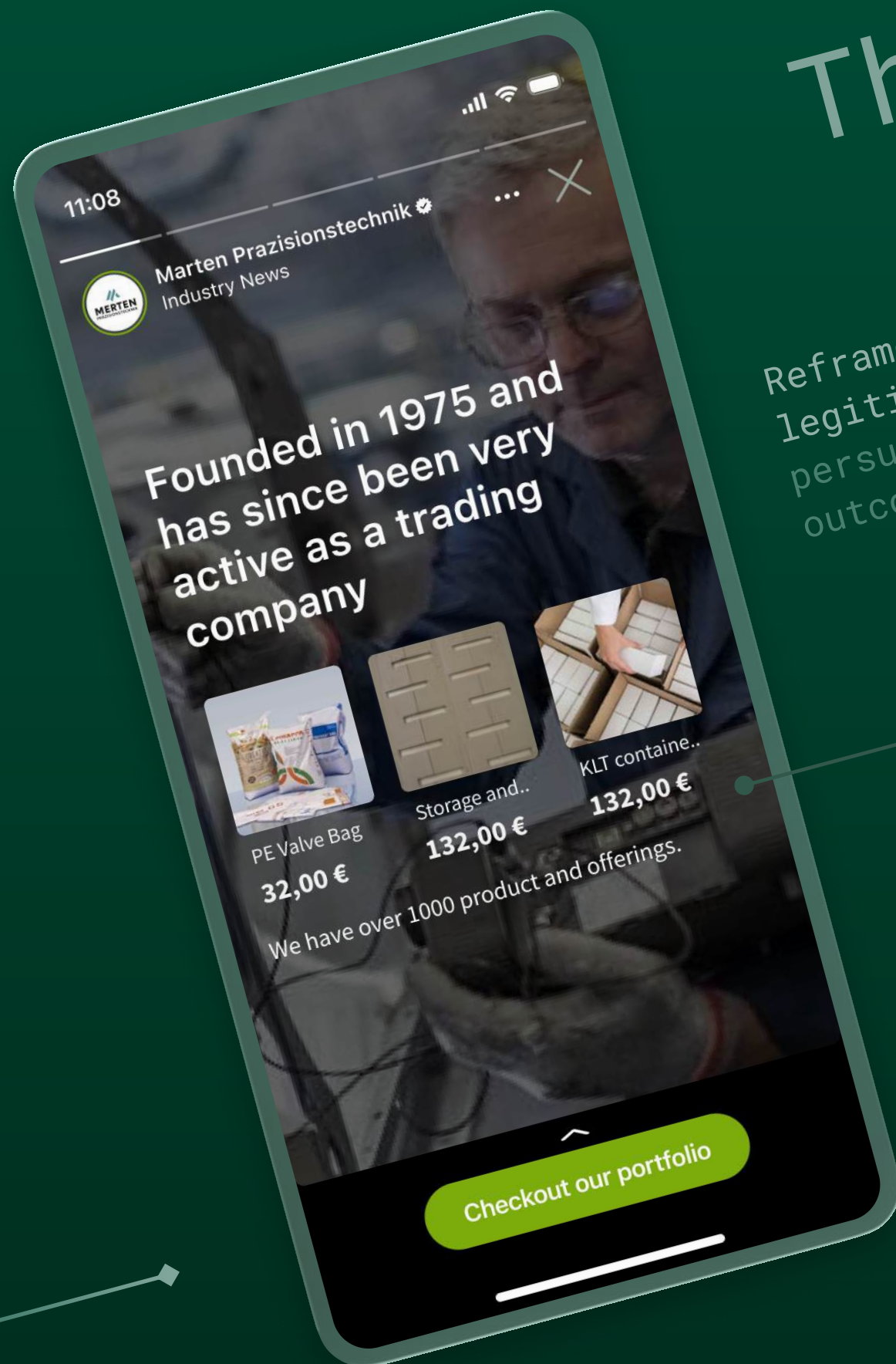
Enabled lightweight, continuous interaction – increased engagement time – through category search, industry news & messaging



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

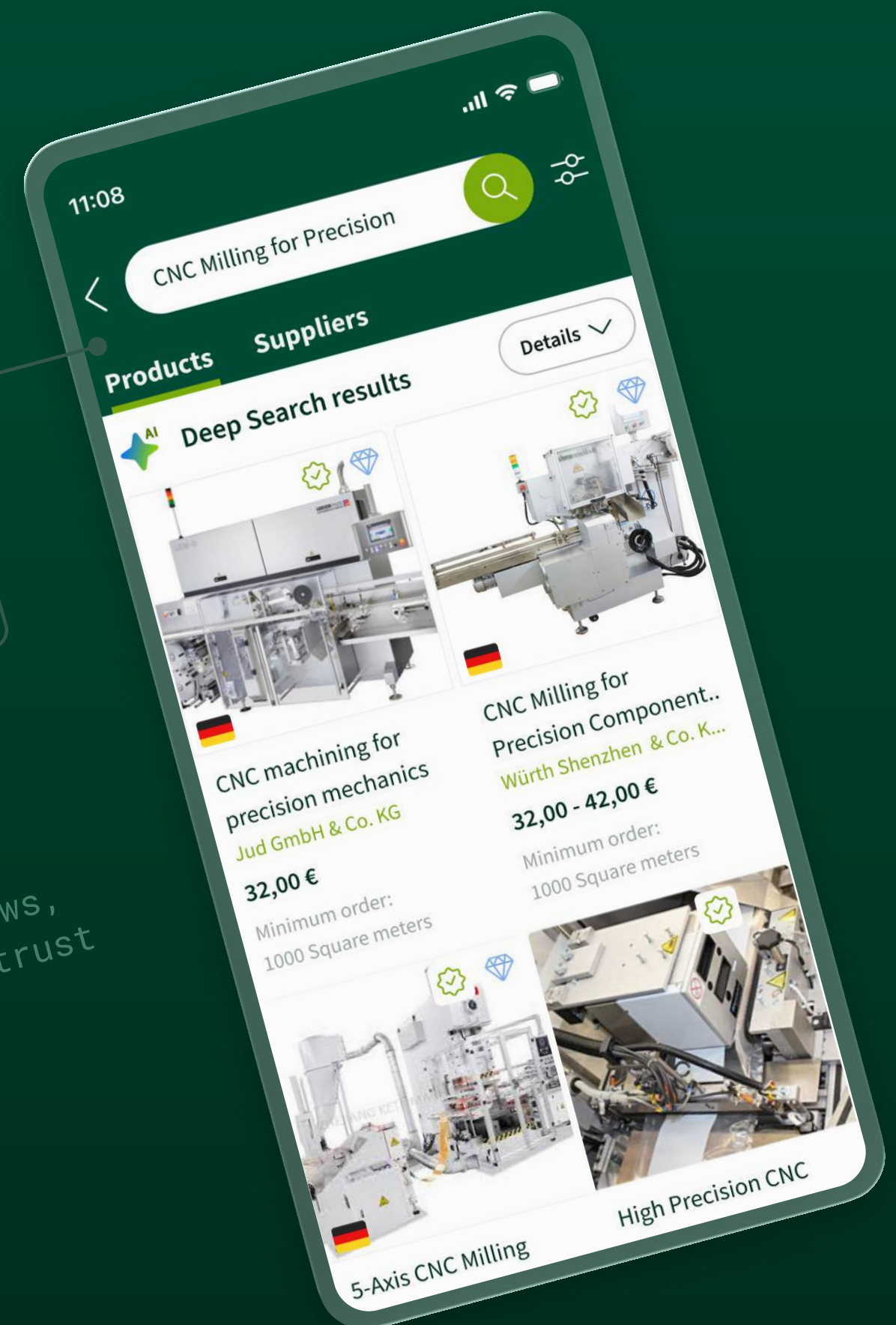


# The solution



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

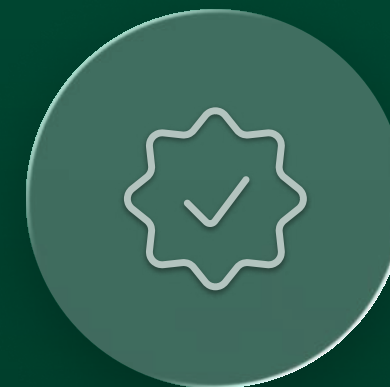


# Business Outcomes



## 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	~3 months

**Brands**

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