

Designing for High-Intent Actions

A Growth Redesign of the B2B Request for Quotes Funnel

The screenshot shows the homepage of europages, a B2B marketplace. The top navigation bar includes the europages logo, a categories icon, and links for Request Hub (underlined), Messages, My company, a user profile icon, and GB. A banner at the top right states "Trusted by 800,000+ European businesses". The main headline reads "Get quotes from Europe's top suppliers". Below it is a search bar with the placeholder "Search for products or services you need quotes for" and a "Get Quotes →" button. A row of popular searches includes CNC Machining, Metal Fabrication, Laser Cutting, and 3D Printing. The main content area features a section titled "Popular products and services ready to quote" with four cards:

- Customized Design Desktop Mini 3030 4060 Cnc** (2,450+ suppliers) - Image of a desktop CNC machine.
- CNC machine to cut telgopor (Hot Wire)** (450+ suppliers) - Image of a CNC machine with a hot wire cutting head.
- CNC machine to cut telgopor (Hot Wire)** (1,150+ suppliers) - Image of a larger industrial CNC machine.
- 6090 Small CNC 3d Engraving 4 axis Router wi...** (50+ suppliers) - Image of a robotic arm performing 3D engraving.

Each card has a "Get quotes now" button at the bottom.

01

The Business Problem

Understanding the marketplace dynamics through a growth lens

RFQs are the core transaction europages marketplace. While **traffic** and **RFQ clicks** were strong, the marketplace was underperforming where it mattered most:



Low Quality

Too few verified, actionable RFQs



Poor Relevance

Suppliers receiving low-quality or irrelevant demand



Churn Risk

Early signs of supplier disengagement

Key Signals & Insights

Only ~12% of users who clicked "Request a Quote" completed a verified RFQ

The image shows a screenshot of the europages platform. At the top left is the europages logo. On the right side, there are two main call-to-action buttons: "Get quotes" and "Request". Below these buttons, a woman with blonde hair is shown holding a tablet. To her right, there is a section titled "Share your request - get quotes fast" with a sub-section about the Request Hub. A lightbulb icon is present in the top right corner of this section. In the bottom left corner of the screenshot, there is a callout box containing text and another lightbulb icon.

Insight #2 - Buyers Didn't Know How to 'Succeed'

"RFQ felt like filling a generic form with no guidance on what suppliers actually needed. Result: vague, low-signal requests"

2.2M
Registered suppliers

78,000
Requests processed

Find suppliers, compare offers

Insight #1 - No Persuasion Before Effort

Suppliers receiving low-quality or irrelevant demand

Get multiple quotes

Insight #3 - Supplier Churn

Supplier feedback and commercial data showed low response rates to RFQs and perception of 'not enough serious buyers'. Early churn driven by low demand volume and low demand quality.

We were offered perfect B2B partners. Shortly after completing the search request, we received responses to our



24-32%

Landing page → RFQ click (CTR)

company Sign in GB

Request for Quotes

Create your request and we will publish it to relevant suppliers on our platform

Please add detailed requirements

Fields marked with * are mandatory

Product or service*

Please enter a product or service

Delivery location*

Please enter a city name

Quantity*

E.g. 200 kg, 500 pieces, 10 litres

Type*

Customer-specific manufacturer

Distributor

Service provider



~25%

Low RFQ completion

n for a prompt and accurate quote.

Including colour, material, size, weight, packaging, certificates, and any other relevant information

0/3000

This is an ongoing and repeated requirement (recurring demand)

Drag and drop your files here

Upload images or files

Max. 5 files per submission, each up to 25 MB. File name should not exceed 80 characters. Supported formats: xls, xlsx, pdf, csv, png, jpeg, jpg, doc, docx, ppt, pptsx, odt, odp, ods, zip.

Your contact details

Business email*

Please enter your email

Company name*

Please enter your company name

Send request

By submitting the form, I accept the [Terms of use](#) and the [GTC](#). I have acknowledged the [privacy policy](#). An account on our platform is required to access



How it works

Save time and effort by letting our technology do the work for you.



Submit your requirements

Be as detailed as possible.



We post your request to verified suppliers

AI-based matching based on your content



8-12%

Verified / actionable RFQs only

02

Growth Strategy & Key Design Moves

High-impact interventions focused on conversion and quality.

We broke one dense form into smaller, goal-oriented steps, with early stages focused on understanding user intent and context, and later stages capturing detailed specifications.



Persuasion

Make the value of submitting an RFQ obvious before asking for effort.



Intent Over Volume

Encourage fewer, but more motivated RFQ starts.

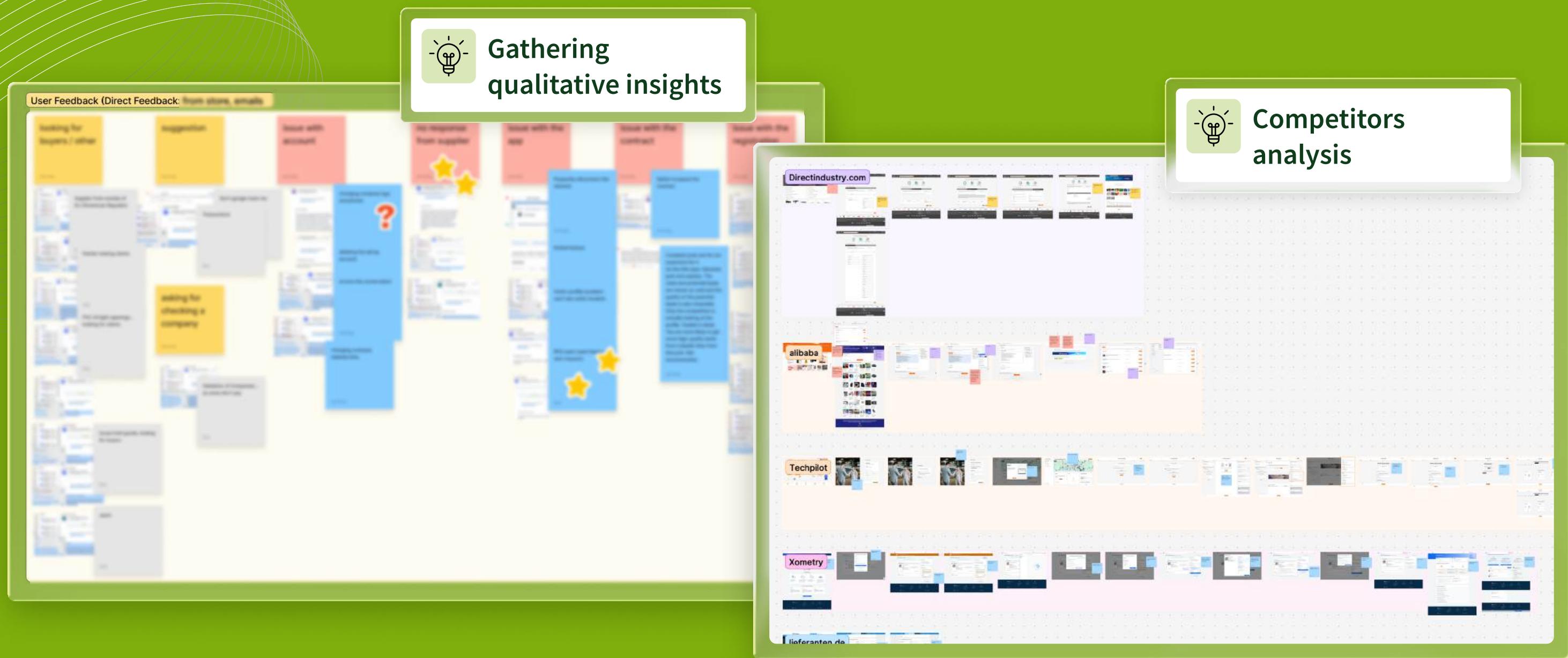


Quality As Retention

Better RFQs → better supplier ROI → lower supplier churn.

Up Next: Product Discovery

Pathway to find optimal solutions through insights & competitors lens





Trusted by 800,000+ European businesses
Get quotes from Europe's top suppliers

Get Quotes →

Search for products or services you need quotes for
Popular searches: CNC Machining, Metal Fabrication, Laser Cutting, 3D Printing

+10–15%



Increased CTR through persuasion, elements such as popular searches, products, trust badges & testimonials.

Popular products and services ready to quote



2,450+ suppliers
Customized Design Desktop Mini 3030 4060 Cnc

Get quotes now



450+ suppliers
CNC machine to cut telgopor (Hot Wire)

Get quotes now



1,150+ suppliers
CNC machine to cut telgopor (Hot Wire)
Yamato

Get quotes now



6090 Small CNC 3d
Engraving 4 axis Router wi...
50+ suppliers

Get quotes now



6090 Small CNC 3d
Engraving 4 axis Router wi...
1,110+ suppliers

Get quotes now



210+ suppliers
CNC machine to cut telgopor (Hot Wire)
Customized Design Desktop Mini 3030 4060 Cnc

Get quotes now



290+ suppliers
CNC machine to cut telgopor (Hot Wire)

Get quotes now

Decision

+40%

Form completion through goal-oriented steps, with early stages focused on understanding user intent and context.

europages

Categories

Get multiple quotes fast

Post request for free & receive quotes from trusted B2B suppliers across Europe

Project details

2 Your requirements

CNC 3D Engraving Router

Please select suppliers you are looking for

Dealer

Manufacturer

Service provider

Wholesaler

Delivery location

Berlin, Germany

Pieces

Desired quantity

2000

Drag and drop files here

Upload images or files

Max. file size: 25MB. Supported file formats: jpg, png, gif, pdf, txt

Continue

Request Hub

Messages

My company

GB

For suppliers

The screenshot shows the europaages website interface. At the top, there's a navigation bar with 'europages' logo, 'Categories', and a user profile icon. Below it, a large banner says 'Get multiple quotes fast' and 'Post request for free & receive quotes from trusted B2B suppliers across Europe'. A 'Request Hub' button is visible in the top right corner. The main area shows a form with 'Project details' and 'Your requirements' sections, both marked with green checkmarks. A 'Publish' button is at the top right of the form. Below the form, a success message says 'Request successfully submitted!' and 'We'll send you email notifications when suppliers respond to your request'. Three steps are listed: 'Suppliers Notified' (bell icon), 'Receive Quotes' (speech bubble icon), and 'Review & Choose' (list icon). A 'Submit another request' button is at the bottom. At the bottom of the page, there's a section titled 'Based on your request, we recommend contacting' with three supplier cards: 'Farsoon Technologies' (button), 'Götz Maschinenbau GmbH & Co. Kg' (button), and 'Aicher Präzisionstechnik GmbH & Co. KG' (button). Each card includes a 'Send request' button.

+35%

Verified / supplier-accepted RFQs,
precise steps and collecting product
focused information helped suppliers
engage better and response faster.

03

Reflection & Next Growth Bets

In B2B marketplaces, demand quality is a growth metric. Designing for it directly influences retention, revenue, and long-term liquidity.



Category-specific RFQ

Using historical performance data to optimize by category.



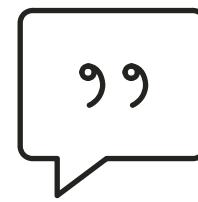
Adaptive guidance

Tailoring the experience to first-time vs. repeat buyers.



Feedback loop

Showing supplier engagement to close the loop with buyers post-submission.



Improving RFQ quality functioned as a supplier retention lever, not just a conversion win.

READ NEXT →



Mobile Growth, Built On Meaningful Engagement

Optimising a native B2B marketplace for cross-device procurement workflows

Ownership & Collaboration

Team	Role	Timeline
SEO, Data, Product, Design & Engineering	Design & User research	~3 weeks

Brands

europages - B2B Marketplace,
wlw.de (DACH)