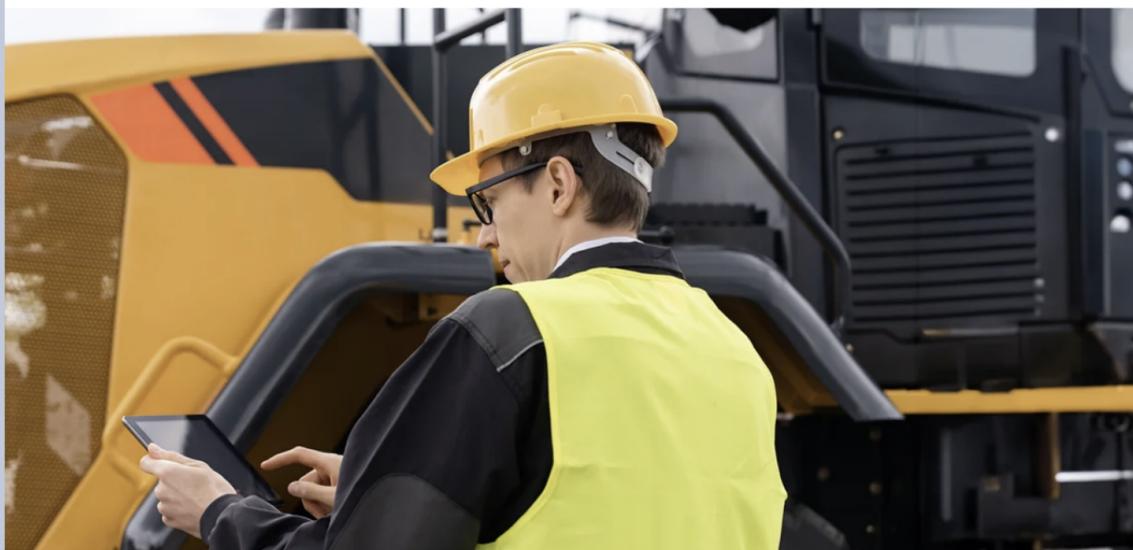


## February 2024 Newsletter



### Why eCommerce is Essential for Building Customer Loyalty

In today's digital age, where convenience is king and speed is paramount, embracing eCommerce isn't just a trend—it's a necessity for parts and whole goods companies looking to foster customer loyalty and streamline the ordering process.

Let's dive into why eCommerce is important for manufacturers and distributors and how it significantly impacts customer loyalty.

[Learn More](#)

### New Customer Announcement

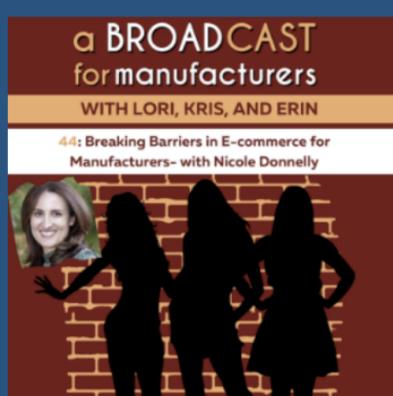
#### Rhino Selects GenAlpha's Digital Platform Equip360

We are excited to announce that Rhino, a leading manufacturer in the agricultural equipment industry, has successfully implemented GenAlpha Technologies' Equip360 digital platform. This strategic move aims to elevate customer satisfaction and provide an optimized digital experience for both dealers and customers.



[Learn More](#)

### Recent Episode



#### Breaking Barriers in eCommerce for Manufacturers - with Nicole Donnelly

A BROADcast for Manufacturers Episode 43

Nicole owns DMG Digital, a content marketing agency for manufacturers, and hosts her podcast—the Tales of Misadventure. Explore topics like what digital transformation looks like for legacy manufacturers, the importance of eCommerce education, and much more.

[Learn More](#)

### Industry Related Articles

#### Digital Buying Experiences Win Business

Today's B2B buyers are looking for B2B digital experiences to mirror their B2C experience. Whether researching products, comparing prices, or communicating with vendors, buyers expect a seamless, frictionless journey across digital channels. [Learn more.](#)

#### Seizing Opportunities for Growth and Innovation in 2024 and Beyond

As we move into 2024, there are a few important ways distribution businesses can navigate disruption, seize opportunities and excel in the future, when today's headlines are in tomorrow's history books. [Learn more.](#)

#### Harness Your Product Information for Revenue Growth

Some of the biggest trends in manufacturing for 2024 are data and sustainability. We are living in an increasingly digital world where information is power, and the environment is top of mind for many consumers. [Learn more.](#)

[Ready to schedule a demo?](#)

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