



## Why Manufacturers and Distributors Can't Afford to Be Invisible in the Age of Generative AI

Buyers are searching and AI is helping them skip straight to the answers. If your business isn't showing up, you're not even in the conversation. We broke down why manufacturers and distributors need to stop being invisible and start getting found.

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### Industry Articles

- Omnichannel B2B Buyers Want Their Digital Voices Heard [➡ Read more](#)
- Leading the Digital Shift in Spare Parts [➡ Read more](#)
- AI in Manufacturing: What's Now—and What's Next? [➡ Read more](#)



### 4 Best Practices for Digital Commerce Success in Manufacturing

Manufacturers are seeing the value of digital commerce, but success takes more than just launching a platform. In this blog, we break down four practical strategies to help manufacturers build a B2B digital experience that drives results.

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### The B2B eCommerce Show: Women Leading in B2B eCommerce

In this episode of The B2B eCommerce Show, GenAlpha's Kristina Harrington sits down with three inspiring women leading the way in B2B digital transformation. Hear their take on leadership, customer expectations, and what it really takes to succeed in digital commerce.

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