



Essential WooCommerce Plugins for Digital Product Stores for B2B companies

Description

Selling digital products in a B2B environment is very different from selling simple consumer downloads. A B2B digital product store may sell software licenses, downloadable resources, online courses, design assets, SaaS add-ons, support packages, corporate training materials, templates, or subscription-based access. Unlike B2C stores, B2B buyers usually expect quote-based pricing, tax-ready invoices, bulk purchase options, recurring billing, role-based pricing, controlled access, account-level purchase records, and smooth post-purchase delivery.

WooCommerce provides businesses with a flexible platform for selling digital products, but a serious B2B store needs more than the default setup. The right plugins can turn WooCommerce into a scalable digital commerce platform that supports lead generation, corporate procurement, automated invoicing, license delivery, recurring revenue, wholesale pricing, marketing campaigns, and customer retention.

Request a Quote for WooCommerce

WebToffee WooCommerce Request a Quote Plugin

Allow customers to request custom quotes for products in your WooCommerce store and convert them to orders seamlessly.



Add to Quote



Hide Prices



PDF Quotes



Spam Protection

For B2B digital product stores, fixed pricing is not always the best selling model. Companies buying software packages, training materials, documentation bundles, digital service credits, or enterprise access often want custom quotes based on user count, license duration, support level, or order volume. [Request a Quote](#) for WooCommerce helps store owners replace or supplement the standard “Add to Cart” process with a quote request workflow. Customers can add products to a quote basket, submit their requirements, and start a negotiation without completing checkout immediately.

This is especially useful for B2B companies that sell digital products with flexible pricing. For example, a SaaS tools provider can allow agencies to [request a quote](#) for 100 licenses, while a digital training company can let corporate clients request a custom bundle for employees. The plugin helps convert pricing discussions into organized quote requests, reducing back-and-forth emails and keeping quote management inside WooCommerce. It is a strong fit for stores where pricing depends on quantity, buyer type, contract terms, or product customization.

B2BKing – WooCommerce B2B & Wholesale Plugin



[B2BKing](#) is a full-featured WooCommerce B2B and wholesale plugin designed for stores that need business registration, wholesale pricing, quote requests, customer groups, tax handling, catalog visibility rules, and role-based purchasing experiences. For digital product sellers, this can be useful when different business customers need different pricing levels. A reseller, agency partner, enterprise customer, and startup customer may all need different price lists, product visibility, minimum order quantities, and checkout rules.

For a B2B digital store, B2BKing can help create a hybrid B2B and B2C setup. Public customers can see standard pricing, while approved business accounts can access special license packs, agency bundles, private product catalogs, or discounted digital resources. It is especially useful when a company sells both individual digital products and enterprise-level packages. The plugin gives store owners more control over how business customers browse, negotiate, and purchase.

WooCommerce PDF Invoices & Packing Slips Plugin



#1 PDF Invoice Plugin to Print Invoices and Packing Slips for WooCommerce

Invoices are critical in B2B digital commerce. Corporate buyers often need proper invoices for accounting, procurement approval, tax reporting, reimbursement, and internal purchase records. [PDF invoices & Packing Slips for WooCommerce](#) helps automate invoice generation for WooCommerce orders. It can automatically create PDF invoices, attach them to order emails, and allow customers to download documents from their account area.

Even if a store sells only digital products and does not require packing slips, the invoice and credit note features are highly valuable. B2B customers buying downloadable software, templates, license keys, or subscription access usually expect professional documentation after purchase. The plugin helps reduce manual admin work and builds trust by providing buyers with properly formatted invoices and refund-related credit notes. For B2B stores handling multiple monthly or yearly purchases, automated invoicing can save significant time. A [free version](#) is also available, allowing stores to generate basic invoices and packing slips before deciding whether the premium features are worth upgrading for.

WooCommerce Subscriptions

[WooCommerce Subscriptions](#) is one of the most important plugins for digital product stores that rely on recurring revenue. Many B2B digital products are not one-time purchases. Businesses may sell monthly software access, annual plugin licenses, premium resource libraries, maintenance plans, training subscriptions, API access, support retainers, or SaaS-style digital services. WooCommerce Subscriptions enables recurring billing, subscription renewals, free trials, sign-up fees, and recurring product plans.

For B2B companies, subscription selling creates predictable revenue and longer customer relationships. Instead of selling a single downloadable product, a store can sell ongoing

access to updates, support, premium content, or business tools. This is especially useful for software companies, digital agencies, training providers, and documentation platforms. When paired with proper invoicing and membership control, WooCommerce Subscriptions can form the foundation of a complete B2B digital revenue model.

Smart Coupons for WooCommerce



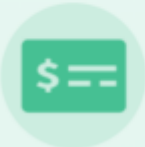
Discounting in B2B is more strategic than simple coupon codes. A digital product company may want to offer first-order discounts to agencies, renewal incentives to existing customers, store credits to enterprise clients, URL-based coupons for partner campaigns, or purchase-history-based offers for repeat buyers. [Smart Coupons for WooCommerce](#) helps create advanced coupon campaigns, including store credits, gift cards, URL coupons, auto-apply discounts, and purchase-based offers.

This plugin is useful for B2B digital stores that want to run targeted promotions without devaluing their products. For example, a software vendor can send a private URL coupon to selected partners, while a training company can provide store credit to corporate customers after a bulk purchase. Smart coupon rules make it easier to reward loyal buyers, encourage upgrades, promote annual plans, and recover inactive business accounts. For digital product stores, these controlled promotions can improve conversions while keeping pricing disciplined. A free version is also available, allowing stores to [create basic coupons](#) and test core discount features before upgrading to advanced promotional rules.

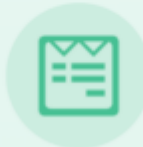
Wholesale Suite ?? WooCommerce Wholesale Prices and B2B Pricing

Wholesale Suite, the #1 WooCommerce wholesale plu

Easily Add Wholesale To Your WooCon



Wholesale Pricing



Optimized Order Form



Lead Capture



Multiple Roles



Product Visibility

Get Wholesale Suite Now ➔

500+ WordPress.org Reviews – 🏆 Highest Rated Wholesale Plugin – Over 1,000,000



★★★★★
500+ Reviews



★★★★★
4.9



★★★★★
G2 Review

[Wholesale Suite](#) is a strong option for WooCommerce stores that need wholesale pricing, user roles, B2B customer management, and business-focused purchase flows. While wholesale is often associated with physical products, the same logic applies to digital products. A store selling digital templates, stock assets, software licenses, learning modules, reports, or business toolkits may offer special pricing to agencies, resellers, enterprise customers, or training partners.

For B2B digital commerce, Wholesale Suite can help separate retail buyers from approved business buyers. Approved wholesale users can access different pricing while regular users see standard product prices. This is helpful for companies that sell individual downloads publicly but also serve agencies or corporate clients in bulk. When paired with quote management, invoicing, and subscriptions, wholesale pricing can support a more mature B2B sales strategy.

Import Export Suite for WooCommerce

Products > Import Export Suite for WooCommerce

Import Export Suite for WooCommerce — All-in-One WP Import Export Plugin

The only WP all import export plugin your WooCommerce store needs. Import and export WooCommerce products, orders, coupons, subscriptions, and customers across stores, or just keep your data in sync using CSV, XML, TSV, and Excel files.



Products



Orders



Coupons



Subscriptions



Users/Customers



30 Days Money Back Guarantee

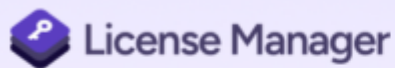


99% Customer Satisfaction Rating

A growing B2B digital product store may manage hundreds or thousands of products, customers, orders, coupons, subscriptions, and product variations. Manually updating this data can become time-consuming and risky. [Import Export Suite for WooCommerce](#) helps store owners import and export WooCommerce data, including products, orders, coupons, subscriptions, and customers, using supported file formats such as CSV, XML, TSV, and Excel. This is highly useful for migrations, catalog updates, bulk edits, and regular data backups.

For B2B digital stores, import-export workflows are especially important when product catalogs change frequently. A company selling downloadable reports, licensed assets, software packages, or training modules may need to update pricing, descriptions, metadata, SKUs, or customer data in bulk. The plugin can also help when moving from another platform to WooCommerce or syncing store data with internal systems. For teams managing B2B operations, structured [import and export tools](#) can reduce errors and improve operational efficiency.

License Manager for WooCommerce



Easily **Manage, Sell, and Deliver** License Keys in WooCommerce

- | | |
|---|-------------------------------------|
| ● Instantly Generate & Deliver License Keys | ● Secure & Encrypted Key Storage |
| ● Automatic Expiry & Renewal Handling | ● Send License Keys Automatically |
| ● Export License Keys in One Click | ● Fully Compatible With WooCommerce |

[License Manager](#) for WooCommerce is a useful plugin for stores that sell software license keys, serial keys, activation codes, or other digital license-based products. Digital product stores often need more than a downloadable file. They may need to assign a unique license key to each order, manage license inventories, validate licenses, and control access to updates or activations. This plugin helps centralize license management inside WooCommerce.

For B2B companies selling software, plugins, themes, APIs, enterprise tools, or digital credentials, license management is essential. Business buyers may purchase multiple seats or license keys for their team, and the store must reliably deliver those keys after checkout. A license manager also enhances control, security, and customer support by allowing store admins to view license details directly in the WooCommerce backend. This makes it easier to support renewals, upgrades, and enterprise license tracking.

Gift Cards for WooCommerce



[WooCommerce Gift Cards](#) may sound more B2C-focused, but they can also work well for B2B digital product stores. WebToffee Gift Cards for WooCommerce lets store owners create and sell digital gift cards that customers can buy, send by email, redeem at checkout, and use as store credit. For digital product businesses, this can support prepaid learning credits, internal team purchase budgets, partner rewards, customer success incentives, or corporate gifting campaigns.

For example, a B2B training provider can sell digital learning credits to companies, allowing employees to redeem them for courses or resources. A software marketplace can issue store credit to partners, affiliates, or customers as part of a retention campaign. The plugin also supports store-credit-style use cases, making it helpful for refunds, rewards, and account-based incentives. In a B2B context, gift cards can serve as a practical credit system rather than just a gifting tool. A free version is also available, allowing stores to set up basic gift card functionality â?? including store credit â?? before upgrading to advanced features such as scheduled delivery.

WooCommerce Deposits

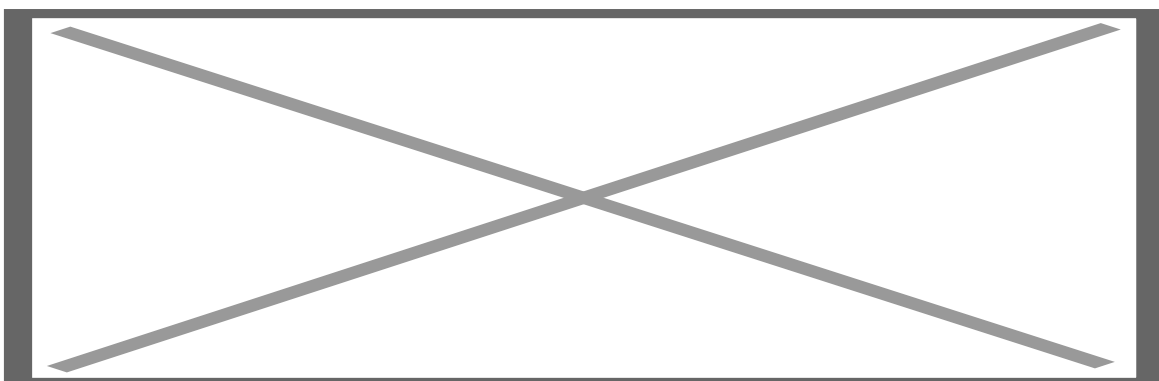
Offer custom payment plans



[WooCommerce Deposits](#) helps store owners accept deposits, partial payments, layaway-style payments, or custom payment schedules. Although digital products are often paid for upfront, B2B deals may involve larger contract values. A company selling enterprise training, custom software packages, implementation resources, premium digital bundles, or annual access plans may want to collect a deposit first and the remaining payment later.

For B2B digital product stores, deposit payments can reduce friction for high-value purchases. Corporate customers may need approval cycles, phased payment structures, or installment-based billing. Instead of forcing full payment immediately, the store can support more flexible buying arrangements. This is particularly helpful when digital products are bundled with services, onboarding, implementation, or enterprise support. WooCommerce Deposits can make large B2B purchases easier to approve and complete.

WooCommerce Product Feed Plugin

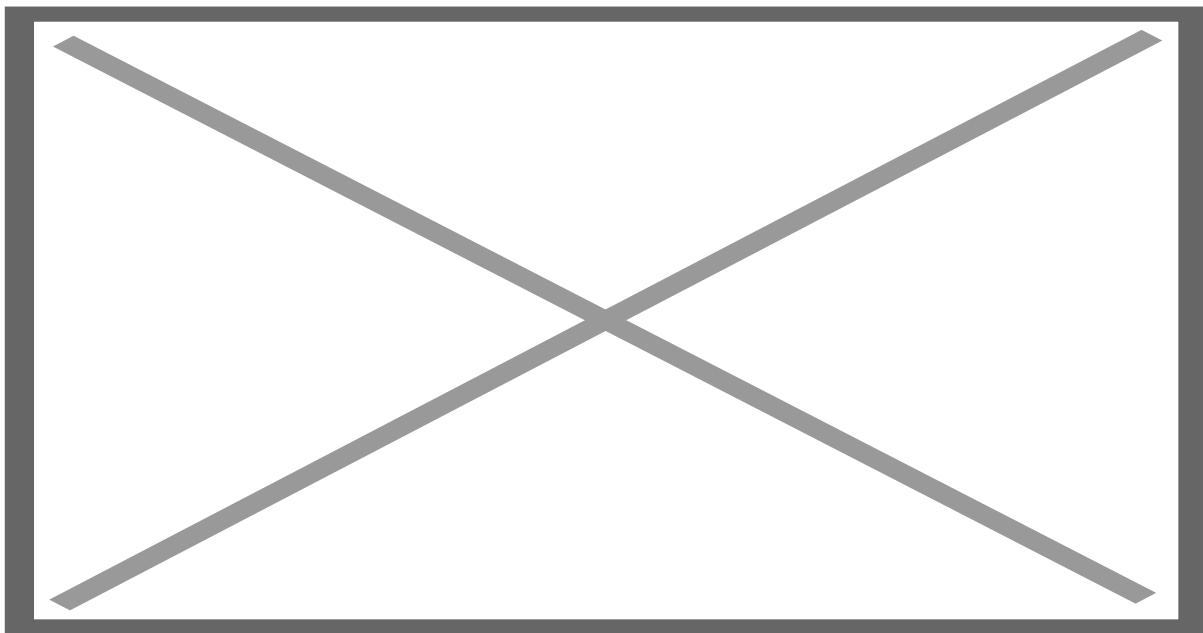


[WooCommerce Product Feed Plugin](#) helps store owners generate product feeds for multiple sales and marketing channels, including Google, Facebook, Instagram, TikTok, Bing,

Pinterest, and more. While digital B2B products often rely on direct sales, organic search, and sales teams, product feeds can still support visibility and retargeting campaigns. If a digital product store sells templates, software tools, digital courses, downloadable resources, or business assets, structured product feeds can help promote these products across external channels.

For B2B companies, product feeds help expand reach and improve campaign management. Marketing teams can use feeds to keep product data consistent across advertising platforms and catalog-based campaigns. This is especially helpful when a store has many digital products or frequently updates pricing, titles, categories, and descriptions. A product feed plugin reduces manual upload work and helps ensure that buyers see accurate product information wherever they discover the business. A [free version](#) is also available, letting stores generate feeds for core channels before upgrading to support additional platforms and advanced feed customization.

AffiliateWP

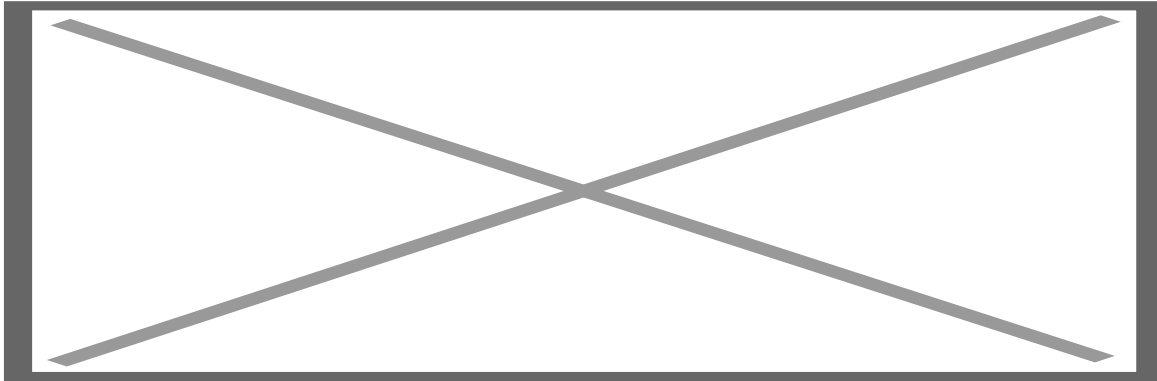


B2B digital products frequently grow through partner, reseller, and referral channels rather than pure paid advertising, and [AffiliateWP](#) turns those relationships into a managed, trackable program. It offers one-click WooCommerce integration to track referral links, coupon codes, and custom landing-page visits, with support for advanced commission structures including tiered and lifetime commissions. Existing customers or partners can be auto-enrolled as affiliates based on user role, and payouts integrate directly with PayPal and Stripe.

For a B2B store, this is well-suited to formalizing agency partnerships, consultant referrals, and reseller arrangements — the same audiences targeted by quote requests and wholesale pricing elsewhere in the stack. The affiliate portal lives inside the native

WooCommerce account area, and the Campaigns feature lets partners access approved marketing assets, keeping brand messaging consistent. Because it is self-hosted, the store retains full ownership of its affiliate and customer data with no per-affiliate SaaS fees, which appeals to companies wary of routing partner data through third-party networks.

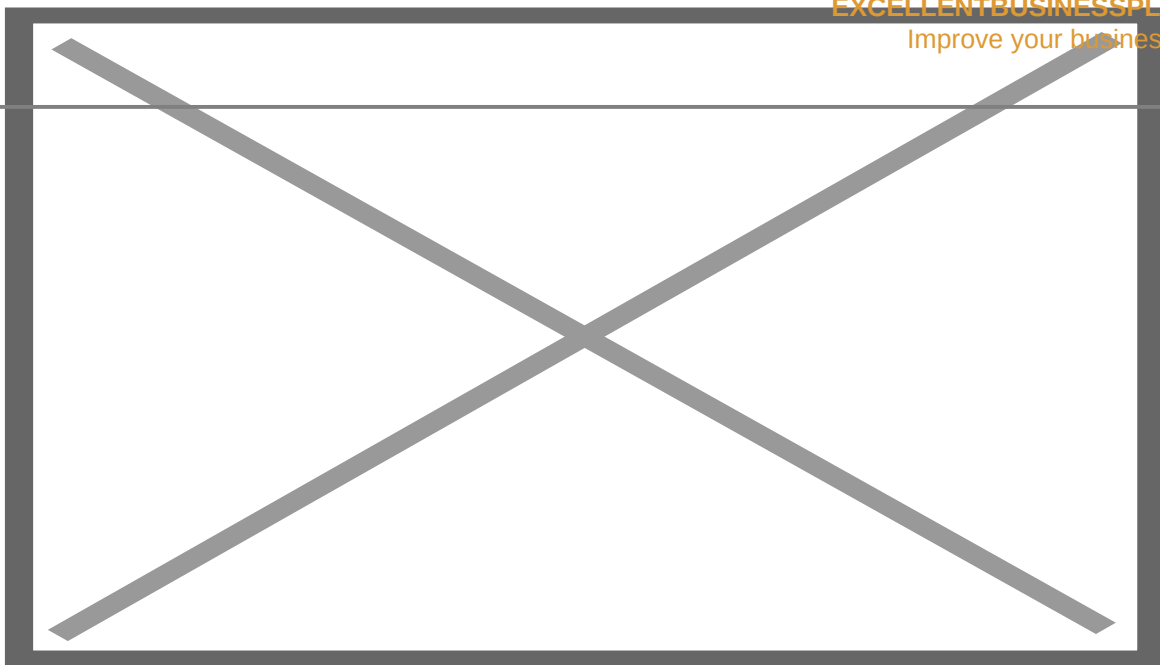
Sequential Order Numbers for WooCommerce



By default, WooCommerce derives order numbers from WordPress post IDs, which means the sequence can appear to skip numbers (e.g., #1001 followed by #1004) because intervening IDs were assigned to other content. For a B2B digital store, that inconsistency creates real friction: corporate buyers, finance teams, and auditors expect clean, continuous, gap-free numbering on invoices and purchase records. [Sequential Order Numbers for WooCommerce](#) replaces the post-ID system with structured, consecutive order numbers and lets store owners add custom prefixes, suffixes, date formats, starting values, and increments so numbers can encode meaning, such as region or department (for example, EU2025-1001).

This is particularly relevant when the store also runs [PDF invoicing](#) and subscriptions, since orderly numbering feeds directly into accounting and reconciliation workflows. The plugin can apply formatting to new orders only or retroactively to existing ones, supports daily/monthly/yearly auto-reset for cleaner reporting periods, and includes an order-tracking option via shortcode. For B2B operations that process recurring or high-volume purchases, predictable order numbers reduce support queries, simplify procurement matching, and make tax-compliant documentation easier to maintain.

GDPR Cookie Consent Plugin for WordPress



B2B

digital stores typically generate leads through gated content, demo requests, and analytics-heavy marketing, which means tracking scripts and cookies are central to how the business operates, and that makes consent management a compliance requirement rather than an afterthought. WebToffee's [GDPR Cookie Consent plugin](#) adds a customizable consent banner that helps sites meet GDPR, UK GDPR, CCPA/CPRA, LGPD, and other privacy frameworks, with geolocation-based display rules that ensure the banner appears where it is legally required. As a certified Google CMP partner, it supports Google Consent Mode v2, automated cookie scanning, and script blocking until consent is granted.

For companies selling to EU and other regulated markets, this matters at two levels: it protects the business from regulatory exposure, and it signals operational maturity to enterprise buyers who scrutinize vendor privacy practices during procurement. The plugin lets store owners build [categorized consent](#) (analytics, marketing, functional), generate a cookie declaration, and give visitors granular control via a preference center. It works regardless of traffic volume, making it a practical foundation for any B2B store that relies on advertising pixels, retargeting, or analytics while serving privacy-conscious corporate customers.

Conclusion

A successful WooCommerce digital product store for B2B companies needs more than product pages and checkout. It must support business buying behavior: quote requests, recurring payments, license delivery, invoices, role-based pricing, gated access, bulk data management, marketing automation, store credits, and flexible payment options. The plugins listed above help WooCommerce better handle these needs, professionally and efficiently.

For the best setup, choose plugins based on your business model. If you sell software, prioritize license management, subscriptions, invoices, and smart coupons. If you sell corporate training or gated resources, combine memberships, subscriptions, gift cards, and invoices. If you sell to agencies, resellers, or enterprise buyers, add quote requests, [B2B](#)

[pricing](#), import-export tools, and deposit payments. With the right plugin stack, WooCommerce can become a powerful B2B digital commerce platform that supports both sales growth and operational control.

Category

1. Digital Marketing

Tags

1. WordPress Plugins
2. Website
3. WordPress

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