

# Ecer.com: AI-Powered, Building a New Generation of Cross-Border B2B marketplace

BEIJING, CHINA, CHINA, January 8, 2026 /EINPresswire.com/ -- In today's rapidly digitizing global trade, artificial intelligence is no longer just an auxiliary tool; it is becoming a key force driving the transformation of B2B cross-border trade. Long-standing industry challenges such as information asymmetry, high communication costs, and low matching efficiency are being addressed by technological innovation. As a leading global [mobile foreign trade B2B marketplace](#), [Ecer.com](#) ([www.ecer.com](http://www.ecer.com)) is quietly transforming itself from an "information matchmaker" to an "intelligent trade collaborator" by its comprehensive integration with AI.

## Smarter Business Opportunities: From "Manual Search" to "Intelligent Recommendation"

In the past, buyers were often bogged down in sifting through massive amounts of product information, while suppliers often waited for uncertain inquiries. Ecer.com has built a dynamic user profiling system using AI, analyzing not only purchasing behavior and browsing history but also regional market characteristics to achieve multidimensional matching between supply and demand. This makes business opportunity recommendations no longer simple keyword matching but a truly proactive recommendation that closely aligns with purchasing intentions, effectively reducing communication costs in cross-border trade.

## Cross-language Communication: Seamless and Real-Time Communication Now

Language barriers have always been a major hurdle in cross-border transactions. Ecer.com integrates AI-powered intelligent customer service, supporting real-time translation and scenario-based responses in over 20 languages. The system automatically recognizes specialized terminology in foreign trade, allowing suppliers to communicate smoothly with global buyers even if they are not proficient in a foreign language.

Take the real experience of an Ecer.com member [Advanced Dental Lab](#) as an example.

Previously, their sales representative received an inquiry in Portuguese containing industry technical terms. In the past, such inquiries often required outsourcing for translation, resulting in long response times and the risk of lost orders due to misunderstandings. After integrating Ecer.com's AI inquiry system, the AI customer service responded quickly, replying instantly in Spanish. From receiving the inquiry to completing the response, the entire process took less than ten minutes. This process not only significantly improved response efficiency but also enabled small and medium-sized foreign trade enterprises to independently and professionally handle multilingual inquiries, helping them expand into international markets more efficiently.

## End-to-End Collaboration: Beyond Information, Serving the Entire Transaction Process

Ecer.com's AI strategy goes beyond just matching and communication. The platform integrates AI into the entire process, from marketing and promotion to business opportunity conversion and order follow-up, forming a continuously optimizing intelligent closed loop. For example, AI automatically adjusts promotion strategies based on business opportunity response data, and these strategies, in turn, guide product display and content publishing. Buyers no longer need to switch between multiple platforms, and suppliers can complete key steps from initial contact to final transaction within a single interface. The platform's role has evolved from simply displaying information to becoming a support hub that deeply empowers the entire transaction chain.

## Evolving Cross-Border B2B Platform: From Connection to Empowerment

The core of future B2B platforms lies in truly achieving efficiency improvements, trust building, and end-to-end collaboration. Based on mobile technology and driven by AI, Ecer.com is making the leap from a transaction platform to a service ecosystem – it not only connects supply and demand but also lowers transaction barriers and optimizes cooperation paths through intelligent tools, paving a practical development path for the entire industry.

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