

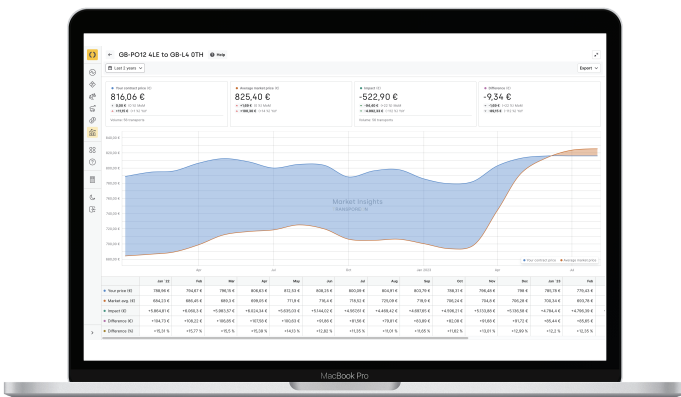
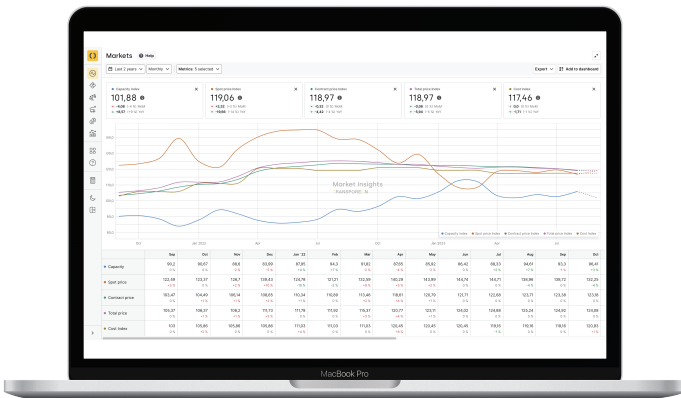
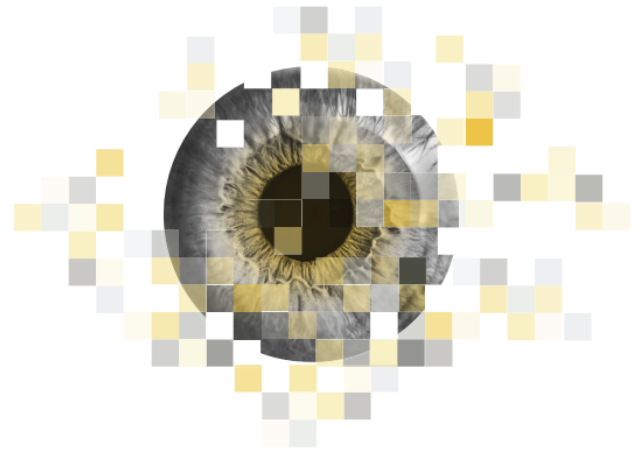
# Market Insights

The constant in today's logistics market is uncertainty. With disruptions and the economic environment significantly influencing the market, logistics professionals need to stay on top of developments.

Identifying and dealing with risk in your network and finding opportunities to optimize the procurement or selling of capacity is necessary to successfully navigate logistics markets.

Market Insights supports you with accurate and in-depth insights into European transport markets, lanes and their development. From a high level overview to detailed information on a postal code level.

Market Insights is your solution to understand the freight market.



## CHALLENGES

### BIASED INFORMATION

The European FTL market lacks neutral sources of pricing and capacity information – information asymmetry is harming everybody.

### LACK OF PRICING BASELINE

Industry players desperately need an external reference point to verify their pricing (buy/sell) strategies. A lot of decisions are still based on gut feeling.

### LIMITED RESOURCES FOR ANALYSIS

Logistics Managers are often not equipped to solve today's challenges due to lack of tools and available resources.

### OUTDATED AND FRAGMENTED DATA

Available data often only looks at past developments or is incomplete. This leaves logistics managers at a disadvantage as they would need real-time data to make informed decisions.

Market Insights consists of three modules, supporting you with accurate market data.



### Core Metrics

Inform your procurement and pricing decisions with up-to-date market data

- ✓ High-level overview dashboards for your market overview
- ✓ Europe-wide indices for spot and contracted shipments
- ✓ Includes country metrics such as lane-, rate- and capacity views and cost metrics
- ✓ API export for a seamless connection to other systems



### Rate Benchmark

Benchmark your contract rates across your network on a postal code level

- ✓ Benchmark your contract rates against the average contract rate on a postal code level
- ✓ Accurate contract rates for all European lanes
- ✓ Covers FTL road transports with ambient standard equipment
- ✓ API and Excel export available



### Contract Rate on Demand

Get precise contract rates on postal code level for any lane

- ✓ Precise contract rates for FTL road transports with ambient standard equipment
- ✓ Europe-wide coverage with contract rates on a postal code level
- ✓ Supports bulk download of rates via Excel when analyzing large networks
- ✓ API integration available for direct connection to your BI and data platforms

## BENEFITS

- › Keep your finger on the pulse with greater market transparency
- › Identify risks and opportunities within your network
- › Take better decisions through the use of accurate market data
- › Inform negotiations using neutral and comparable market price and capacity data
- › Easy to use thanks to intuitive design and functionality



Knowing the prices of the transports is crucial for our business. With Market Insights you can choose exactly the lanes you are interested in and receive and overview of the market.



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TALK TO AN EXPERT