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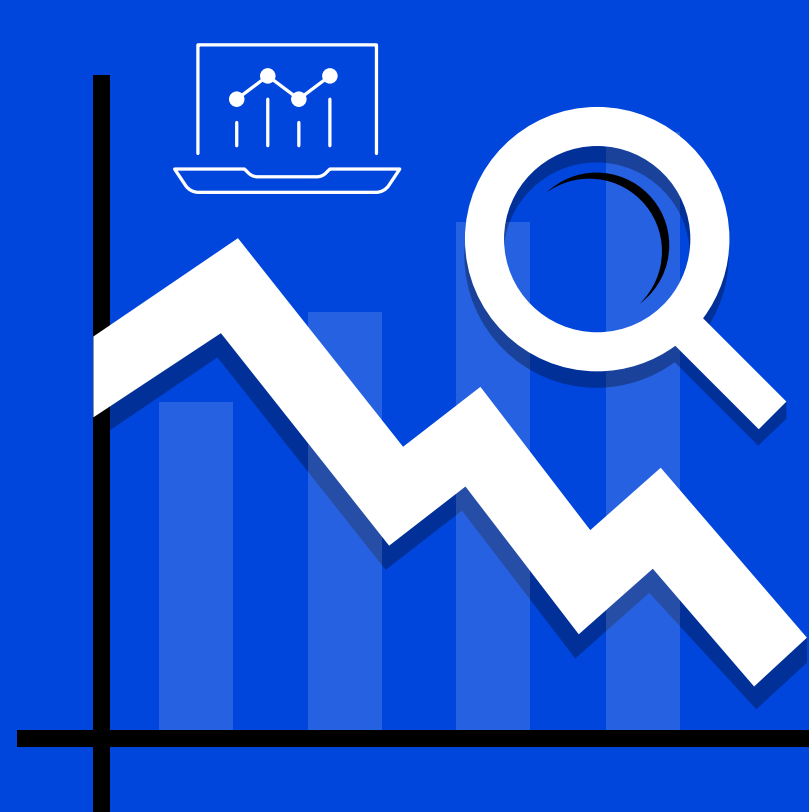
## Ways Freight Analytics Protect You Against Market Volatility

The transportation and logistics market has become increasingly volatile in the wake of the COVID-19 pandemic. In response, it's critical for shippers to utilize verified third-party data to understand how markets are performing. Below are five ways freight analytics can help shippers navigate these rough waters to foster sustained success.

1

### Predicts trends

In a volatile market, companies must keep an eye on trends in order to build sustainable budgets that are resilient to predictable seasonality and unexpected disruptions alike. With third-party data, shippers can glean deeper insights, determine and predict trends in the market, and pivot or change accordingly.



2

### Reduces costs

When modeling transportation spend, holistic third-party data offers shippers a more dynamic picture of potential costs and savings. By comparing rates for RFPs, mini-bids, and one-off spot freight moves, shippers are able to more easily determine accurate costs, save money, and set realistic expectations in all lanes.

3

### Ensures competitiveness

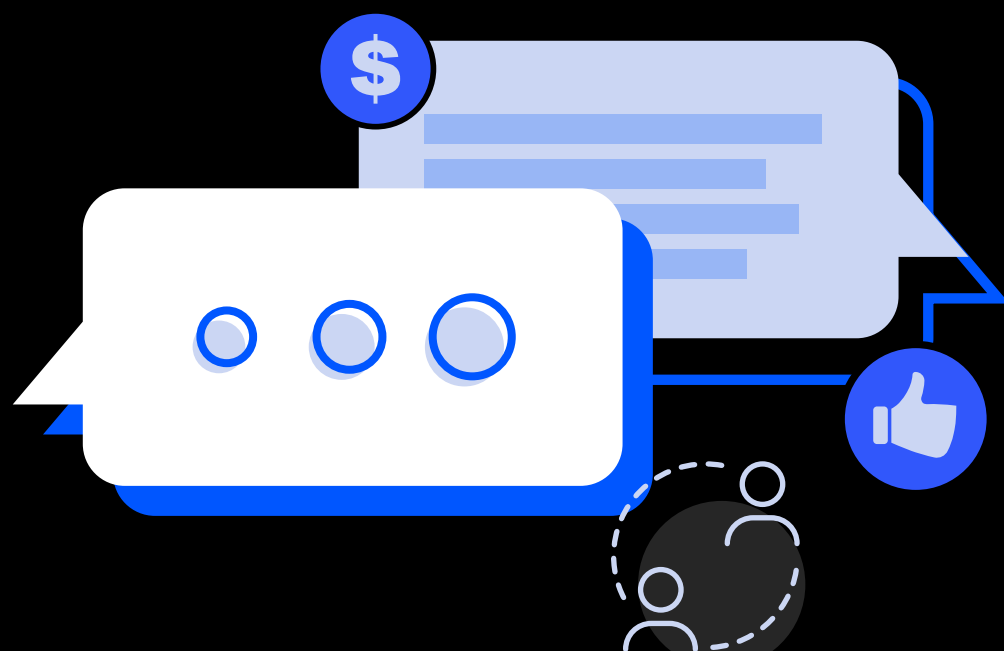
Through the applied integration of freight analytics, shippers can see the big picture to better identify effective approaches and areas of needed improvement see the big picture and better understand where they are succeeding and where there is need for improvement. With this newfound understanding, shippers can make changes and bolster critical areas of business, ensuring they are up-to-par, or even outperforming, the rest of the industry.



4

### Improves rate negotiation

When it comes to rates and capacity, the transportation sector is seemingly in a perpetual state of volatility. Freight analytics can give shippers a better understanding of what rates they should pay and which lanes or carriers they should adjust by providing historical performance benchmarks and accurate current market data to help improve decision making.



5

### Boosts flexibility

Freight analytics keeps shippers nimble by providing a bigger picture that generates visibility into their relative position in the market and the actionable insights needed to make changes accordingly. With a continuous and holistic supply of data and information, shippers are able to predict upcoming changes and be constantly in-the-know.



**With an exceedingly volatile market, shippers need the right resources to determine trends, remain cost effective, stay competitive. Freight analytics is the key tool that allows shippers to not only weather the storm, but also drive organizational growth and sustained success during tumultuous times.**