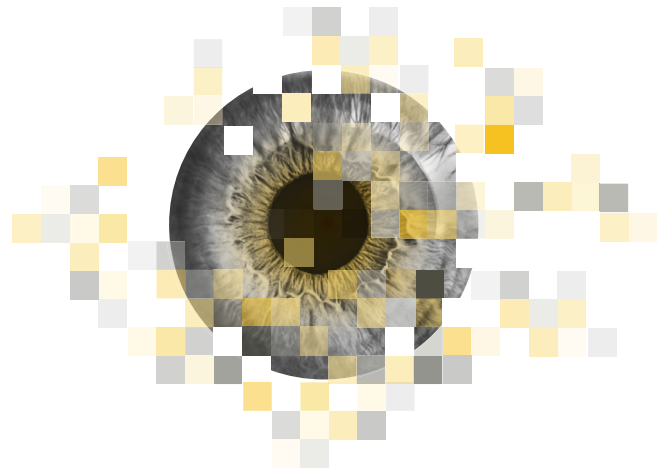


# Market Insights

Logistics professionals face daily dilemmas in the new normal: finding capacity, competitive rates, and deciding between short-term spot market moves and long-term contracts. Market Insights is the answer.

Our market intelligence solution provides in-depth, real-time insights into European transport markets, lanes, and their development. Get reliable price indicators and current capacity information with the only solution that offers real €/km rates for contract and spot loads.

Make Market Insights your go-to source for navigating uncertainty.



## 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.

### NO LOGIC FOR PRICING DECISIONS

Only few companies are investing in data science and market intelligence to support pricing decisions. Too many decisions are still driven by gut instinct.

### LIMITED RESOURCES

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

### OUTDATED DATA

When information is supplied, it's often too late to use, leaving Logistics Managers at a huge disadvantage. Information supplied too late in the process severely disadvantages Logistics Managers.

### UNDER PRESSURE TO PRESENT THE FACTS

Logistics Managers and decision-makers face pressure from all directions to demonstrate that strategic planning including savings and positive developments is based on facts, not a gut feeling.

## FEATURES

### CONTRACT RATES

Average contract rate on >220 country-country corridors and >375 region-region corridors in Europe. The dataset is distance normalized and excludes outliers.

### SPOT RATES

Average weekly spot rate on >100 country-country corridors and >140 region-region corridors in Europe. The dataset is distance normalized and excludes outliers.

### DIESEL PRICE

Weekly updated diesel price per liter for all lanes shows developments over time and is readily comparable with other rates and indices.

### REJECTION RATES

Average weekly ratio of contract loads rejected by the carriers.

### AVERAGE OFFERS PER SPOT LOAD

Weekly development of the average offers received on the Transporeon platform for each spot load, on specific country-country lanes.

### RATE ON DEMAND

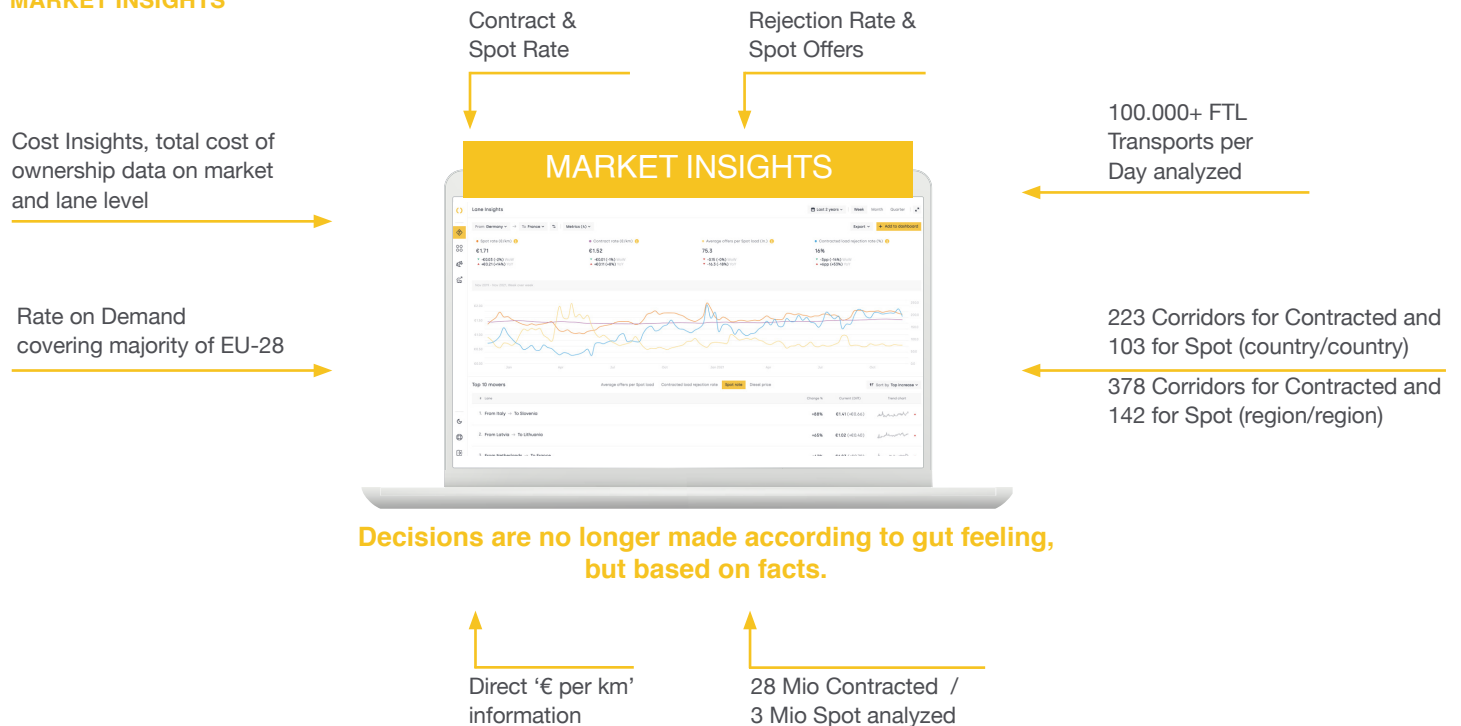
Easy-to-use price prediction tool that helps to better understand buy rates for FTL transports on the spot market.

### NEUTRAL AND POWERFUL DATA

Market Insights is powered by the richest dataset in Europe, derived from +100,000 transports per day on our platform.

## HOW IT WORKS

### MARKET INSIGHTS



## BENEFITS

- Keep your finger on the pulse with greater market transparency
- Enhance knowledge and understanding of the transportation market
- Stay ahead of market activity with data-led indicators and access to trends based on real-time information
- Make better decisions based on real data instead of gut feeling
- Save on cost of resource by making better quality decisions, faster
- 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 which you are interested in, and receive an overview of the market.**

FERDINANDO CITARELLA  
LOGISTIC AND TRANSPORT DIRECTOR, BURGO GROUP

Ready to transform your decision-making with real-time data? Talk to one of our experts today to get started with Market Insights.

[GET A DEMO](#)