

The Shipper iQ

Building better
business cases

2024

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Metrics that move the needle with B2B buyers

Most shipping leaders are aware that data isn't just a nice-to-have in today's supply chain environment. Finding a reliable freight market data provider for your organization is critical. However, generating alignment and buy-in from B2B buying teams can be challenging, as they aren't ingrained in the complexity of transportation and logistics. Knowing what metrics move the needle is key to securing funding for business-critical freight market intelligence.

The average enterprise B2B buying group consists of 5-11 stakeholders, who represent an average of five distinct business functions. Meeting needs and attaining consensus can be challenging.

[Gartner 2023 B2B Buying Report](#)

Increased market volatility is driving a surge in inquiries for performance and rate benchmarking data.

[Gartner 2023 Transportation Market Guide](#)

Let statistics tell the story

Freight analytics are critical in today's complex transportation market. Shippers across industries are realizing the immense potential data-driven insights have to optimize their fleets, improve cost efficiency, and outpace competitors.

Freight analytics provide businesses a wealth of data and insights that can inform strategic decision-making across logistics operations. From selecting the right modes and executing agile RFPs to avoiding spot market exposure, data-driven decision-making gives shippers the agility they need to manage volatility.

This is why external freight market intelligence isn't just a nice-to-have; visibility into rate and capacity trends enables agility and resilience. Unfortunately, B2B buying teams who often lack extensive supply chain expertise don't always see it that way. When margins are tight, securing essential resources can be an uphill climb.

Storytelling through effective value-framing is the key to getting buy-in. It requires a firm understanding of which benchmarking metrics showcase value in ways that resonate with the differing priorities of B2B buying teams.

Learning to speak the language of stakeholders simplifies supply chain processes. Shipping leaders responsible for strategy and operations must utilize benchmark information judiciously. To do it, they must understand how comparative data provides context for their businesses.

Keep the following areas of focus in mind when making a business case for freight analytics:

■ Quantifying ROI and cost savings

Freight costs are a significant expense for most organizations, freight analytics are essential for identifying opportunities for cost reduction across their network and negotiating better rates with carriers.

Analyzing historical data can help businesses optimize routes, identify inefficiencies, and select cost-effective carriers for each lane. This can drive significant savings on freight costs, improving profitability. Since cost optimization opportunities are table stakes in today's market, cost-centric business cases will resonate with decision-makers.

When showcasing the ROI potential of freight analytics, ensure B2B buying teams see that knowledge is power. To optimize spending during market volatility, you need to know how your logistics costs (as a percentage of sales) compare to similar companies in your industry. You also need a firm understanding of typical order cycle timelines, as well as average and best-in-class scores for on-time shipments.

These freight market intelligence insights help identify areas in your network that are underperforming relative to the broader market, giving you the power to optimize costs, mitigate supply chain risk, and secure additional capacity.

■ Addressing relevant pain points

It's important to be proactive and present use case examples that are closely aligned to your business. Prioritizing relevancy is the most effective way to quantify risk and convey value to your B2B buying team.

McKinsey research found that major supply chain disruptions [occur every 3.7 years](#), on average. Shippers are regularly at the mercy of inflation, severe weather, geopolitical tensions, deteriorating infrastructure, and more. However, it's important to remember that effects of supply chain challenges often depend on the nature of the business.

Produce suppliers, for example, constantly navigate seasonality and severe weather challenges. The Golden Quarter can make or break a retailer or consumer packaged goods (CPG) company's bottom line. At the same time, international conflicts may affect raw materials suppliers more than those in other sectors. Identifying relevant metrics provides the necessary context to make an impactful case to B2B buyers. Your business case must be tailored to the pain points most relevant to your organization.

Freight analytics can address a wide variety of granular challenges to mitigate supply chain complexity, but some benefits carry more weight than others. For example, analyzing historical weather and port closure data can help businesses proactively reroute shipments to avoid delays and disruptions. Additionally, freight analytics help identify potential fraud and theft events, mitigating financial losses and protecting cargo.

The case for DAT iQ

The DAT iQ [suite of freight market intelligence offerings](#) is designed to empower shippers with unrivaled and impactful business insights about rates, capacity, performance, and more. By comparing your network against hundreds of leading North American shippers with more than \$150 billion in annual spend, our products generate a 360-degree view of the marketplace to take uncertainty out of transportation.

[Contact us today or visit our website](#) to learn more about how DAT iQ's dynamic freight market intelligence data fosters clarity and confidence amongst organizational leaders.

**To learn more about the metrics
that matter to B2B buying teams,
reach out to one of our experts.**

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Analytics

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