



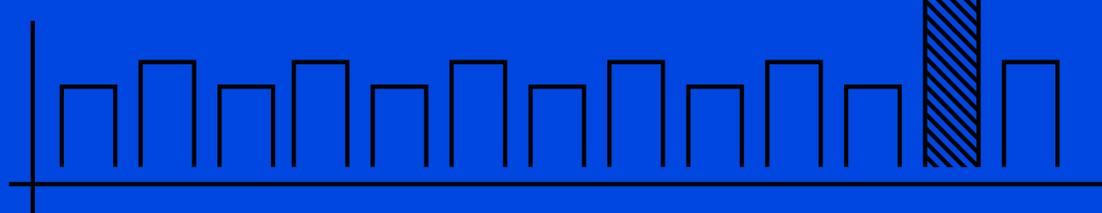
# The Art & Science of Benchmarking

And how mixing the two yields better results



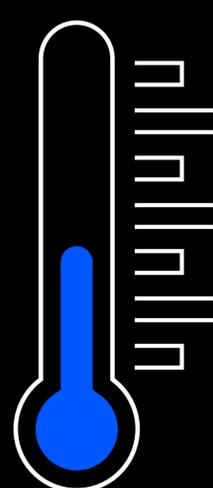
## What is benchmarking?

Benchmarking helps shippers identify outliers in lane, carrier, or rate performance. It shows shippers how to improve operations and save money – but doing so effectively requires a bit of nuance and expertise, or as we like to say: the art and science of benchmarking.



## Cold, hard data

The science part is what DAT delivers – cold, hard data, paired with rate modeling and reporting powered by advanced data science. The art is in looking at the big picture to evaluate that data, understanding its implications, and placing it within the context of your company.



### Art

Interpreting insights with the lens of your business nuances and freight characteristics, and telling a complete story that includes necessary context.

VS

### Science

Comparing your performance to unbiased market data and leveraging BI visualizations to dive deeper.



## Bringing it all together

With the full story, you'll identify business drivers, opportunities to improve performance, and take a strategic, agile approach to procurement to manage a volatile landscape.

DAT



Analytics

### Need a helping hand?

Navigating the always-changing freight marketplace isn't easy. It helps if you have a co-pilot. See how we can help your business at [DAT.com/benchmark-analytics](https://www.dat.com/benchmark-analytics)