



# Take control of your transportation spend

Because business as usual is costing you

## ! THE PROBLEM

71% of industry CFOs agree: freight and logistics spend is a top budget risk.\* Volatility and uncertainty make organization financial planning difficult.

## ✓ THE SOLUTION

Independent benchmarks from DAT iQ, based on over \$1T in verified freight transactions. With this data, transportation budgets become more predictable, enabling smarter financial decisions. Verified freight data turns transportation spend into a measurable, auditable asset.

**50%**

of DAT iQ Benchmark users report

**>5%**

transportation cost reduction

**19%**

of DAT iQ Benchmark users report

**10-15%**

transportation cost reduction

**“DAT benchmark data has become an integral part of our decision-making process...relied on by almost all transportation teams.”**

– Director, Transportation and Supply Chain Transformation & Analytics,  
J.M. Smucker

# DAT iQ provides authoritative benchmarks, forecasts, and performance insights that finance leaders can use to:

Defend budgets	Reduce risk	Prove ROI	Extend impact
Independent benchmarks show what “good” looks like and give CFOs credibility with CEO/board.	Control variance, mitigate supplier performance gaps, and avoid budget surprises.	Tie procurement decisions directly to financial outcomes, not just operational metrics.	Leverage data as a cross-functional asset to inform cost, risk, and growth decisions across the business.

## DON'T TAKE OUR WORD FOR IT

### How Freshpet turned transportation from a cost center to strategic lever



Freshpet leveraged DAT iQ to achieve significant cost savings and improve reliability, resulting in millions of dollars in reduced spending and a compelling ROI for their finance team. [Learn more about Freshpet's experience in this case study.](#)

- ✓ Reduced freight costs by 50% as a percentage of sales, directly improving profit margins.
- ✓ Improved carrier performance, eliminating over \$2M in penalties.
- ✓ Gained CFO confidence by validating budgets with accurate market data.

## Ready for budget predictability?

See why Fortune 500 businesses rely on DAT iQ to validate budgets and reduce costs. Request an executive-ready ROI analysis that uncovers savings potential, validates financial decisions, and equips you with defensible numbers.