

PostBidShip Extends Market Intelligence Throughout its Digital Freight Matching Platform

Embedding Real-Time Market Knowledge Empowers Shippers with Informed Decision-Making on Loads



SCOTTSDALE, Ariz., February 28, 2020 - [PostBidShip](https://www.postbidship.com), a digital freight technology company, today announced as part of release 2.0 of its digital freight matching platform, the extension of market intelligence throughout the platform. PostBidShip enables shippers of all sizes to collaborate with their OTR (over-the-road) private carrier networks.

With PostBidShip's continued innovation and evolution, it has become important not only that the platform is easy to use, efficient, easily connectable with other technologies and systems, but also embeds the most current, highly intelligent freight market information throughout. PostBidShip's market intelligence empowers both users and platform algorithms to make decisions using real time market information with the confidence in acting using current, accurate market analytics and trends.

"PostBidShip delivers real-time actionable market intelligence to make optimal decisions regarding freight.", said Sam Levin, CEO of PostBidShip. "Integrating this data into shippers' workflows and our platform algorithms gives companies of all sizes best-in-breed transportation sourcing decision-making tools by using the PostBidShip Digital Freight Matching Platform."

Core to PostBidShip's market intelligence is near-time access to load demand and lane volatility. Drawing from over 100,000 data sources nightly that represent all key markets throughout the US, PostBidShip's market intelligence provides the most accurate view in these areas available in the market today. Measures such as haul volume, inbound and outbound load volumes and tender rejection rates are incorporated to quantify the daily trends by each market. Taken together, these measures identify current market trends that factor positively in completing optimal digital freight matching, carrier quoting and the tendering of loads.

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sales@postbidship.com



As part of the load processing, shippers can now review current rate data for lanes as well as integrate their appropriate contract rates into the workflow process. Shippers' historical load price data for relevant lanes and various periods of time is now easily accessible. The power shippers achieve by combining current and forecasted market rates, contract rates and rate history allows systematically analyzing such data in real-time to implement enhanced PostBidShip digital freight matching with shippers' private carrier networks, including capabilities such as [ShipperPreferences™](#), [CarrierPreferences™](#), automated bid ceilings and [I'LL TAKE IT™](#) load reservations, all using single clicks or even configured for "lights out" automated scenarios.

With this release, market intelligence trend analysis and lane rate data are now embedded directly into the load processing workflow. Practical use is now possible by making informed decisions on loads such as the fair price point given current market trends, number of bidders from a shipper's private carrier network, inclusion of out-of-network carriers, duration of bid period and when to schedule the optimal pickups and deliveries. By making informed choices using this market intelligence, shippers can best achieve freight matching objectives quickly and efficiently while giving carrier partners a fair price based on market conditions.

This release of the PostBidShip also solves a recurring data challenge for the busy logistics team ... staying updated on current carrier intelligence information. With PostBidShip, the latest carrier information now exists at one's fingertips on each carrier within an existing private carrier network or for new carriers being added. Current carrier information such as verification of authority, insurance levels and policies, safety data and more is readily accessible. PostBidShip provides active monitoring to keep track of this and other information and makes it accessible with a single click at critical places within the platform.

With the ability to post loads to shippers' private carrier networks, all the inefficient, suboptimal, friction-based freight market legacy processes including manual emails and phone communications are a thing of the past. Combining these best-practice processes with accurate market intelligence on real-time market trends results in friction-less freight processing and leads to sustainable recurring labor and freight cost savings.

About PostBidShip

PostBidShip is a neutral digital freight platform that replaces outdated workflows with quick, cost-effective and efficient matching of loads to transportation capacity in real-time, using near-time data analytics, market indices modelling and real-time digital collaboration, benefiting both parties through an optimal mix of cost, performance, convenience and asset utilization. For more information, visit www.postbidship.com.

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