

From Market Rates to Unmatched Savings

How EmERGE Shippers Benefit from Dynamic Book It Now

What is Dynamic Book It Now?

Dynamic Book It Now is a game-changer within EmERGE's Spot Automation suite. It allows shippers to set starting and ceiling rates for spot quotes that incrementally increase over time, enabling carriers to instantly book loads.

In this informative case study, we explore the remarkable impact of the EmERGE Dynamic Book It Now feature and how **85% of all shippers currently utilizing the feature saw significant spot freight savings**. Our goal is to inform shippers about this powerful tool and showcase why customers look to EmERGE as a trusted data provider. By sharing real-world examples, we aim to demonstrate how Dynamic Book It Now empowers shippers to make informed decisions, secure the best rates, and maximize their savings.

By seamlessly integrating with Rate Pulse, EmERGE's spot benchmarking feature, and Auto Book Partners, a carrier preferences feature, Dynamic Book It Now equips shippers with the tools they need to optimize their spot-quoting process and achieve exceptional cost savings.

Good bye archaic methods

Gone are the days of relying on archaic methods like email chains, spreadsheets, and endless phone calls to secure spot quotes from a limited pool of carriers and brokers.

This outdated process often resulted in missed opportunities for better rates and inefficient load assignments. Shippers faced numerous challenges in obtaining the best market rates due to the lack of real-time data and cumbersome quoting procedures.

Hello spot freight automation

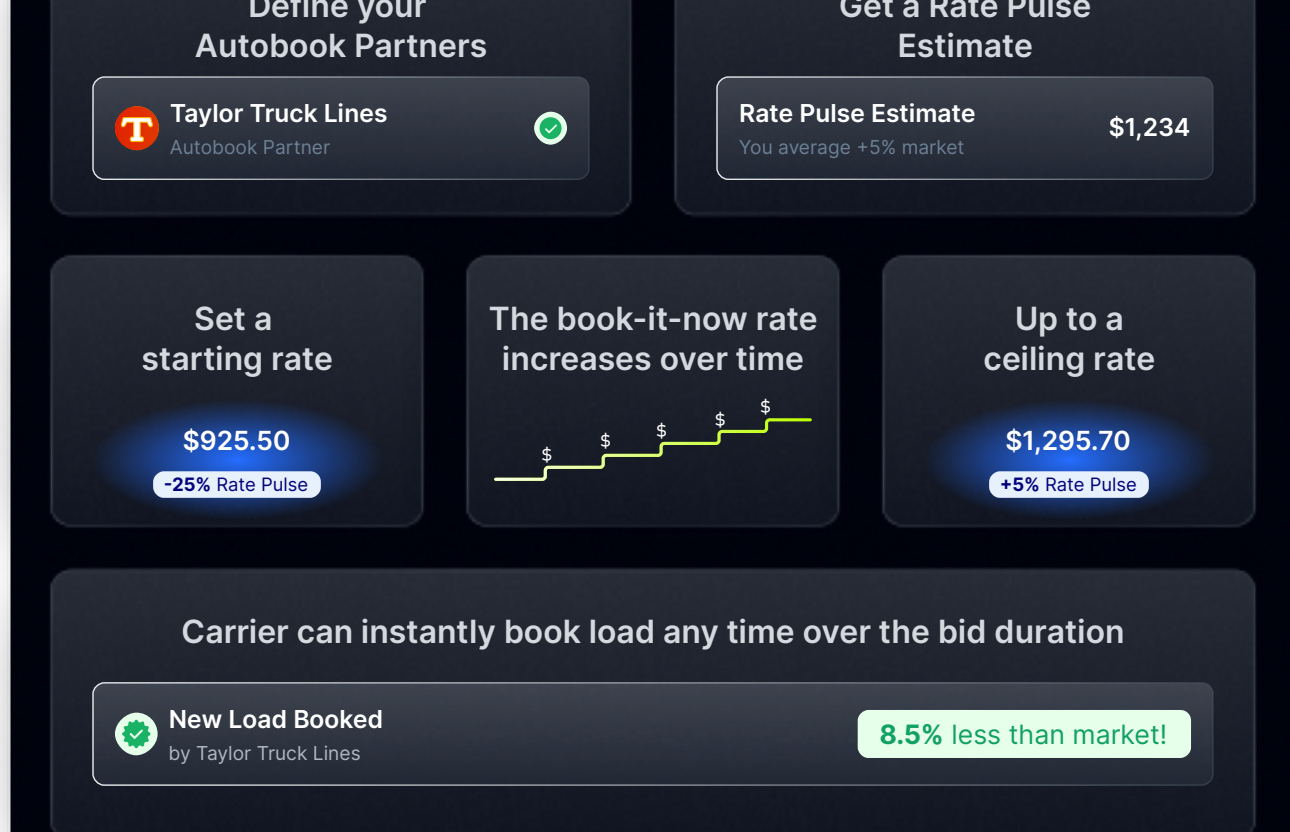
Leveraging Rate Pulse, a robust benchmarking tool that combines current market data with historical insights, shippers can build spot quotes with confidence.

Carriers, too, benefit from the streamlined process and potential immediate load awards. With Auto Book Partners, shippers can establish their awarding criteria and work with preferred partners, adding an extra layer of control and confidence to their freight management.

How it works

Let's dive into how Dynamic Book It Now works, step-by-step, to unlock the full potential of this game-changing feature.

Firstly, shippers can take control of their preferences by setting up Auto Book Partners, carefully curating their list of carriers and defining criteria for auto-awarding. **Next**, they can leverage Rate Pulse, which taps into real-time market and historical data, to discover the best market rate. Armed with this information, shippers can set their Dynamic Book It Now starting and ceiling rates, which gradually auto-increases the rate over a specified duration. Carriers, now empowered by the transparent rate range, can instantly book loads that fit their needs.



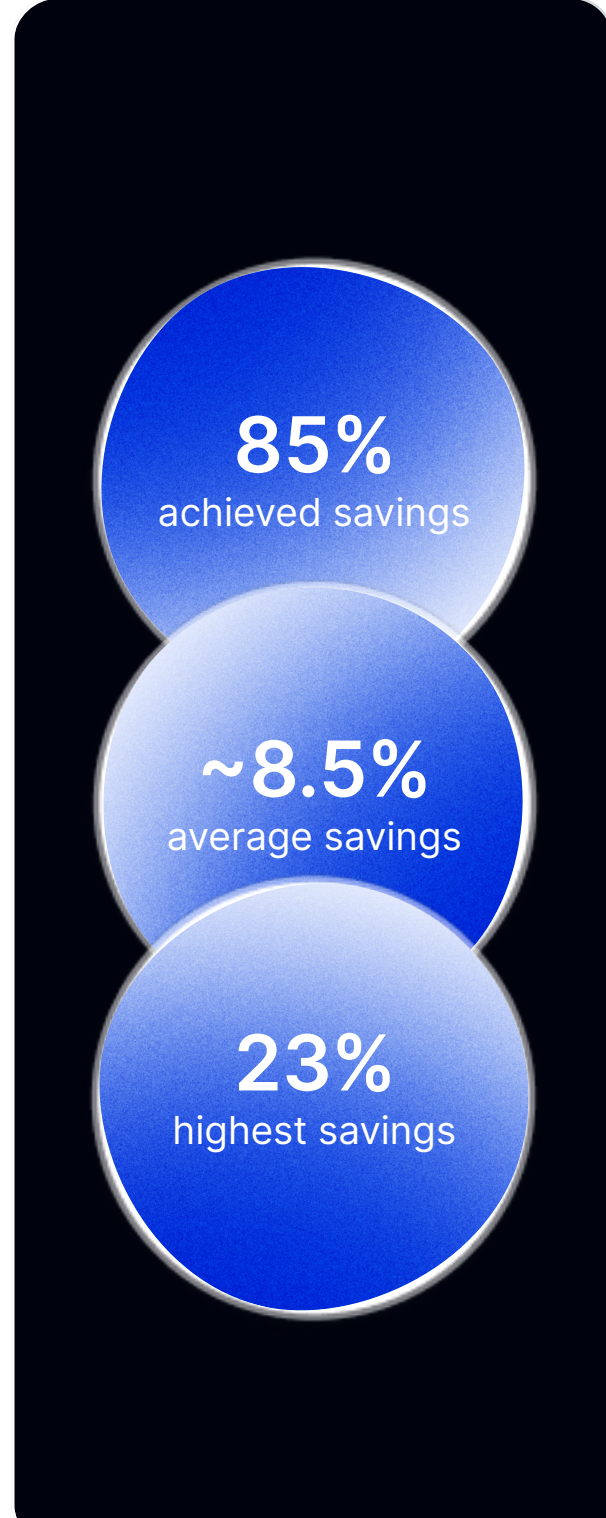
Case study analysis

In our analysis, we discovered that a staggering **85% of Dynamic Book It Now users secured an average of 8.5% below the market rate**. These savings translate into significant financial benefits for shippers. In fact, we even found one shipper who managed to achieve an impressive **23% below market rates!**

Bid farewell to the days of creating "ghost" quotes or relying solely on internal historical buying behaviors. Rate Pulse, powered by DATIQ, combines current market data with EmERGE's lane data, providing shippers with a comprehensive and accurate benchmark for setting their spot quotes. By leveraging this powerful tool, shippers can make data-driven decisions with confidence.

To ensure the accuracy of our findings, we meticulously compiled data from every shipper that utilized Dynamic Book It Now to book spot freight over a one-month period. Our comprehensive approach guarantees that the insights gained are representative and reliable. In our analysis, we observed that a remarkable 85% of shippers achieved savings based on the recorded Rate Pulse market rate. Of the customers that secured higher rates, we identified a few patterns which included aggressive starting and ceiling rate ranges, limited Auto Book Partners, or the shipper manually choosing an option before the bid duration expired.

By comparing the savings achieved through Dynamic Book It Now with traditional spot quoting rates, we unequivocally **proved the significant advantage that shippers gain by utilizing a book it now tool**.



What did we learn?

85% of Dynamic Book It Now users achieved an average of 8.5% savings compared to the market rate. These savings validate the effectiveness and impact of Dynamic Book It Now as a transformative solution for spot freight management.

Why does it work? The incremental rate increase feature serves two crucial purposes. Firstly, it ensures that shippers capture the best market rate possible, optimizing their cost savings. Secondly, it provides carriers with clarity about the load requirements at the base rate, facilitating informed decisions.

For shippers seeking to expand their carrier network, find the perfect carrier matches for their spot loads, and save money should explore the immense potential of Dynamic Book It Now. Reach out for a personalized demo where our experts can provide invaluable guidance and support. Together, we can unlock unprecedented savings and operational efficiency.



Want to see for yourself?

<https://emergemarket.com/demo>