

The Emerge Premier Carrier Program

Unveiling New Opportunities for Contract Freight



In the ever-evolving logistics landscape, finding reliable carriers to cover requests for proposals (RFPs) can be a challenging endeavor.

Introducing the Emerge Premier Carrier Program, a game-changing initiative that adds a new layer of confidence to shippers seeking carriers to fulfill their transportation needs. This case study delves into how the program has redefined the relationship between carriers and shippers, resulting in newfound opportunities for both parties. To assess the impact of the Premier Carrier Program, we conducted a comprehensive analysis over the last 60 days, following its launch in the spring of 2023. We focused on key performance metrics, including win rates, secured freight volume, and average contract lengths.

In summary, the Emerge Premier Carrier Program stands as a pioneering initiative that has revolutionized the dynamics between carriers and shippers opening up new carrier contract agreements. Its data-driven approach, coupled with a commitment to transparency, has ushered in a new era of opportunities and growth in the logistics ecosystem.

Empowered Shippers

- The program's transparency has enabled shippers to broaden their horizons and tap into previously inaccessible opportunities, fostering trust and fostering new business relationships.

Revolutionized Perception

- The program has disrupted traditional notions of how carriers interact with RFPs, allowing them to secure primary awards in scenarios where this achievement was elusive for carrier contracts.

Financial Growth

- Premier Carriers have collectively secured over \$3.9 million in revenue in a short span, indicating the tangible economic impact of the program.

Success Metrics

Win-Rate Achievement:

The Premier Carrier Program showcased an impressive win rate of 3.2% over the initial 60 days. This metric was defined as the ratio of unique lanes won to the unique number of lanes bid on. Since its inception in May, Premier Carriers secured 355 primary lanes and 172 backup lanes.

Enhanced Shippers' Confidence:

In a real-world scenario, Emerge participated in over 10 RFPs for a Fortune 100 company with drop trailer opportunities but had not secured a primary award until the involvement of a Premier Carrier. In the very first event where an Emerge Premier Carrier participated, they successfully secured 6 drop trailer lanes, translating to over \$400,000 in revenue. This exemplifies how the Premier Carrier Program's transparency and visibility throughout the RFP process reshape shippers' perceptions and provide access to traditionally elusive opportunities.

Freight Secured:

Over 60 days, the program participated in 55 events and bid on 5,352 lanes. A total of 97 unique carriers submitted options, generating 10,372 option submissions. This cumulative effort culminated in the awarding of 183 lanes, comprising 170 primary and 13 backup lanes. The primary awards amounted to an impressive \$3.9 million, covering 4,009 loads, with an average contract length of 8.2 months.



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