Shipper Intelligence Definitions

Overview

MyCarrier's Shipper Intelligence is an interactive application designed to give you, the sales rep, valuable information on your shipping customers. Shipper Intelligence provides in-depth data on shipping history, freight mix, decision drivers, high volume lanes, and how competitive your carrier's pricing is. Below is a list of all metrics included in Shipper Intelligence, along with definitions and some visual examples.

Customer

Definition: Customer's company name in MyCarrier

Location

Definition: Customer's company name and street address

Account number

Definition: Customer's account number with the viewing carrier for that location

Sales Representative

Definition: The viewing carrier's assigned sales rep to that location

Primary Booking User

Definition: Name, email, phone number, and last login date of the user who is primarily responsible for booking shipments for this location

Churn risk

Definition. Customer's estimated risk of "churning" with the viewing carrier. A Customer churns when they do not book a shipment with that carrier for a consecutive 30 days

Price Competitiveness

Avg Awarded Rate: The average rate of the customer's booked shipments that the viewing carrier also returned a rate on

Avg Quoted Rate: The average rate that the viewing carrier returned on the customer's booked shipments

Price Differential: The difference, in %, between the Avg Quoted Rate and the Avg Awarded Rate. A positive number means the viewing carrier returned a higher rate than the customer's booked rate, on average.

Sample Visual:

Avg Awarded Rate
$307.68

Avg Quoted Rate
$389.88

Price Differential
26.72%

Revenue Opportunity

Definition: The amount of revenue the customer has booked with carriers other than the viewing carrier.

Overlength

Definition: The % of the customer's booked shipments that contained a handling unit greater than or equal to 96 inches in length.

Avg Length of Haul

Definition: The average distance (in miles) between the origin and destination on the customer's booked shipments.

Avg Weight

Definition: The average weight (in lbs) of the customer's booked shipments.

Integrated Carriers

Definition: The number of carriers the customer is integrated with (includes the viewing carrier).
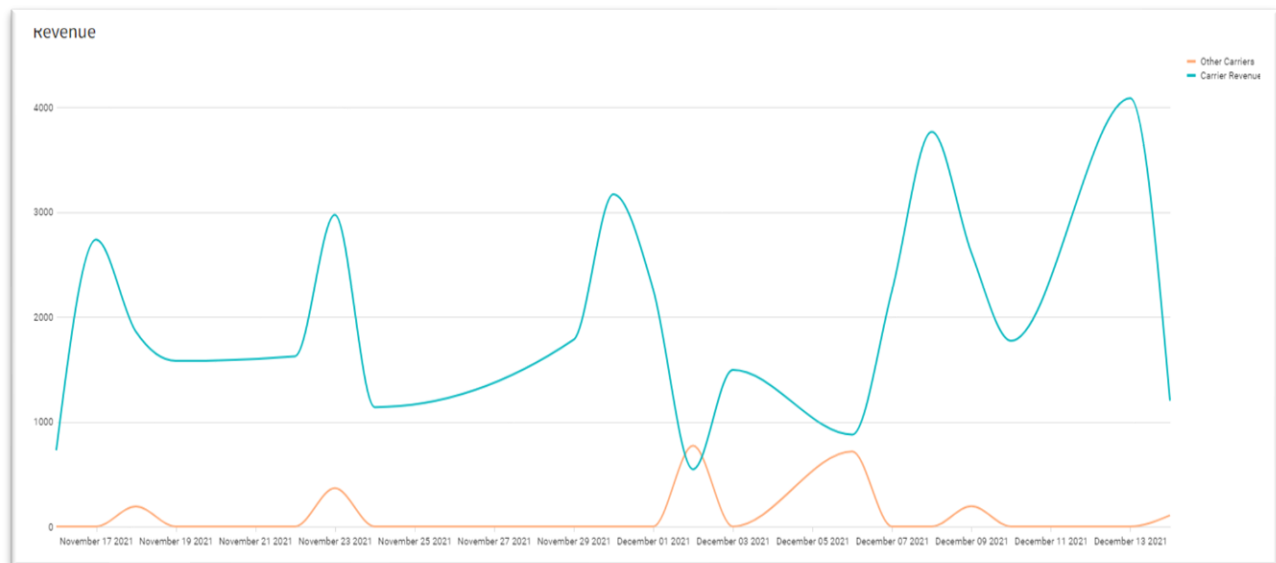
Carriers Shipped With

Definition: The number of carriers the customer has booked a shipment with (includes the viewing carrier).

Carrier Revenue

Definition: The amount of revenue the customer has booked with the viewing carrier.

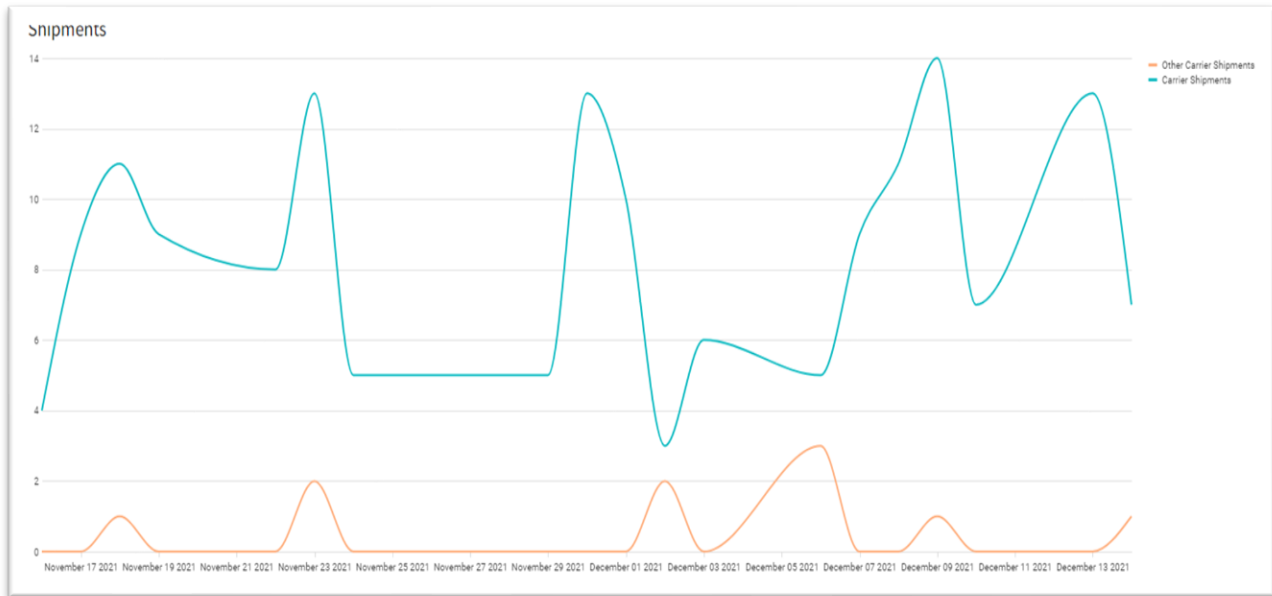Note: Included as both a number and a visual over time.

Sample Visual:

Carrier Shipments

Definition: The count of shipments the customer has booked with the viewing carrier.

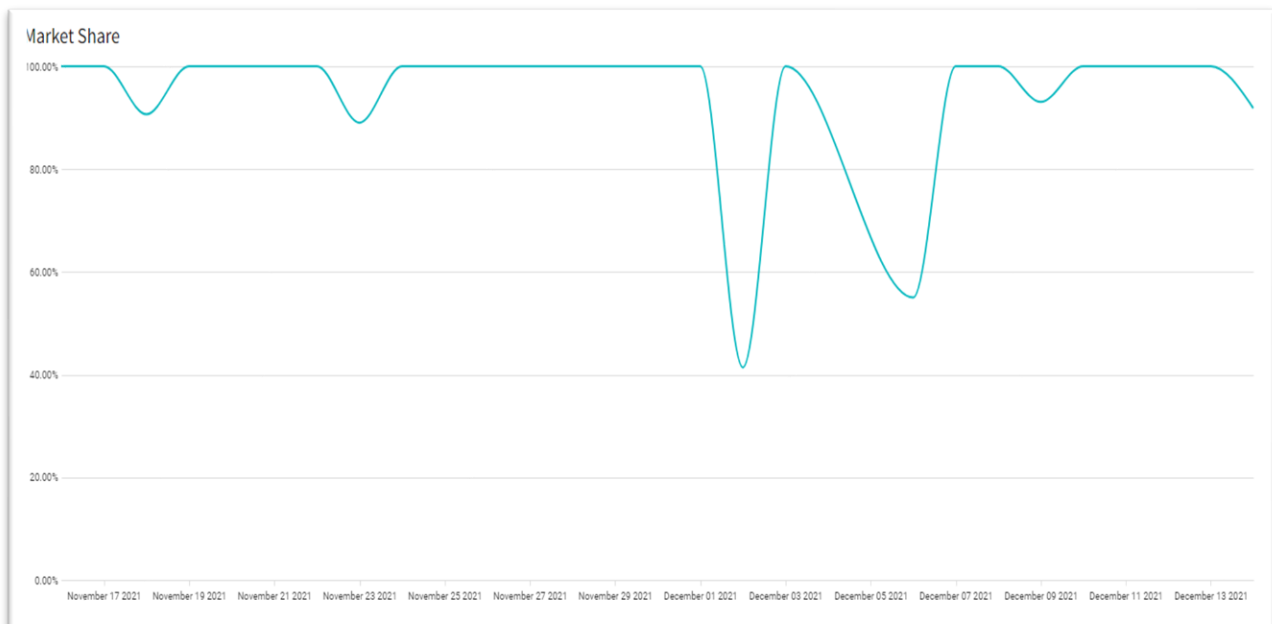Note: Included as both a number and a visual over time.

Sample Visual:

Carrier Market Share

Definition: The % of the customer's total booked revenue that the customer has booked with the viewing carrier.

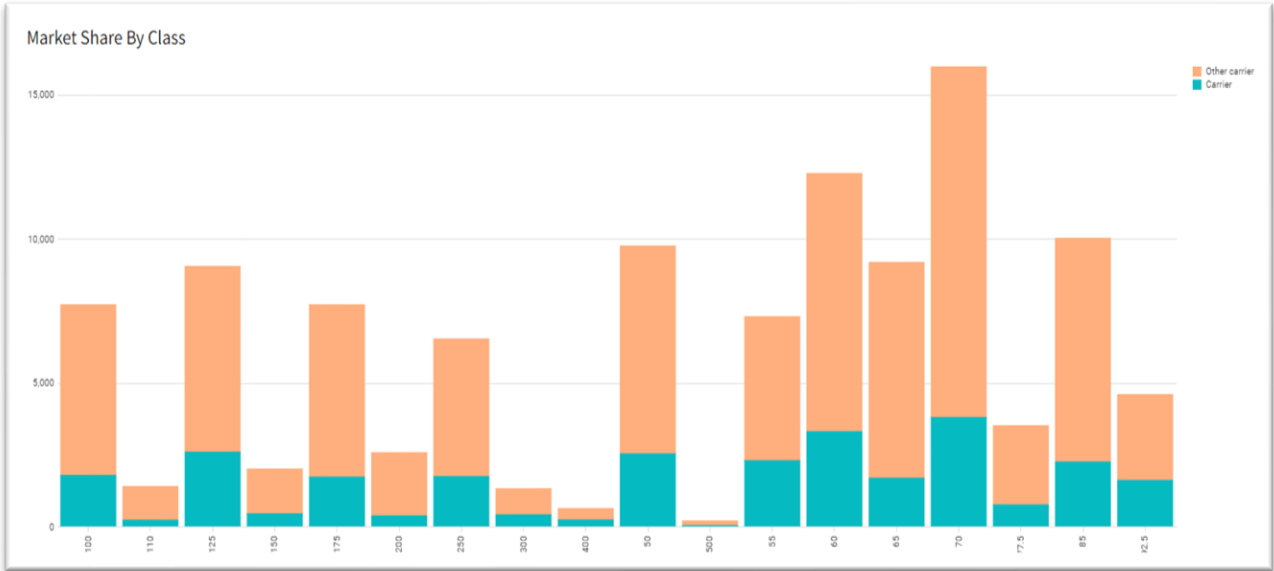Note: Included as both a number and a visual over time.

Sample Visual:

Market Share by Class

Definition: How many handling units the customer has booked with the viewing carrier and how many handling units the customer has booked with another carrier, grouped by freight class.
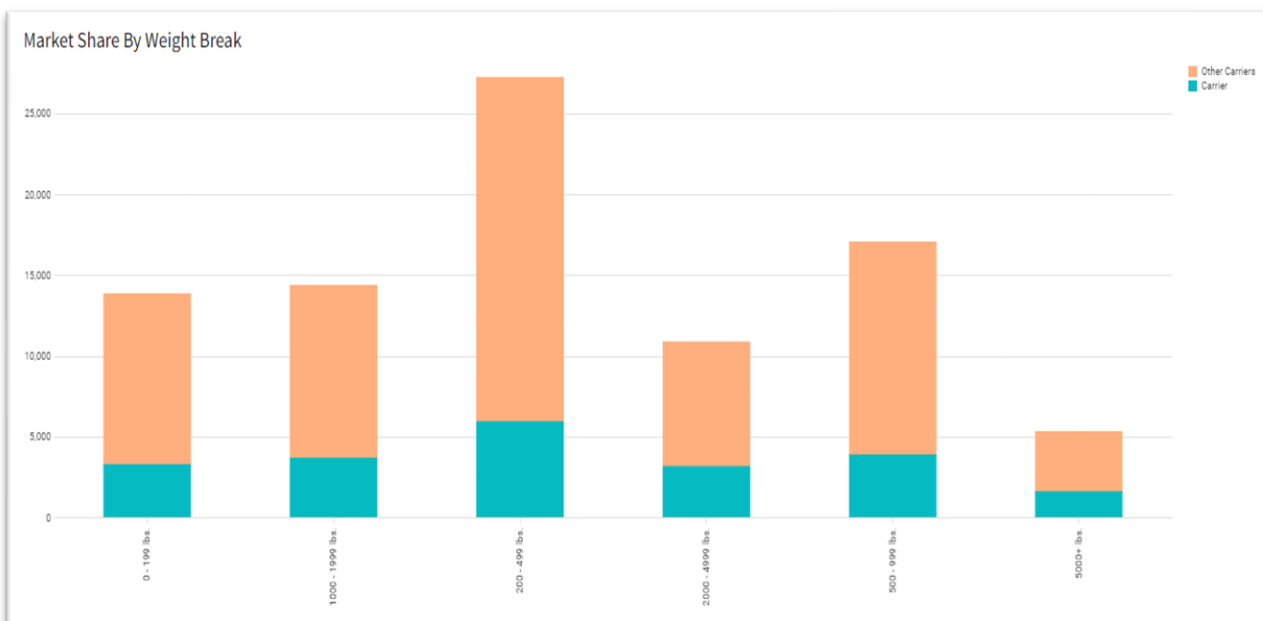
Sample Visual:

Market Share by Weight Break

Definition: How many shipments the customer has booked with the viewing carrier and how many shipments the customer has booked with another carrier, grouped by weight break.

Weight Break: Shipments are grouped in a weight break based upon the total weight of the shipment. The separate groups are:

- 0 to 199 lbs
- 200 to 499 lbs
- 500 to 999 lbs
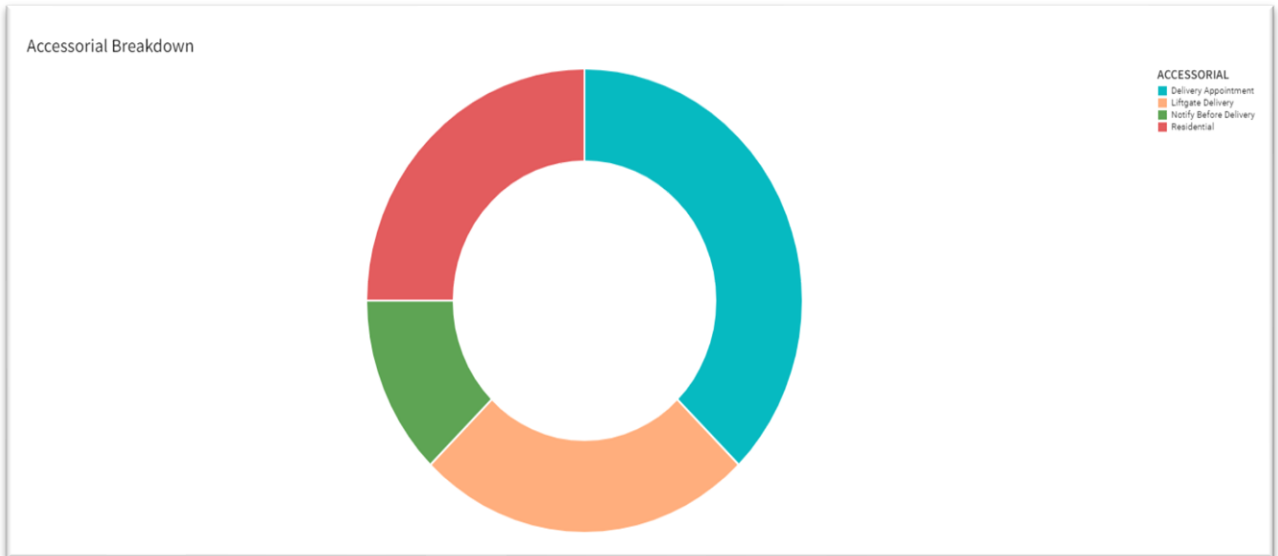- 1000 to 1999 lbs
- 2000 to 4999 lbs
- 5000+ lbs

Sample Visual:

Accessorial Breakdown

Definition: Specifies which accessorials the customer has booked on their shipments, with a count of how many shipments for each accessorial.
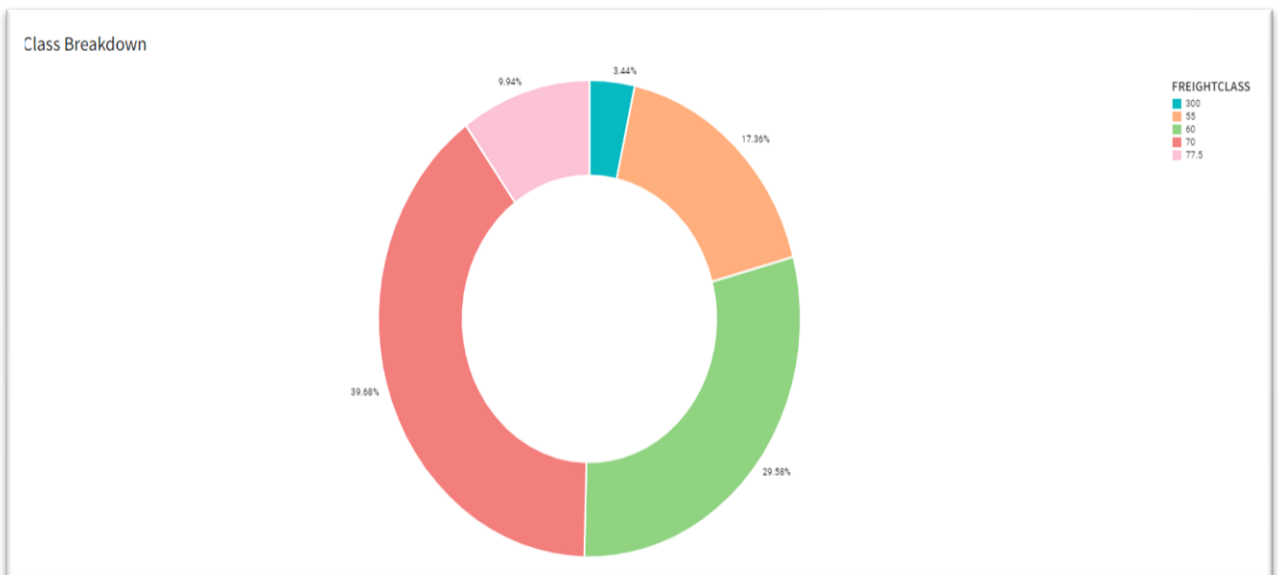
Sample Visual:

Class Breakdown

Definition: Specifies which freight classes the customer's booked shipments have included, with a count of how many handling units for each freight class.

Sample Visual:

Transit vs Rate Focus

Definition: Gauges whether the customer values a lower rate or a faster transit time more when booking a shipment.

Note: The further right the needle is, the more price focused that customer is. The further left the needle is, the more transit focused the customer is. If the needle is more towards the middle, that indicates that customer is price and transit neutral.
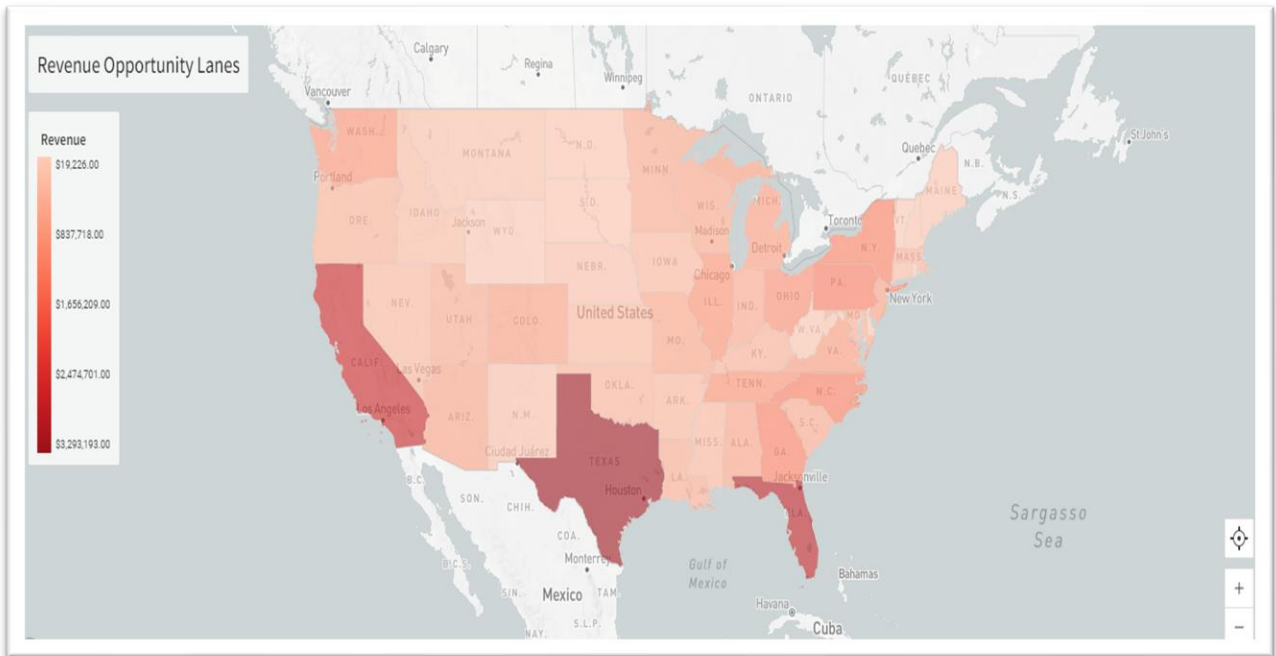
Sample Visual:

Revenue Opportunity Lanes

Definition: Grouped by destination state, specifies how much revenue the customer has booked with carriers other than the viewing carrier.

Sample Visual:

High Volume Lanes

Definition: Grouped by destination state, specifies how much revenue the customer has booked with the viewing carrier.

Sample Visual: