SONAR USE CASE

Looking to understand how to use rejections by lane to help price freight?

Use the SONAR Tender Rejection Rate Indices

FREIGHTWAVES SONAR

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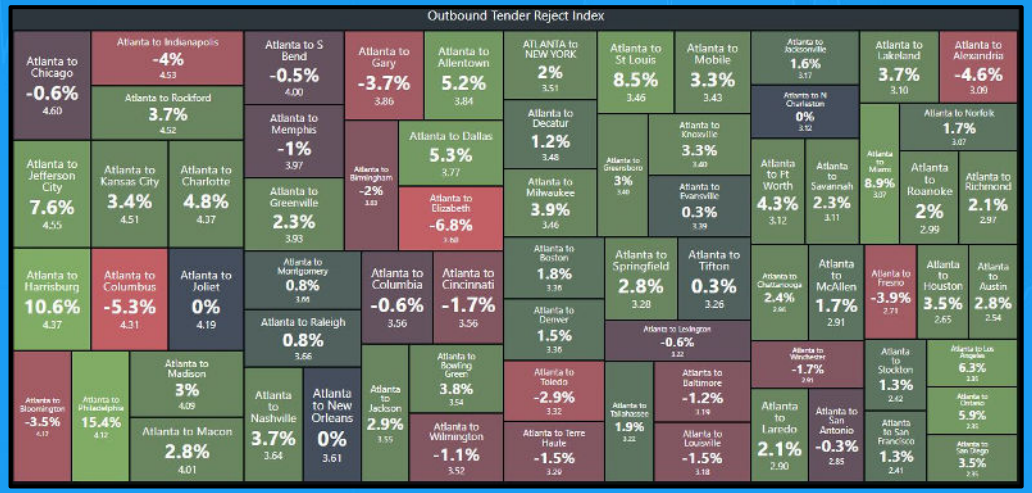
HERE'S WHAT YOU'RE LOOKING AT: TREE MAP VIEW



This is a tree map of multiple outbound lanes from the Atlanta market, the tender rejection rate for each lane (the bottom number), and the percent change of the tender rejection rate from the day before (the top number). The top left of the screen shows the lanes with the highest tender rejection rates, declining to the bottom right for the lanes with the lowest tender rejection rates.

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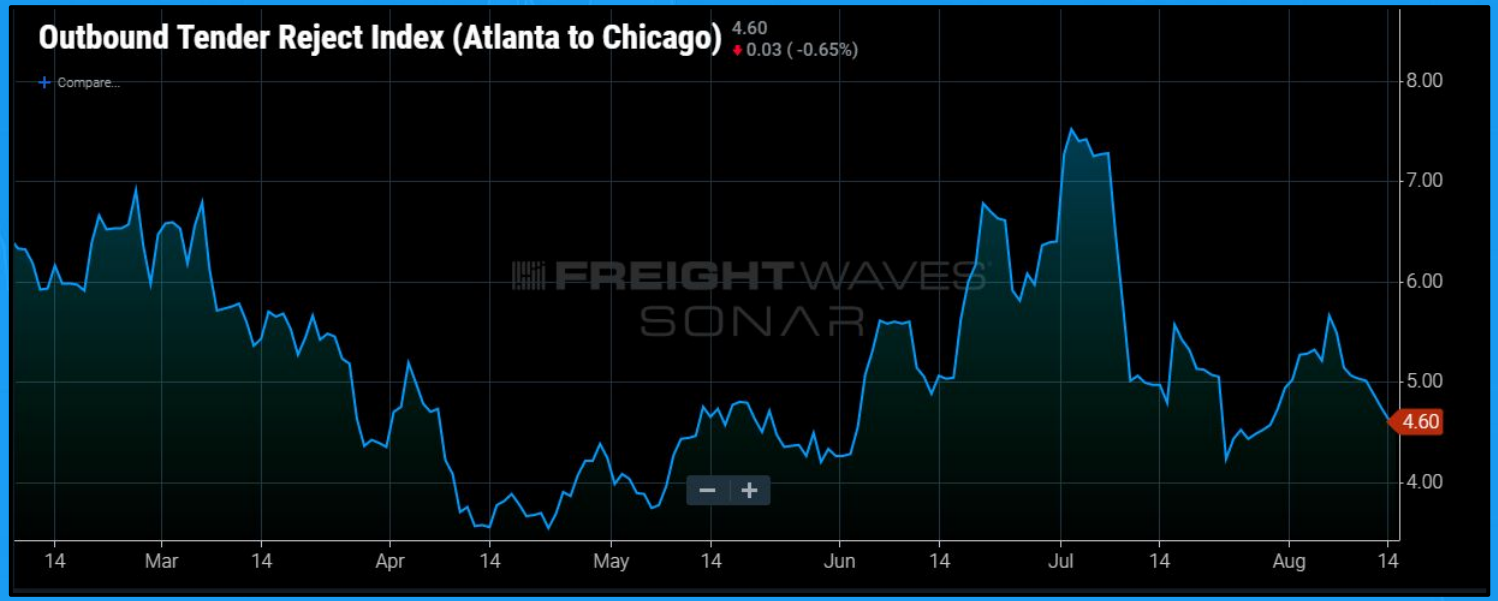
HERE'S HOW YOU COULD USE IT

In this watchlist example, San Diego, San Francisco, and Ontario, California carry the lowest tender rejection rates from the Atlanta market, indicating carriers want the long-haul lanes to California, which is shown on the bottom right.

In the top left, Chicago, and Indianapolis carry the highest tender rejection rates, indicating carriers are resisting those lanes at their contracted rates. **Higher tender rejection rates are a signal of higher carrier rates on those lanes.**

HERE'S WHAT YOU'RE LOOKING AT: CHART VIEW



This chart shows trends and changes in tender rejection rates for loads that pick up in Atlanta and deliver into the Chicago area.

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HERE'S HOW YOU COULD USE IT

For example, you have to bid a dry van load from Atlanta, GA to Naperville, IL. You will want to look at **Van Outbound Tender Reject Index for Atlanta (VOTRI.ATL) which is 2.49%**, **and Tweener Outbound Tender Reject Index for Atlanta (TOTRI.ATL) which is 4.54%, to understand the trends in tender rejection rates for dry van loads, and loads that deliver 451 to 800 miles from Atlanta.**

Since Naperville, IL is located just outside of Chicago, IL, you can create a SONAR chart representing the Outbound Tender Reject Index for the Atlanta, GA to Chicago, IL, (OTRI.ATLCHI: 4.60%) lane to **better understand the context of tender rejection rates for loads delivering in the Chicago region.**

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FOR INFORMATION AND INSIGHT
ON HOW SONAR CAN HELP YOU

Visit the **Knowledge Center** in SONAR

Contact **sonarsupport@freightwaves.com**

Visit **www.freightwaves.com/SONAR**