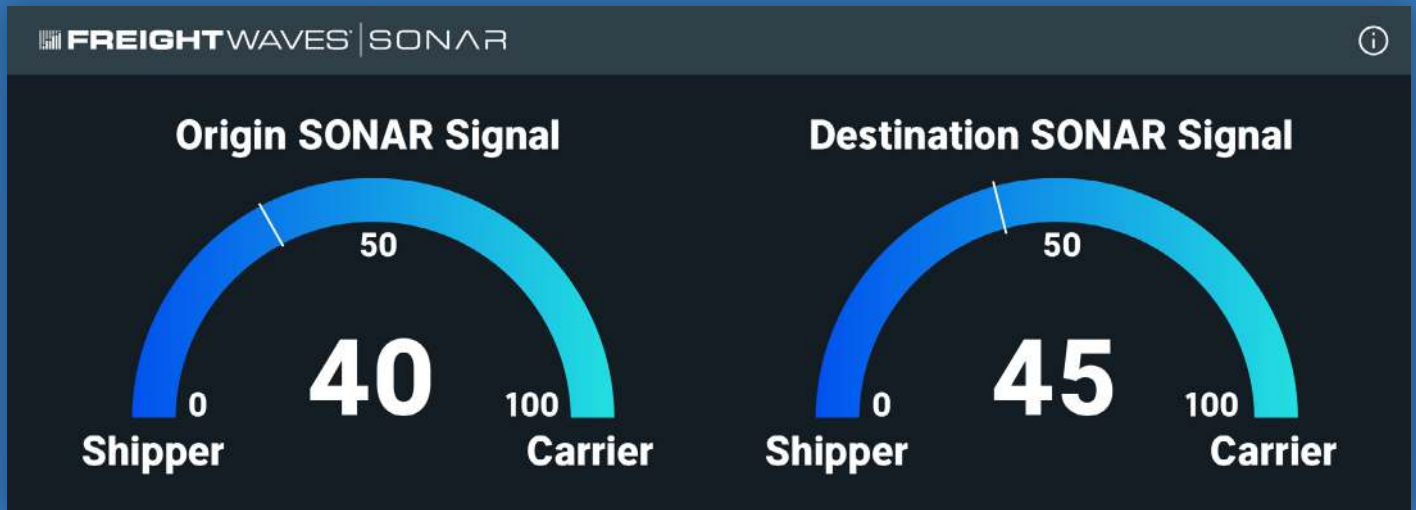# ⫴ FREIGHT WAVES ®
SONAR

SONAR Signals Open API

The fastest pricing analytics, completely free.

SONAR Signals Open API are changing the way freight and logistics leaders make pricing decisions. Bring value to your customers and team by providing them real-time, actionable insights directly to their screens. Our proprietary algorithms use a variety of datasets, such as historical volumes and tender rejections, as well as previously assessed spot rates, found in SONAR to create a custom pricing power score.

Easy Integration

Integrate the power of SONAR's real-time freight data into your own commercial software or TMS system for more efficient decision making. Save time digging through information to make holistic pricing decisions; SONAR Signals Open API clearly displays who holds the pricing power in the markets that matter most to your business.

Fast Decisions

Score the shipper vs carrier strength of pricing and negotiation in both the origin and destination markets. These scores are broken down by the origin and destination lanes, and are updated daily, giving you the fastest and most accurate information in the market.

Effective Data

Scores vary by direction on the lane because carriers can charge more to leave headhaul markets (more outbound than inbound freight) than to leave backhaul markets (more inbound than outbound freight). These dynamics change daily and integrating SONAR Signals Open API into your workflows will give you advanced insights you can't find anywhere else.

A process so simple, everyone should be doing it. Did we mention it's free?
Contact us at bd@freightwaves.com