

SONAR

— MARKET INTELLIGENCE · FREIGHT DATA

The Market Sends Signals. We Help You Read Them.

Freight data is everywhere. Clarity is rare. SONAR cuts through the noise and delivers the intelligence that moves your business forward.

SONAR INTELLIGENCE ● MARKET SIGNALS ● 5 MIN READ

Every day, the freight market is broadcasting. Tender volumes are rising in one lane, rejection rates are spiking in another, outbound volumes are shifting in ways that will reshape spot rates before most carriers and brokers even notice. The signals are there. They always have been.

The problem isn't a lack of data. **The problem is the fog.**

There's too much information, too many conflicting indicators, too many reports dressed up as real-time intelligence. By the time most market participants "see" a trend, it's already priced in. The window to act has closed. The signal has turned into noise — or worse, into a wrong decision made with false confidence.

When everyone is reacting to the same stale data, nobody has the edge. Clarity is the competitive advantage.

The Freight Market Has a Signal Problem

Think about what you're working with right now. Spot rate averages that reflect last week's reality. Load board data that shows where the freight already moved. Anecdotal read-outs from sales calls. Gut feel. All of it useful in isolation — none of it sufficient for the decisions you're actually being asked to make.

How do you price a lane when you can't see what's driving demand into it? How do you staff a desk when you don't know if a regional capacity crunch is a 48-hour blip or the beginning of a six-week trend? How do you explain to your shipper why rates are moving when all you have is a hunch and a load board?

What "Signal Fog" Looks Like in Practice

- ▶ Relying on spot rate indices that lag 5–7 days behind actual market movement
- ▶ Pricing lanes based on "what we did last quarter" rather than what the market is doing right now
- ▶ Getting blindsided by capacity shifts you could have seen 72 hours earlier
- ▶ Losing shipper trust because competitors moved on intelligence you didn't have
- ▶ Making procurement decisions against seasonal averages while real-time conditions diverge sharply

What Clarity Actually Looks Like

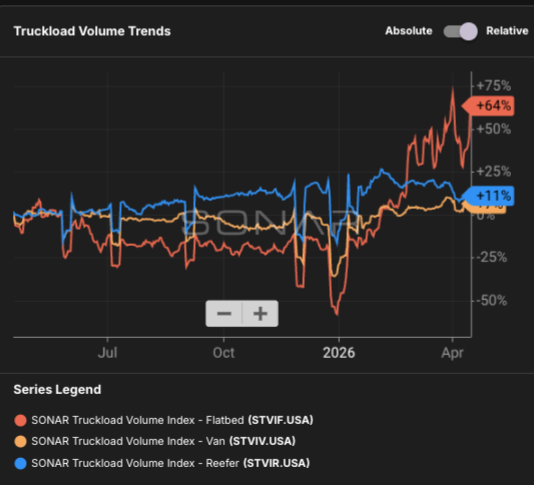
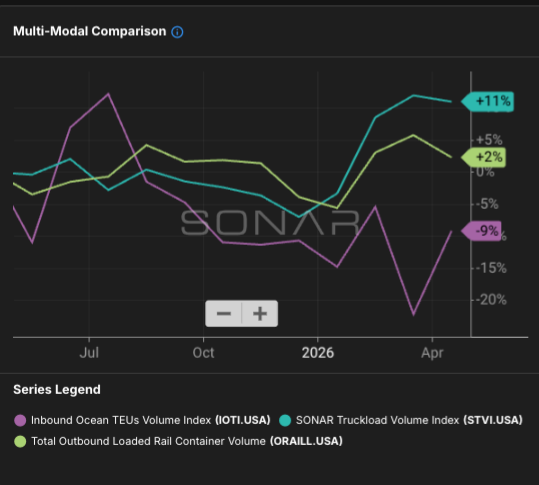
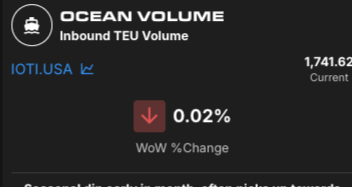
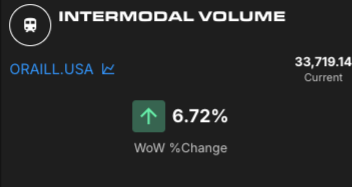
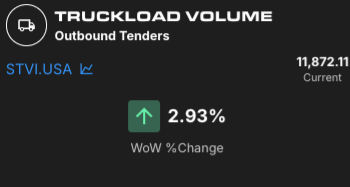
SONAR was built to solve exactly this. Not to add more data to the pile, but to turn signal into actionable intelligence — fast enough to matter, specific enough to act on.

At its core, SONAR is a real-time freight market intelligence platform that aggregates billions of dollars of tender data from across the industry and translates it into proprietary indices you can actually use. When capacity tightens in Atlanta, you know before the load board does. When outbound volumes in Dallas are outpacing historical norms, you see it on a dashboard — not in a report that lands in your inbox a week later.

Executive Dashboard

VOLUME DEMAND BULLISH

Ocean, Intermodal and Truckload demand all showing signs of improvement



SONAR Data remains: manufacturing gains momentum
Manufacturing activity has expanded for three consecutive months. ISM.PMI reading at 52.7 in March, indicating strong order book and production for the coming months.

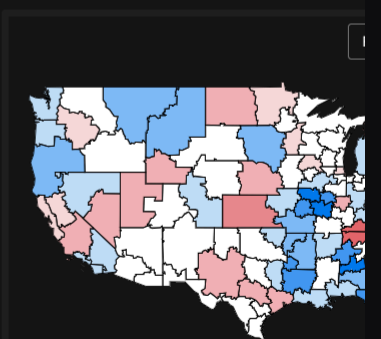
Market Mover(s): Houston tender rejection rate declines
The outbound rejection rate in Houston has modestly declined over the past seven days to 11.5%, though it remains significantly higher than other major hubs.

Top Story: Trucking capacity bets grow as major carriers expand networks
Prime Inc. is investing over \$160 million to build a new regional distribution center in Spalding County, Georgia, creating more than 120 full-time jobs, with the campus serving as a Southeastern hub for the company's operations and support facilities.

Daily Tip: Did you know? You can now fully integrate your freight data into SONAR
Coverage Guide Connect allows for full integration of freight data into SONAR, enabling real-time, automated visibility updates.

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MARKET MAP



ECONOMIC INDICATORS BEARISH

LOGISTICS MANAGERS' INDEX

Signal vs. Noise: The SONAR Difference

Here's a simple way to think about it. When you're navigating with bad data, you're not just uninformed — you're mis-informed. You're making confident decisions on shaky foundations. SONAR doesn't just add information; it changes the quality of the information you're operating on.

WITHOUT SONAR

x Lagging rate reports — 5-7 days behind market

x Anecdotal capacity intel from broker calls

x Seasonal averages masking real-time divergence

x Reactive pricing after the market has moved

x No early warning on regional demand surges

WITH SONAR

✓ Real-time tender data updated continuously

✓ Objective, index-based capacity intelligence

✓ Current conditions vs. historical baselines

✓ Proactive pricing before rates shift

✓ 72-hour early signal on volume movements

Deciphering the Signal in Practice

For Brokers

When your shipper calls asking why rates in the Southeast are spiking, you have an answer — backed by data they can see, not stories you're hoping they'll believe. SONAR's lane-level market indices let you walk into every conversation with confidence, and walk away with margin intact.

For Carriers

Know where demand is building before the load board lights up. Position your fleet where capacity tightening is happening in real time, not after the fact. SONAR's outbound tender volume and rejection rate data are your early warning system for the lanes that are about to matter.

For Shippers

Procurement doesn't have to feel like guesswork. SONAR gives your logistics team the market visibility to negotiate smarter, plan more accurately, and stop getting surprised by rate swings that your data should have seen coming.

The freight market isn't quiet. Its broadcasting constantly. The question is whether you have the instruments to receive it.

Clarity Is a Competitive Moat

In a market where every carrier, broker, and shipper is competing for the same lanes, the same capacity, and the same margin — intelligence is leverage. Every hour you spend operating in the fog is an hour your competitors with better data are using to outmaneuver you.

SONAR doesn't promise you'll never face a tough market. It promises you won't be blindsided by one. It promises that when the signals shift, you'll see them first — and that you'll know exactly what to do with what you see.

The fog hasn't cleared. But with the right instrument, you don't need it to.

Ready to Read the Market?

See how SONAR's real-time freight market intelligence gives you the clarity to act before your competitors react.

[Request a SONAR Demo](#)