

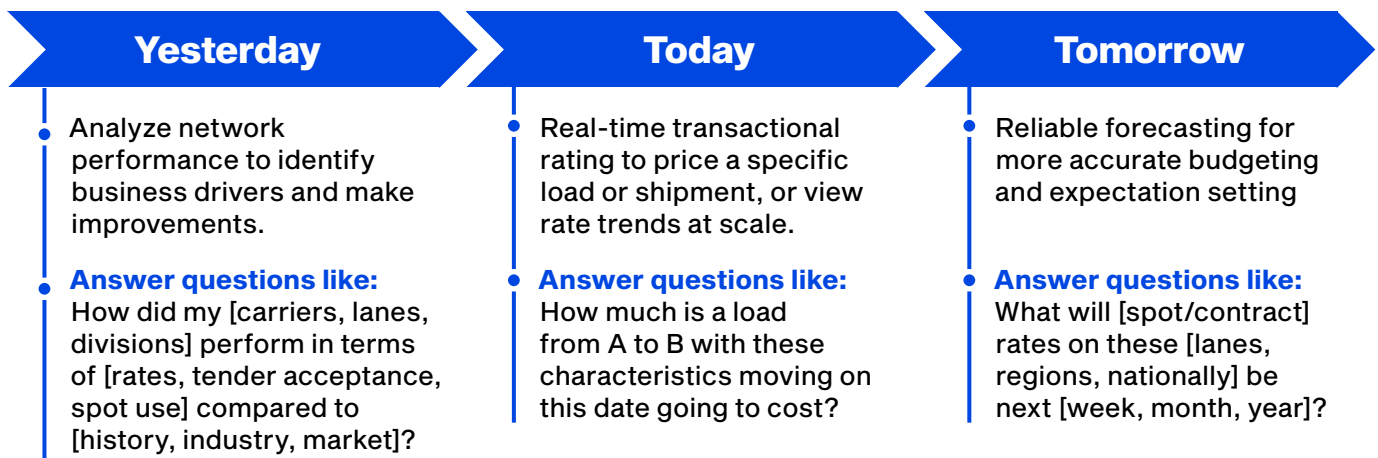


# 360° Visibility

## Past, Present, and Future Rates

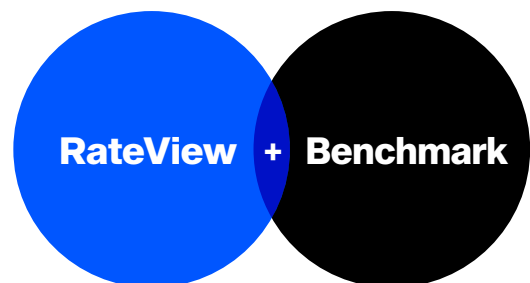
**DAT iQ shows the full picture for freight rates – historical benchmarks, real-time market data, and AI-driven forecasts. It's never been easier to optimize procurement, control costs, and stay ahead of market shifts.**

### What does the full picture look like?



### Where can you see it?

The iQ platform is built on \$1T in total freight transaction data—the industry's most comprehensive, diverse, and trusted source. Within this platform, shippers can access historical and real-time market rates through two key products: RateView and Benchmark.



## DAT iQ RateView

## DAT iQ Benchmark

<b>What it is</b>	A real-time freight rating tool providing transactional rate insights for quick decision-making.	A business intelligence tool with data visualizations for analysis and market benchmarking.
<b>What it does</b>	Shows up-to-the-minute market rates for contract and spot freight, helping shippers price competitively.	Enables executive-level and deep-dive analysis into carrier-, lane-, and load-level data to identify business drivers. Helps find optimization opportunities by comparing performance.
<b>What it means</b>	Shippers get reliable market insights to validate rates, negotiate confidently, and adjust quickly to market shifts.	Shippers can optimize procurement, justify rates to leadership, and improve carrier strategy with deep insights.

### Combining RateView and Benchmark provides 360° rate intelligence, helping shippers:

- Validate rates in real time before negotiating contracts or booking loads.
- Contextualize carrier rates and performance to ensure cost efficiency and mitigate risk.
- Streamline the RFP process with tools that do the heavy lifting.

## The full view: Future rates via Ratecast

### DAT iQ Ratecast

<b>What it is</b>	A predictive rate forecasting tool that projects market shifts to provide shippers with a pulse on future rates.
<b>What it does</b>	AI-powered forecast that provides accurate spot and contract rate predictions for budgeting and procurement.
<b>What it means</b>	Shippers can anticipate cost trends, align budgets, and adjust contract strategies to proactively navigate volatility.

## Putting it all together: The ultimate business intelligence suite

RateView	Benchmark	Ratecast
Instant transactional rate visibility for day-to-day pricing.	Market comparisons and performance analysis for strategic planning and optimizations.	AI-powered forecasting for future-proof decision-making.

By leveraging the full rate analytics suite, shippers reduce risk, control costs, and confidently manage their transportation network in any market condition. Reach out to our team to learn how DAT iQ can transform your transportation management and procurement strategy.

Visit [DAT.com/shippers](https://www.dat.com/shippers) to learn more about DAT iQ analytics solutions.