

# Coverage Guide: Your Freight Coverage Solution

Coverage Guide streamlines load prioritization, rate evaluation, and freight coverage. As the cornerstone of our logistics toolkit, it addresses the unique challenges brokers face in today's fast-paced industry.

## Simplify Your Day with Data-Driven Insights

Carrier sales teams often juggle questions like:

- Should I accept an offer now or wait?
- Can I maintain service levels without increasing carrier rates?
- Which loads are easy to cover, and which will take extra effort?

Rejection %		Coverage Guidance	
Condition	Coverage Difficulty	Guidance	
LOOSENING Currently Neutral	4	Negotiate; Push rates down.	
LOOSENING Currently Neutral	4	Negotiate; Push rates down.	
TIGHTENING Currently Neutral	6	Prepare for fall offs; Qualify trucks and consider backups.	
LOOSENING Currently Neutral	4	Negotiate; Push rates down.	
MINIMAL CHANGE Currently Tight	8	Cover now; Prepare to lock in losers.	
LOOSENING Currently Neutral	4	Negotiate; Push rates down.	

## Key Features & Benefits

Coverage Guide														DOWNLOAD TEMPLATE		UPLOAD FILE							
My Loads as of 2/20/2025														FLAT		PER-MILE		ADD NEW LOADS		REFRESH LOADS		DELETE ALL LOADS	
Origin			Destination			Additional Info			TRAC SPOT				Rejection %		Coverage Guidance								
City	State	ZIP	City	State	ZIP	Miles	Equipment	Current	High	Low	WoW	Confidence Score	myTRAC Rate	Current	Condition	Difficulty	Guidance						
Chattanooga	TN	37402	Atlanta	GA	30303	122	VAN	\$583	\$631	\$540	↑ 6.7%	4	\$765	3.82%	MINIMAL CHANGE Currently Neutral	5	Stay the course.						
Los Angeles	CA	90013	Chicago	IL	60602	2,015	REEFER	\$4,148	\$4,367	\$3,915	↓ 1.4%	5	--	1.47%	LOOSENING Currently Loose	1	Low Priority, Push rates down, Expect						
Rome	NY	13440	Perryville	MD	21903	347	VAN	\$1,081	\$1,149	\$1,017	↑ 7.2%	5	--	12.56%	MINIMAL CHANGE Currently Neutral	5	Stay the course.						
Cedar Rapids	IA	52401	Bartlett	IL	60103	200	VAN	\$722	\$911	\$685	↓ 8.2%	4	\$725	21.96%	LOOSENING Currently Tight	7	Beat yesterday's rate.						

- Compare Rates and Availability: Quickly view market conditions to make informed decisions and maximize margins.
- Intuitive Interface: Access vital information with a user-friendly design that boosts productivity.
- Market Condition Tracking: Stay updated on trends to align strategies with real-time data.
- Simplified Load Coverage: Identify which loads require minimal effort and where to focus attention.

## Why Use Coverage Guide?

Coverage Guide sets the stage for a full suite of tools tailored to the logistics industry. By focusing on the critical aspects of carrier sales, it empowers brokers to operate more efficiently, negotiate with confidence, and deliver superior service to their clients.

Start transforming your freight operations today with Coverage Guide—your first step towards a smarter, more streamlined logistics toolkit.