

Carrier Contract Optimization: Getting Better Rates and Terms Across Every Mode

For procurement and logistics leaders across the United States, carrier contracts are one of the biggest levers for controlling transportation costs. Carrier contract optimization uses data-driven analysis and structured bidding to secure better pricing and stronger terms for every mode of transport. FreightOptics takes a methodical approach: reviewing your current agreements, benchmarking how they perform and running controlled carrier bids to improve pricing, service levels and overall value.

The Building Blocks of a Successful Optimization

- **Clear benchmarking:** Measure your current terms against market data and actual lane performance.
- **A disciplined bid process:** Well-managed RFPs apply the same evaluation criteria to every carrier, keeping selection objective.
- **A focus on total cost:** Look at landed cost across your entire network, not just discounts off list rates.
- **Balanced service quality:** Make sure lower prices don't come at the expense of reliability, transit times or claims performance.

How FreightOptics Helps You Negotiate from a Position of Strength

- **All your data in one place:** Transportation data, invoices and contracts live in a single view, enhanced with AI-generated insights.
- **Guidance as you go:** The platform explains why each contract term matters and how it affects your total spend.
- **Pricing tied to savings:** FreightOptics' commercial terms are designed around reducing your costs.
- **National reach, lane-level detail:** Deep knowledge of the US market combined with attention to the specifics of individual lanes.

A Decision Framework for Shippers

Before renegotiating carrier contracts, it helps to follow a clear framework:



1. **Set your goals:** Define target savings, required service levels and preferred contract length.
2. **Establish a baseline:** Pull together current contracts, lane performance data and spending history.
3. **Test with a pilot:** Run bids on a smaller group of lanes to prove the approach works.
4. **Measure the results:** Compare projected savings with what was actually achieved.
5. **Roll out more broadly:** Use the pilot results to extend optimization across more of your network.

Practical Ways to Get More Value from Your Contracts

- **Layer your gains:** Combine lower rates with stronger service commitments and broader coverage.
- **Look at the full picture:** Factor in detention, fuel, surcharges and service quality, not just base rates.
- **Price for risk:** Take carrier performance metrics and claims history into account when evaluating pricing.
- **Keep evaluations objective:** Use clear, measurable benchmarks to compare every bid fairly.

Getting Started with FreightOptics

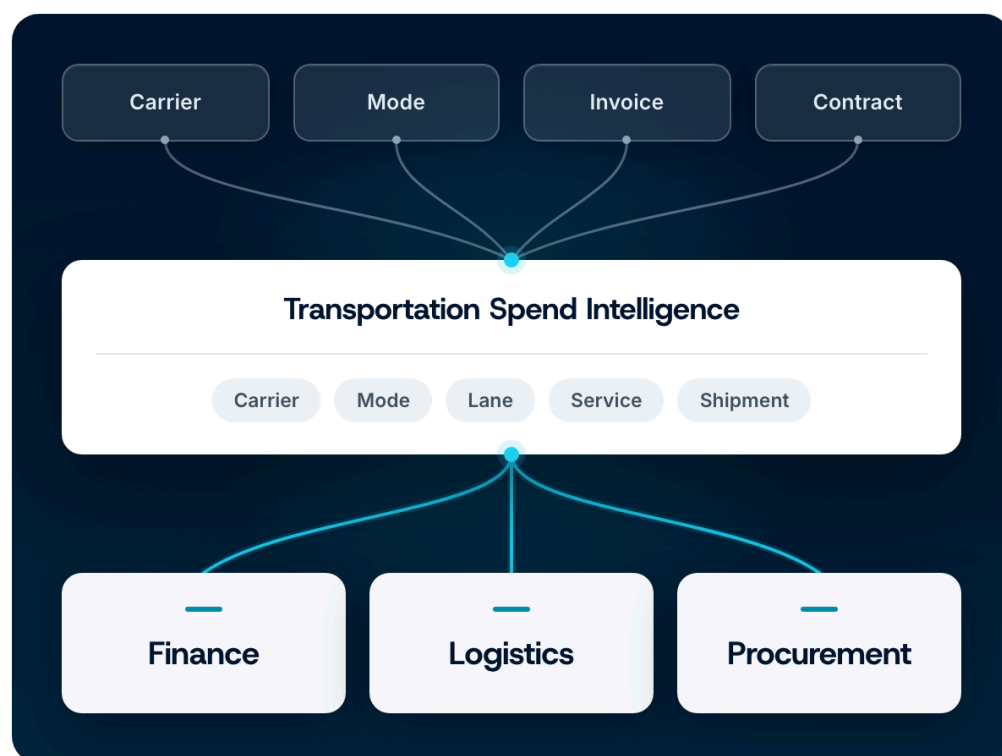
1. Book a commercial review to set your savings targets and decision criteria.
2. Share your current contracts, lane maps and spending history for benchmarking.
3. Set up the bid management workflow and scoring criteria.
4. Launch a pilot covering a defined set of lanes.
5. Review the pilot results and fine-tune terms before a wider rollout.
6. Expand optimization to additional lanes and services.

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Contact FreightOptics

FreightOptics supports shippers nationwide from its hub in Weston, Florida.

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FreightOptics provides an integrated spend-management ecosystem for modern supply chains. By consolidating multi-modal shipping data into a single cloud platform, applying ML-driven contract modeling, and delivering proactive BI dashboards, it enables swift issue resolution, precise cost control, and sustained savings. With end-to-end support from onboarding to optimization, clients typically realize meaningful reductions in freight spend and a clear ROI for finance, procurement, and operations.

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