**Freight Rate Index**

**Monetization and Construction**

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**About Company**

Freightos™ is making shipping smoother with the world's online freight marketplace and freight automation technology. It allows freight forwarders and carriers to manage contracts, and automate and manage the quotation and sales process, from their own web site.

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**Methodology**

- Primary Market Research (phone interviews)
- Secondary Research (e.g. index benchmarking)

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**Findings & Recommendations**

Most shippers are in a very passive position to discover reasonable freight pricing level and trends, and they are of high interest in market transactional price and lane specific data. Freight forwarders basically admit transparency is lacking in this market and they would like more information on historic price and market benchmarking with analytic features. Financial institutions prefer high level statistics with special needs of volume and vacancy. Container indices existing in the market include BDI, SCFI, and WCI, while they are either limited in geographic regions covered or data type (e.g. P2P) and volume. As a conclusion, Freightos Freight Rate Index will be welcomed as a marketing tool for its MarketPlace or as a starting point for the whole monetization strategy.