

# Market Visibility Isn't a Luxury, It's a Requirement.

In today's freight environment, rising costs, especially fuel, are forcing rapid changes in pricing across the market. Carriers are adjusting rates to protect margins, and in many cases, those increases are justified. But not all increases are equal, and for shippers, that creates a new challenge: knowing what a fair rate actually is at any given moment.

## This is where market visibility becomes critical.

Historically, gaining a clear picture of market rates required time, effort, and multiple touchpoints. Emails, phone calls, and back-and-forth negotiations that take time and effort to manage. Even then, the results are often incomplete, based on a limited sample of options rather than a true reflection of the market.

That model doesn't hold up in a fast-moving, cost-sensitive environment.

Pricing is shifting quickly based on fuel costs, capacity constraints, and regional demand. Some service providers adjust rates appropriately to reflect real operating costs. Others may increase rates beyond what conditions justify, using volatility as cover. Without visibility, it becomes difficult to tell the difference. That type of volatility makes inefficient processes expensive.

EvotruX changes that dynamic by giving shippers immediate access to live market intelligence through spot market pricing, without increasing workload or complexity.

With a single shipment post, shippers can:



**Quickly see multiple competitive quotes**



**Understand where market pricing in real time**



**Identify outliers, both high and low**



**Make informed decisions based on actual market conditions**

## This isn't about driving prices down, it's about ensuring pricing is accurate.

In a volatile market, accuracy matters more than ever. Overpaying erodes margins. Underpaying can lead to service issues or unreliable coverage. The goal is to find the balance: fair compensation for carriers, and fair pricing for shippers. What makes this especially powerful is the minimal effort required to access that visibility. Instead of chasing the market, the market comes to you. With the single action of posting a shipment, shippers can unlock a real-time view of pricing, capacity, and competition.

## EvotruX allows shippers to move from reactive decision making to informed execution.

With EvotruX, shippers can reduce reliance on outdated benchmarks and experience a more transparent environment where pricing reflects actual supply and demand. That shift represents a fundamental improvement over traditional methods.

In a time where cost pressures are high and conditions are constantly changing, visibility is a core requirement for operating effectively. EvotruX doesn't eliminate market volatility, but it gives you the clarity to navigate it with confidence.

**In today's freight market, knowing the fair rate isn't optional, it's essential.**

**Get Started with A Free Trial**  
[sales@evotruX.com](mailto:sales@evotruX.com)