

LANE BENCHMARKING



ONGOING LANE GOVERNANCE

ACTIVE LANES	128
AT RISK	7
OPPORTUNITIES	23

SHIPMENT TRACKING

DAL → LAX	IN TRANSIT
ATL → ORD	IN TRANSIT
HOU → JFK	DELIVERED
LGB → SEA	IN TRANSIT

INVOICE VALIDATION

MATCHED	24
EXCEPTIONS	0
DISPUTED	0

CONTROLLED EXECUTION

- RATE AGREEMENTS
- INVOICE VALIDATION
- SAVINGS PROTECTION
- PERFORMANCE REVIEW

The Freight Problem Is Not Price. It Is Control.

Shipping Cost Overview

Cost Comparison

Benchmark	\$2,742
Year Spend	\$2,317
Savings	\$425
	15.5%

Spend by Mode



Top Lanes

Lane	Spend	Benchmark	Variance
DAL → LAX	\$842	\$712	-\$130
ATL → ORD	\$732	\$930	-\$198
HOU → JFK	\$310	\$710	-\$400
LGB → SEA	\$350	\$730	-\$380
Chf → MIA	\$500	\$710	-\$210

Validated Invoices

Total	24
Matched	24
Exceptions	0

Savings Protection

Savings Locked In
\$425
This Quarter

INVOICE

Invoice #	Carrier	Rate	Volume	Actual	Target	Variance
1001	ABC	\$100	1000	\$100	\$100	\$0
1002	DEF	\$200	2000	\$200	\$200	\$0
1003	GHI	\$300	3000	\$300	\$300	\$0
1004	JKL	\$400	4000	\$400	\$400	\$0
1005	MNO	\$500	5000	\$500	\$500	\$0
1006	PQR	\$600	6000	\$600	\$600	\$0
1007	STU	\$700	7000	\$700	\$700	\$0
1008	VWX	\$800	8000	\$800	\$800	\$0
1009	YZA	\$900	9000	\$900	\$900	\$0
1010	BCD	\$1000	10000	\$1000	\$1000	\$0
Total						

The Freight Problem Is Not Price. It Is Control.

Most shippers are not losing money because freight prices move. Freight prices will always move. They lose money because they do not have clear control over what should move, why it moved, and whether the charge is aligned with an industry wholesale rate baseline.

That is the real problem.

Too many shippers are left comparing one retail freight quote against another retail freight quote. That may feel like freight cost control. But it is not. It is still operating inside the retail market. Real freight cost control starts with a wholesale baseline.

A wholesale baseline gives the shipper price clarity.

It shows what the freight should cost for a specific lane, mode, Incoterm, shipment profile and service requirement before retail margin, unsupported charges, invoice drift or avoidable cost leakage enters the process.

That changes the conversation. The question is no longer:

“Is this retail freight quote cheaper than the last one?”

The question becomes:

“Is this shipment aligned with the wholesale baseline, and is any movement supported by evidence?” That is control.

Because the wholesale baseline gives the shipper a reference point. It allows genuine market-driven movement to be understood. It allows unsupported margin to be challenged. It allows accessorial charges to be reviewed. It allows service changes, routing decisions, documentation issues, storage, detention and other exceptions to be tested against the agreed control rules.

Without that baseline, the shipper is guessing.

With it, the retail-to-wholesale gap becomes visible. That gap matters because it shows where freight spend may be leaking. Some of the gap may be market driven. Some may be operational. Some may be justified. But some of it may be avoidable margin leakage. And if the shipper cannot see the gap, they cannot control the cost. This is why freight governance matters.

Freight governance is not just invoice checking after the shipment has moved. It is not simply asking another freight forwarder for a better rate. It is a structured control model built around evidence, baseline pricing and disciplined execution.

- The lane is benchmarked.
- The wholesale baseline is established.
- The retail gap is identified.
- The control rules are set.

- The shipment is executed against those rules.
- The freight invoice is validated against the baseline.
- The verified saving is protected over time.

That is controlled execution.

- Not movement without oversight.
- Not invoice review after the damage is done.
- Not accepting retail charges because they appear normal in the market.

Real freight governance means the shipment is managed in alignment with the wholesale baseline from the start.

1. If a cost moves, it must be explained.
2. If a surcharge appears, it must be supported.
3. If a service changes, it must be visible.
4. If an exception occurs, it must be reviewed.
5. If the invoice does not align, it must be challenged.

That is how freight invoice validation becomes stronger. It is not just checking whether the invoice matches a quote. It is checking whether the invoice aligns with the wholesale baseline, the agreed lane rules, the shipment profile and the verified savings model.

That is a very different level of freight cost management. It also protects the shipper after implementation. Because freight cost reduction is not just about finding a saving once. The harder job is keeping that saving from leaking away across future shipments.

That is where ongoing lane governance matters.

- Every lane needs to be monitored.
- Every shipment needs to stay inside the control rules.
- Every invoice needs to be checked against the baseline.
- Every exception needs to be reviewed.
- Every saving needs to remain visible.

This is the stronger strategic position for your business.

FreightFixed is not just another freight forwarder with better rates. It is an independent freight governance and cost-control authority for shippers. A model built around wholesale baseline benchmarking, retail gap analysis, freight cost reduction, controlled execution, freight invoice validation, margin leakage prevention, ongoing lane governance and verified savings protection.

It also educates the shipper.

And that matters.

A shipper who understands the difference between retail freight rates, wholesale freight rates, baseline pricing, market movement, accessorial charges and margin leakage is in a stronger commercial position.

They stop accepting freight cost as something that simply happens to them.

They start managing freight as a controlled business function.

- That is the opportunity.
- Not just cheaper freight.
- Not just another quote.
- Not another retail rate dressed up as a saving.

Real control comes from knowing the wholesale baseline, measuring the gap, governing the shipment and protecting the saving.

- That is freight cost control with evidence.
- That is freight governance with purpose.
- And that is much harder to argue against.

Because the question for you the shipper is simple:

1. Do you want to keep comparing retail freight quotes?
2. Or do you want control over what your freight should actually cost?



Darren Ash
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Freight Industry Expert.

Darren Ash is General Manager of FreightFixed, and a recognised Australian Freight Industry Expert. He has more than 25 years' experience across freight forwarding, freight cost management, benchmarking and logistics improvement.

His expertise sits in helping shippers understand the difference between retail freight charges and verified wholesale baselines, so they can identify real savings rather than accept unclear pricing. Darren has written extensively on freight audits, cost blowouts, shipment charges, freight governance and practical ways businesses can control freight spend. ([LinkedIn](#))

He is particularly focused on freight cost reduction, invoice transparency, line-by-line benchmarking and governance models that protect shippers from margin drift, unsupported charges and avoidable cost leakage. ([LinkedIn](#))