



WORKSHEET

Monthly cohort scorecard

Freight RFQ Metrics: From Enquiry to Booked Contribution

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Fill one copy for each cohort you report, with one cost line per source. Write unavailable where a denominator is zero or missing, and keep the counts beside every rate.

EXHIBIT 1

Field	What to write	Your answer
Cohort month	The calendar month the enquiries were created in, as YYYY-MM	
Measurement cutoff	The date the statuses were last brought up to date	
Value basis and currency	first_shipment, rfq_bookings or account_12m, and the ISO 4217 code of the reporting currency	
Enquiries	Every inbound enquiry in the cohort	
Carrier and driver applications	Two counts, reported apart from RFQs	
Unique RFQs	Shipper RFQs and tender invitations after duplicates are removed	
Qualified RFQs and qualified share	The count, and qualified RFQs ÷ unique RFQs	
Quoted RFQs and quote rate	The count, and quoted RFQs ÷ qualified RFQs	

Field	What to write	Your answer
Booked RFQs and booking rate	The count, booked RFQs ÷ quoted RFQs, and how many are still pending	
Completed first shipments	The count, and completed RFQs ÷ booked RFQs	
Median days to booking	The median, with the number of bookings behind it	
Media cost per qualified RFQ	For each paid source, or unavailable with the cost and a zero count	
Fully loaded cost per qualified RFQ	For each source	
Realised contribution and margin	Excluding VAT and disbursements, on the stated value basis	
Method changes	Any rule changed since the last cohort, with its date	

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