

BUYER'S GUIDE

Freight RFQ Metrics: From Enquiry to Booked Contribution

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Freight RFQ metrics follow each enquiry from first contact to a quote, a booking, a delivered shipment and the contribution it earned, so marketing is judged on freight moved rather than form fills. This page defines each stage, gives the formulas with a rule for zero or missing denominators, and offers a blank template with a data dictionary.

It is our proposed method, not an industry standard. It counts unique RFQs from one month of enquiries at a stated cutoff date, keeps carrier and driver applications apart from shipper requests, and uses one currency and tax convention.

EXHIBIT 1

Formulas and unavailable rules

Metric	Formula	What is counted	Unavailable when
Qualified share	Qualified RFQs ÷ unique RFQs	Unique RFQs: shipper RFQs and tender invitations after duplicates are removed	Unique RFQs are 0 or missing
Quote rate	Quoted RFQs ÷ qualified RFQs	An RFQ counts once however many prices it received	Qualified RFQs are 0 or missing
Booking rate	Booked RFQs ÷ quoted RFQs	A confirmed order for at least one shipment; tender awards and rate agreements are not bookings	Quoted RFQs are 0 or missing
Qualified to booking rate	Booked RFQs ÷ qualified RFQs	Qualified RFQs that went on to a booking	Qualified RFQs are 0 or missing
Completion rate	Completed RFQs ÷ booked RFQs	Booked RFQs whose first shipment was delivered	Booked RFQs are 0 or missing
Median days from enquiry to booking	Median of days_to_booking across booked RFQs	Days from the enquiry date to the first booking date	Booked RFQs are 0, or a booked RFQ has no booking date
Media cost per qualified RFQ	Media cost ÷ qualified RFQs from the same source	Paid sources only; platform spend in the cohort month	The source has 0 qualified RFQs, or media cost is missing; not applicable to unpaid sources

Metric	Formula	What is counted	Unavailable when
Fully loaded cost per qualified RFQ	$(\text{Media cost} + \text{fees} + \text{tools} + \text{staff time}) \div \text{qualified RFQs from the same source}$	Every source; agency fees, tools and staff time added to media	The source has 0 qualified RFQs, or any cost input is missing
Realised contribution	Invoiced sell revenue minus carrier cost minus attributable variable cost, on completed RFQs	Excludes VAT and disbursements; on the stated value basis	A completed RFQ lacks revenue, carrier cost or variable cost; 0 when no RFQ has completed
Contribution margin	$\text{Realised contribution} \div \text{invoiced sell revenue}$	Same shipments and value basis on both sides	Invoiced revenue is 0, or realised contribution is unavailable
Contribution per completed RFQ	$\text{Realised contribution} \div \text{completed RFQs}$	Completed RFQs on the stated value basis	Completed RFQs are 0, or realised contribution is unavailable
Contribution to media cost	$\text{Realised contribution from the source} \div \text{media cost of the source}$	Paid sources only; same cohort and value basis	Media cost is 0 or missing, or the source contribution is unavailable; not applicable to unpaid sources

EXHIBIT 2

Where to start

Your situation	Where to look
How many of our RFQs can we serve and price?	Qualified share, in Formulas and unavailable rules
Do we price the requests we qualify?	Quote rate, in Formulas and unavailable rules
How many priced requests turn into freight?	Booking rate and completion rate, in Formulas and unavailable rules
What does a qualified RFQ from Google Ads cost?	Media cost and fully loaded cost
When can we judge last month's enquiries?	Cohorts, cutoffs and the lag to booking
Which requests earned money, not just replies?	Realised contribution and its money convention
What should we record for each enquiry?	The data dictionary, and the blank template in the downloads
What does a finished month look like?	The two worked examples, with invented numbers

Sources

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