

Predictive & Surge Pricing Guide

Understanding Predictive Pricing

Predictive pricing uses historical and real-time data to forecast future rate movements. By analysing fuel indices, carrier capacity and geopolitical news, you can anticipate cost increases or decreases and adjust your quotes accordingly.

Setting Up Predictive Alerts

- Identify the data points that influence your freight costs, such as Brent crude prices, bunker surcharges and carrier war-risk premiums.
- Define thresholds that trigger a pricing review-for example, a 5% change in fuel costs or the closure of a major shipping lane.
- Integrate these triggers into your pricing rules so adjustments happen automatically.

Surge Pricing Strategies

During periods of high demand or disrupted supply, surge pricing helps allocate capacity fairly and protect margin. Set transparent surge rules-such as a temporary premium for peak seasons or conflict zones-and communicate them to customers. When conditions normalise, surcharges should drop automatically.

Implementation Roadmap

1. Centralise data feeds (fuel, port, carrier updates).
2. Build rules that translate triggers into surcharges.
3. Use scenario modelling to compare alternative routes and modes.
4. Review performance and adjust thresholds as markets evolve.