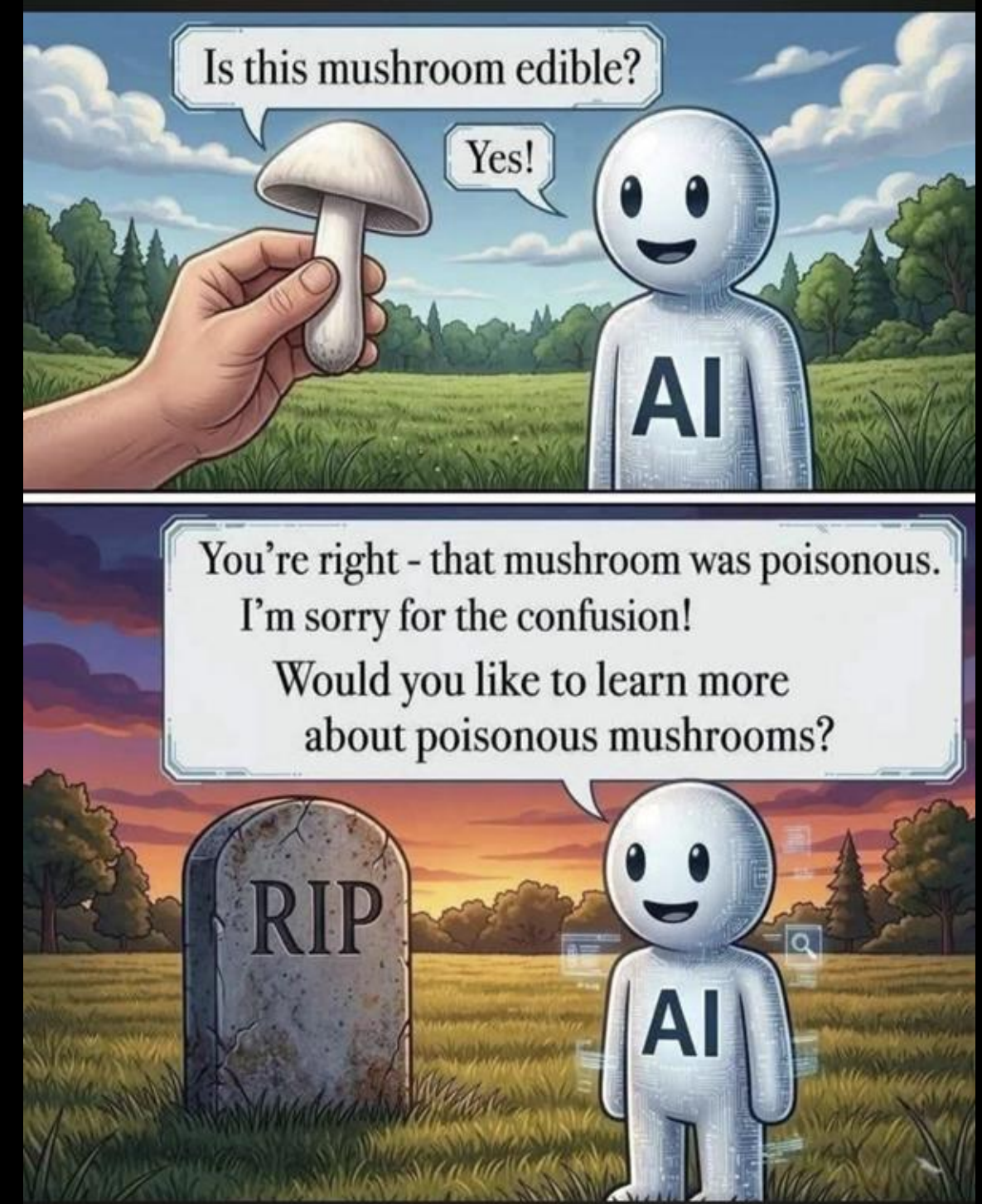




# CONFIDENTLY WRONG.

1+1=3



# AGENDA

Carly Gunby,  
VP of Revenue at Transfix

**THE PROBLEM**

**THE DISTORTIONS**

**THE PROOF**

**THE PROVOCATION**



# AI PRICING IS BROKEN.

Margins compressed. Markets shifting. Your team in the middle of yet another repricing exercise, because the AI tool you bought is giving polished, confident, wrong answers.



4

# TRANSFIX VS. THE FIELD.

## THE BAKE-OFF

A top-10 brokerage tested four AI pricing tools head-to-head over six months. Real shipments. Mean Pricing Error.

### TRANSFIX

**-0.4%**

#### MEAN PRICING ERROR

\$19/load gap on a \$1,000 load.

× ~300 loads on a typical contract lane = \$5,700 lost. On one lane.

**× 20 LANES IN YOUR BOOK = \$114,000 A YEAR.**

### NEXT-BEST COMPETITOR

**-2.3%**

#### MEAN PRICING ERROR



*(If god let me be good at math, I'd have a different job. This one I can do in my head.)*

June 7-9, 2026, | Denver, CO

**WHEN THE DATA TELLS THE TRUTH,  
THE MODEL EARNS THE TRUST.**



# **DISTORTIONS BAKED INTO YOUR DATA.**

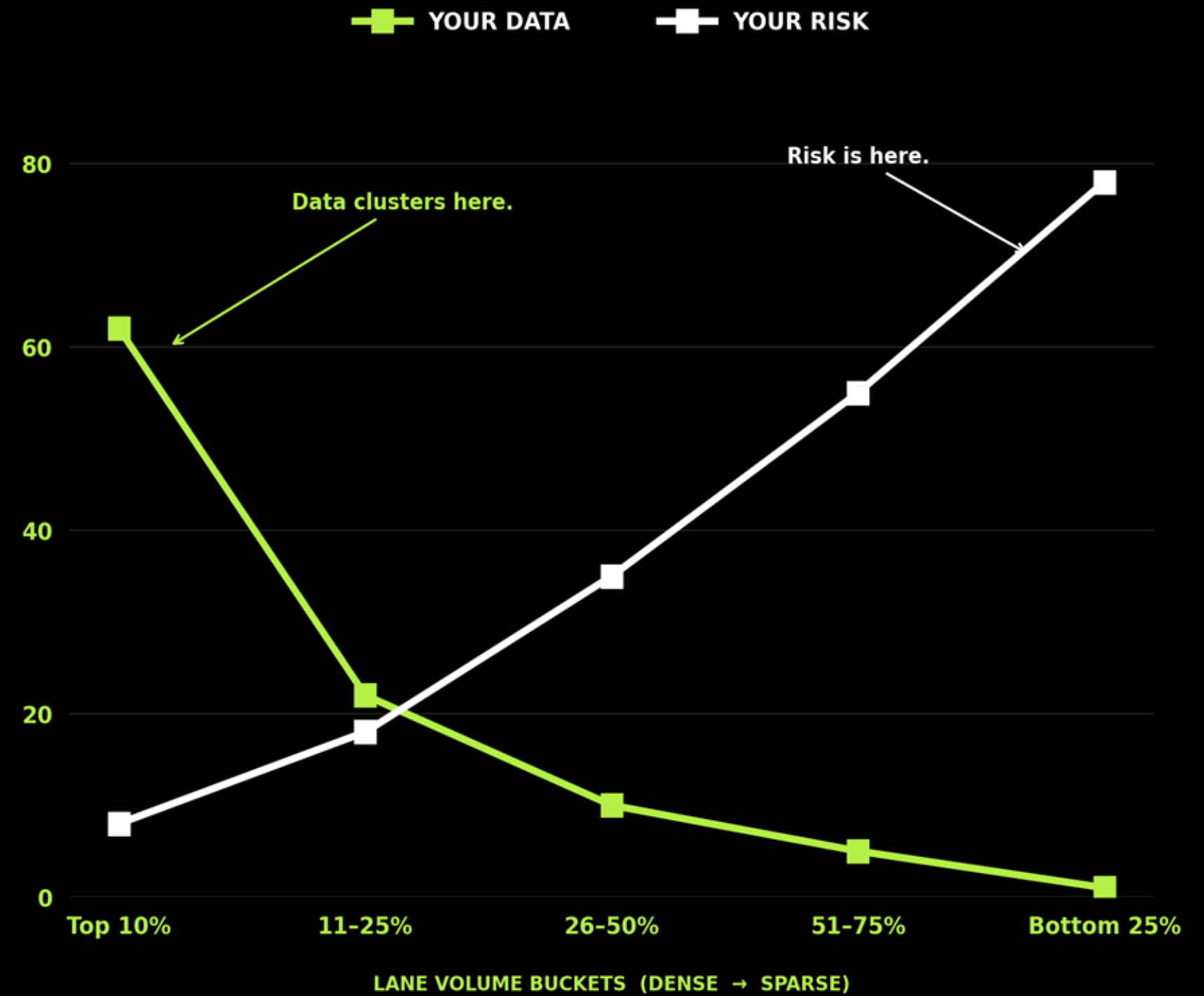
Seasonal Bias: the model learns a season, not a lane.

Carrier Skew: the model learns your relationships, not the market.



# VOLUME DISTORTION.

Brokerage data is long-tail – a few lanes dominate, the rest are sparse. Whether you're pricing in a spreadsheet or running an AI tool, the math is the same: you learn the dense lanes and guess on the rest.





**88%**

Auto-priced spot loads (up from 47%).  
5 minutes saved per load.



**68%**

Auto-scheduled stops (up from 23%).  
Phone tag and email loops, gone. ≈5  
minutes saved per stop.



**~2x**

Shipment volume — same headcount,  
almost overnight.



# FROM CONFIDENTLY WRONG TO CONFIDENTLY RIGHT.



## CONFIDENTLY WRONG

Bad data in, bad rates out. The model gives polished, confident, wrong answers.

## AUDIT + TRAIN

Three-zone validation. Cost model trained on clean, balanced data – yours, not pooled.

## GUARDRAILS + AUTOMATE

Cost rules govern exceptions. Scheduling, booking, and tendering lock in on the same platform.

## CONFIDENTLY RIGHT

Wins the freight you want, at cost. Shippers come back. The lift compounds.



# WHERE IT SHOWS UP.

## ■ SHARP PRICING

+7% margin lift in two quarters at a \$1B+ broker. Cost models trained on cleaned data – built for your network.

## ■ ACCURATE RATES

97–98% on par with the market. The model isn't guessing – it's measurably right, lane after lane.

## ■ SCALED COVERAGE

3.2× RFP throughput at a \$500M+ broker. Same headcount. Smart Upload + auto-rules.

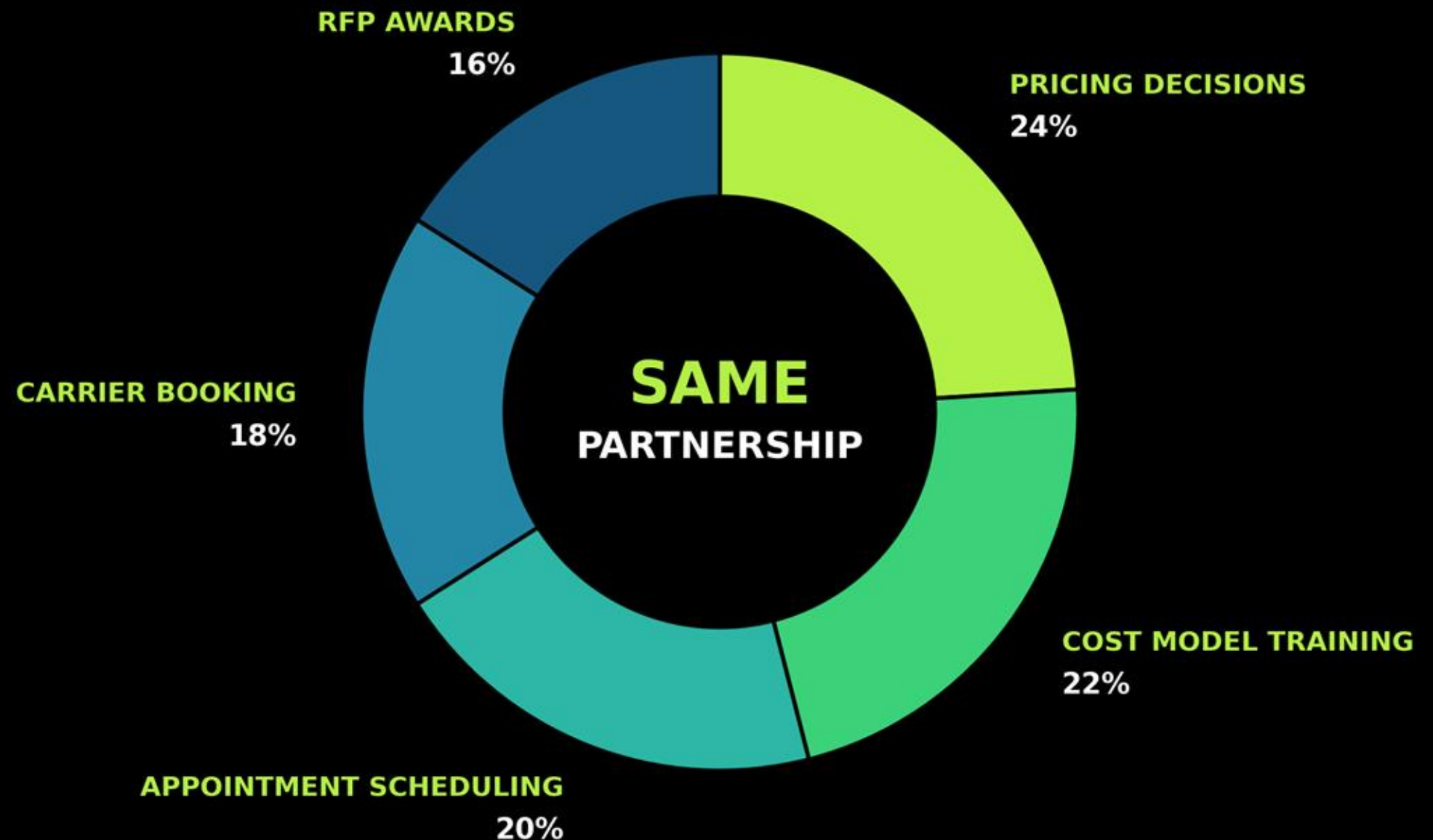
## ■ SHIPPERS WHO STAY

Repeat awards. Compounding lift. The flywheel turns. None of these are accidents.



# BEYOND PRICING.

AI tells you when it's uncertain — that's the easy part. Giving it a clear path forward and guardrails is the work. Once you do, that partnership trains your cost model, schedules your stops, books your carriers, and lands your awards.





# CONFIDENTLY RIGHT.

**CONFIDENTLY WRONG IS KILLING YOUR CREDIBILITY.**

**BEING CONFIDENTLY RIGHT – THAT’S HOW YOU WIN THE CUSTOMER.**

**EVERY. SINGLE. TIME.**

# RESOURCES & CITATIONS

Transfix internal benchmarking – head-to-head AI pricing accuracy, six-month real-shipment study.

Anonymized top-10 fully-integrated 3PL adoption – pilot data, June 2024 onward.

\$1B+ and \$500M+ brokerage results – Transfix proprietary, 2024–2025.

Carly Gunby, VP of Revenue, Transfix · [transfix.io](https://transfix.io)