

6/12/23

Drayage & Port Expertise Drives Leads for ITS Logistics

LEADCOVERAGE



AGENDA

- LeadCoverage
- ITS Logistics
 - a. Port/Rail Expertise
- *Share Good News:*
ITS Port Rail Ramp Index
- *Track Interest:*
 - a. Media Coverage
 - b. Demand Generation
- *Impact*



LeadCoverage



Kara Brown | Chief Executive Officer

Brown was one of the first employees at Echo Global Logistics which grew quickly in three years and her name is on the company's 2009 IPO press release [NYSE: ECHO]. In 2017 after a successful corporate career including SEKO Logistics, OHL (now Geodis), and Rubicon Global, she partnered with Will Haraway, another industry veteran, to start LeadCoverage. Brown is also an active force in empowering women leaders. She is on the board of the Entrepreneur's Organization Atlanta chapter, LaunchPad2x, and co-founded CloseHer, a community for women in sales.



Will Haraway | Chief Content Officer

Haraway has 20+ years of executive experience in B2B Technology Marketing. Will is a certified analyst relations practitioner by the Knowledge Capital Group and has helped companies including Manhattan Associates, Aptos, BluJay, Everstream Analytics, and Rubicon Global improve their brand reputations with marketing results that help increase sales.



Patrick McFarland | Senior Director, Marketing

McFarland is a seasoned marketer and journalist. He leads the ITS marketing team and is responsible for corporate branding, marketing, advertising, sales support, internal and external communication, public relations, community outreach, online content and social media strategy. He is an integral part of the University of Nevada, Reno Supply Chain & Transportation Management Program at The College of Business, and a board member of the Transportation Sales and Marketing Association.



Paul Brashier | VP Drayage and Intermodal

Brashier has been in sales and logistics for almost 20 years and has worked for major companies such as Schneider National, Coors Brewing and Coca-Cola. He leads the Drayage and Intermodal team and is responsible for community liaisons with various business and industry groups. When he isn't working, he spends time with his wife and family, travels, and volunteers for the Down Syndrome Network of Northern Nevada.

Phased Execution

Phase 1	Phase 2	Phase 3
Brand: Unknown to Known	Demand Gen Revenue Management Process	Lead Generation Measurement
Industry wide awareness: "Tell the ITS story."	Turn passive interest prospects into active prospects	Turn passive interest prospects into active prospects
<u>Deliverables:</u> Brand Promise Service Definitions Content Calendar	<u>Deliverables:</u> Martech Recommendation HubSpot + Sales Intel	<u>Deliverables:</u> Martech Recommendation HubSpot + Sales Intel

ITS DRAYAGE & INTERMODAL

 **DISTRIBUTION CENTERS**
Distribution & Fulfillment, Food Grade

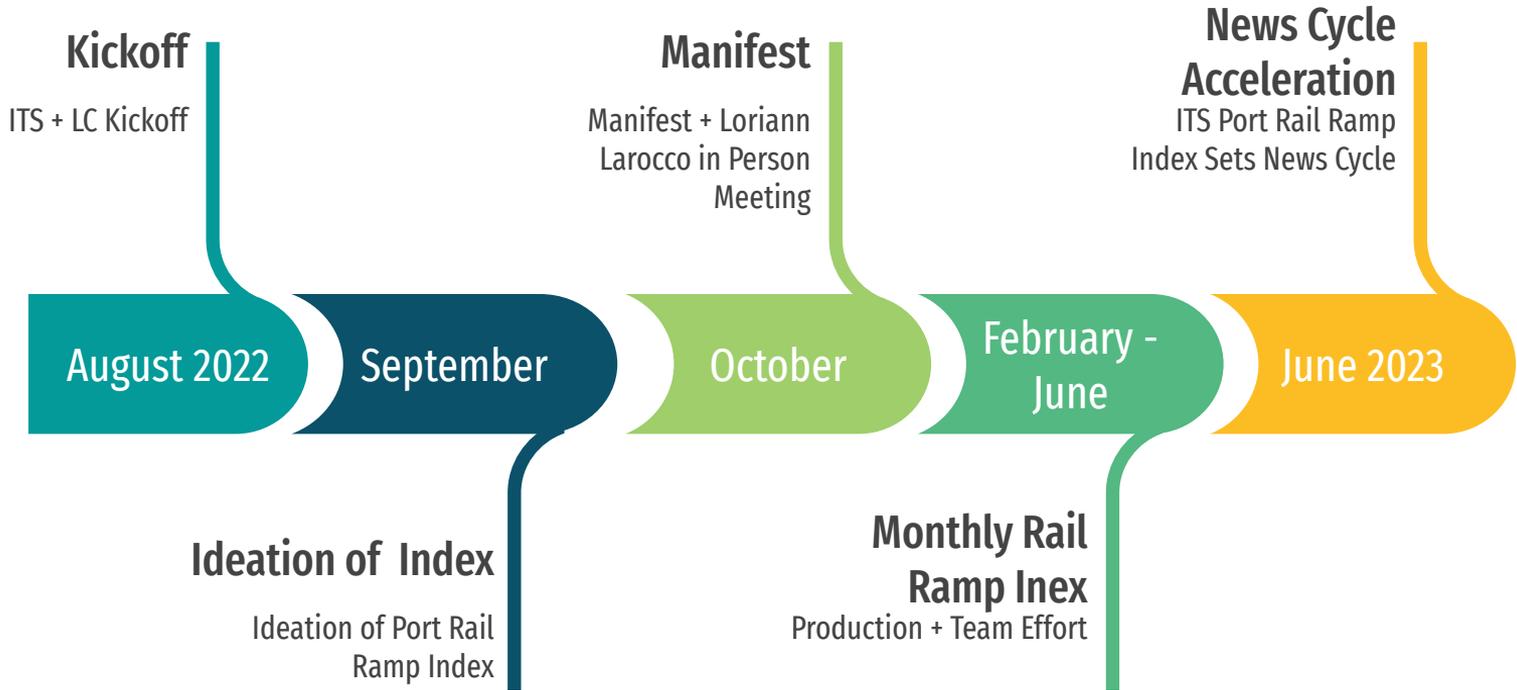
 **INTERMODAL FACILITIES**
Cross Dock, Ramp/Ocean Drayage, Container Storage

 **CONTAINER YARDS**
Container & Chassis Storage, Secured and Wheeled/Grounded, Ramp/Ocean Drayage

 **BERTHING/GROUNDING**
Water Access, Ramp/Ocean Drayage



Timeline



The Process



Share Good News:

*ITS' Port/Rail
Drayage Index*



LEADCOVERAGE

Monthly Index

- Launched August 2022
- Based on Internal ITS' proprietary Port/Rail data
- Context by ITS Experts/Thought Leaders
- Analyzes Previous Month
- Forecasts Upcoming Month

PORT CONTAINER DRAY OPERATIONS

ELEVATED



NORMAL



NORMAL



OCEAN/DOMESTIC CONTAINER RAIL RAMP OPERATIONS

ELEVATED



West Inland Rail Ramp

ELEVATED



East Inland Rail Ramp



STATE OF FREIGHT

There's a new inflation warning for consumers coming from the supply chain

PUBLISHED MON, FEB 13 2023-8:19 AM EST | UPDATED THU, FEB 16 2023-10:04 AM EST



Lori Ann LaRocco
@LORIANNLAROCCO

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Containers left on chassis create two costly problems, said **Paul Brashier**, vice president of drayage and intermodal for ITS Logistics. It prevents those chassis from being used to move newly arriving containers, putting additional stress on chassis pools throughout the U.S., especially inland rail ramp pools.

Intermodal Briefs: ITS Logistics, UIPA

Written by [Marybeth Luczak](#), Executive Editor

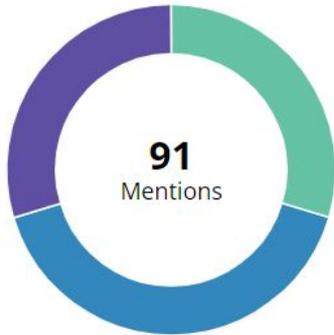
“Los Angeles and Long Beach ports make progress in [labor] negotiations, but empty returns and terminal operations are problematic,” reports ITS Logistics in its latest U.S. Port/Rail Ramp Freight Index. Also, the Utah Inland Port Authority (UIPA) completes a rebranding initiative.

ITS Logistics on May 17 issued its May index on port container and dray operations for the Pacific, Atlantic and Gulf regions and on ocean and domestic container rail ramp operations for the West Inland and East Inland regions. The 3PL (third-party logistics) firm based in Reno, Nev., forecasted “an improvement from severe concern to elevated concern for the Pacific Ocean Region but continued problematic empty return availability and dual transaction mandates at the terminals.”

2022 Media Coverage- Oct-Dec

ITS Port/Rail Ramp Index Report

Mentions by Section



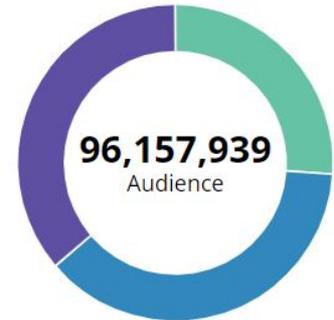
October 2022 Index
November 2022 Index
December 2022 Index

Publicity by Section



October 2022 Index
November 2022 Index
December 2022 Index

Audience by Section



October 2022 Index
November 2022 Index
December 2022 Index

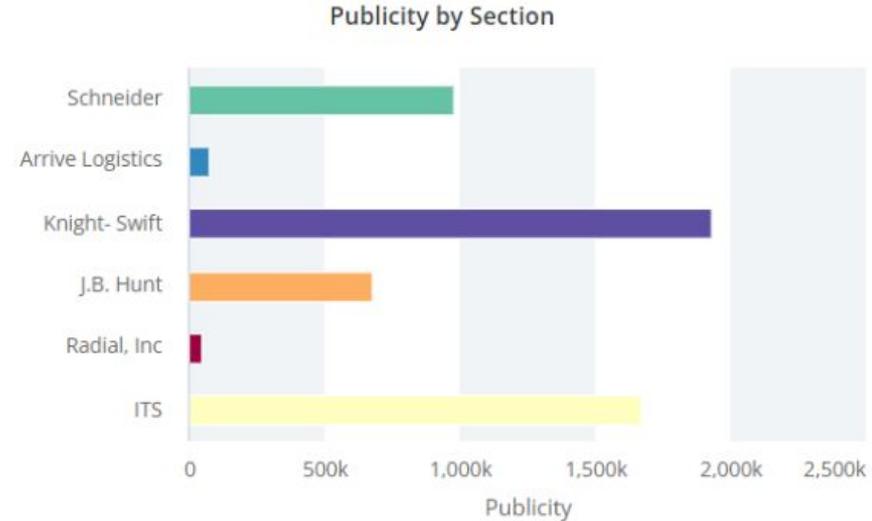
Share of Voice Q1 2023

Publicity By Section:

- Knight-Swift: \$1,932,121
- **ITS Logistics: \$1,670,688**
- Schneider: \$979,994
- J.B. Hunt: \$677,335
- Arrive: \$73,133
- Radial: \$50,333

Content:

- Schneider: 11
 - 4 Earnings Releases
- J.B. Hunt: 10
 - 4 Earnings/Trade Related Releases
- **ITS: 7**
 - **2 More Releases than Normal in Q1**
 - **Index became International in February**
- Knight-Swift: 6
 - 3 Earnings/Trade Related Releases
- Radial: 2
 - 0 Releases in February
- Arrive: 2
 - 0 Releases in January



Track Interest

Campaign Performance
+ HubSpot



LEADC**»**VERAGE

Deliverable to Market

Monthly Market Report

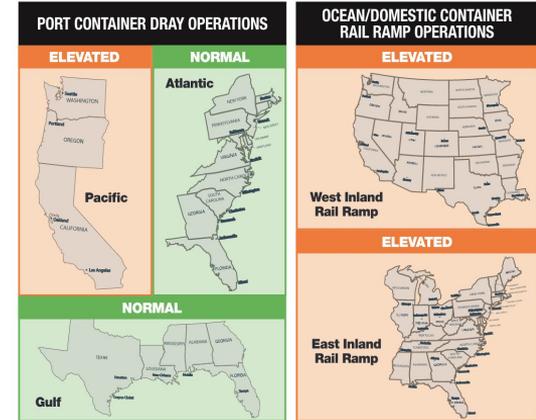
US Port/Rail Ramp Freight Index

This month, ITS Logistics continues its recurring US Port/Rail Ramp Freight Index release, forecasting port container and dray operations for the Pacific, Atlantic and Gulf regions.

This report highlights up-to-date port conditions, potential headwinds, and insights that can help you make informed drayage and intermodal decisions in the coming months. Read the full report for updated marine terminal conditions across the Pacific, Atlantic, and Gulf regions and the West and East inland regions of the United States.

Complete the form below to access the full index.

its logistics US PORT/RAIL RAMP FREIGHT INDEX



Access the Full Report

First Name*

Last Name*

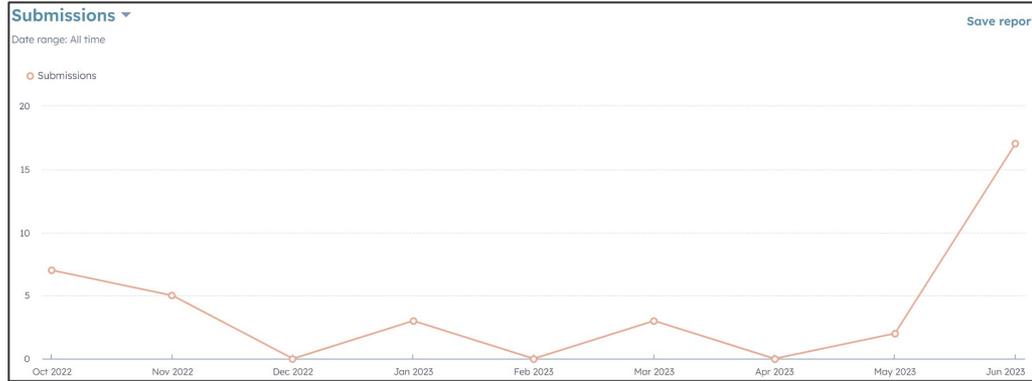
Company Name*

Company Email*

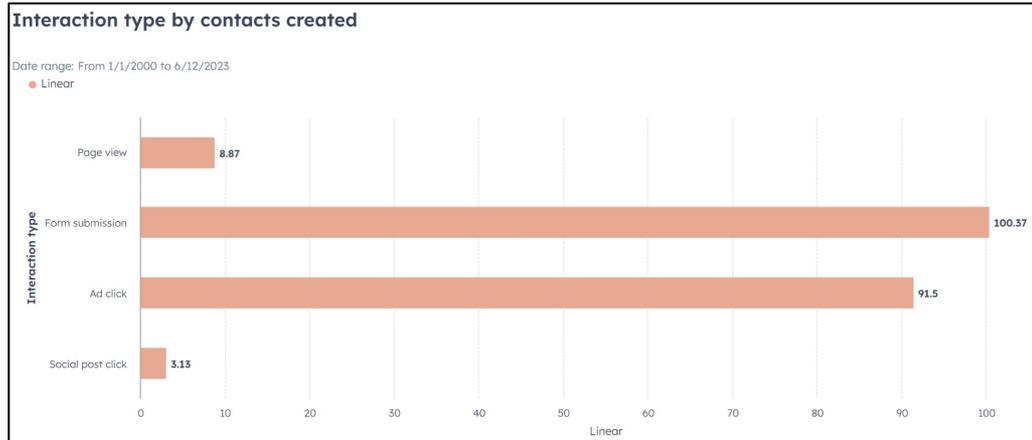
Phone number*

Demand Generation Impact

Inbound Form Fills



Attribution Model



Impact:

October '22 - June '23

- 5,700 individual Decision Makers at F1000 companies engaged w/LinkedIn Ads
- ~1,500+ directly influenced ICP contacts
- MoM improvement as awareness grows
- Q1'23 \$4.2M opps attributed just to Index

Q1 Paid Ads Executive Summary

Google and LinkedIn Ads

- Google Ads have been effective at delivering warm leads with an immediate business need
- Supercharging PR with LinkedIn Ads for the Freight Index drove a surge of new leads for ITS in Q1 of 2023

AD SPEND

\$80k-\$100K

LEADS DELIVERED TO ITS

224

COST/LEAD DELIVERED

~\$500

PIPELINE REVENUE

\$4,200,000

DEALS WON CONVERSION RATE

10%

SAMPLE OF LOGOS WITH REVENUE ASSOCIATED

BOUNTIFOODS
PLANT BASED FOODS. PLANET FRIENDLY CHOICES



OCEANS
INTERNATIONAL

*Date range for data is 11/1/22 to 4/30/23

Index Drives Sessions

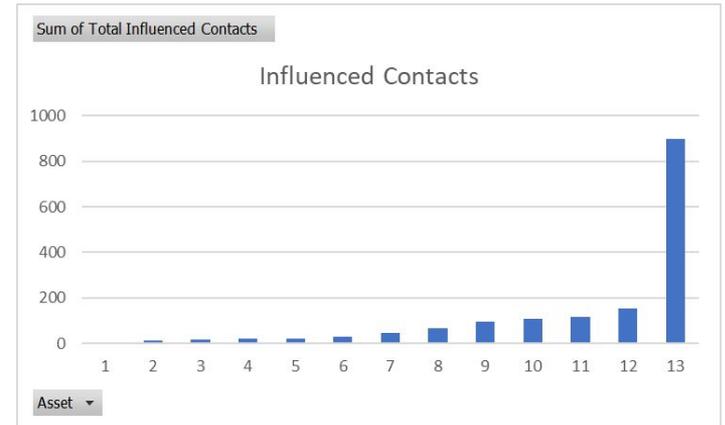
Impact of LC engagement: Activation of Paid Search, Referrals, Organic Social, Email Marketing, and Paid Social

SOURCE	SESSIONS	SESSION TO CONTACT RATE
Organic search	32,302	2.15%
Direct traffic	22,963	1.35%
Paid search	5,518	2.88%
Referrals	2,786	1.72%
Organic social	2,584	0.62%
Email marketing	440	15.68%
Other campaigns	389	0.77%
Paid social	287	20.91%

Building on ITS's
GREAT Organic Work

Port Rail Ramp
Index Specific

Continued MoM Improvement of Influenced Contacts



IMPACT



LEADC»VERAGE

June 2023



WATCH LIVE

STATE OF FREIGHT

West Coast port labor issues persist from Los Angeles to Seattle, with supply chain frustration mounting

PUBLISHED MON, JUN 5 2023 8:26 PM EDT
UPDATED MON, JUN 5 2023 9:04 PM EDT



West Coast port labor issues continue as some Los Angeles, Long Beach rail shipments get temporarily paused



West Coast port labor talks

Labor disruptions throughout West Coast ports sow uncertainty

Five ports in California and Washington experienced issues Friday as terminal jobs went unfilled.



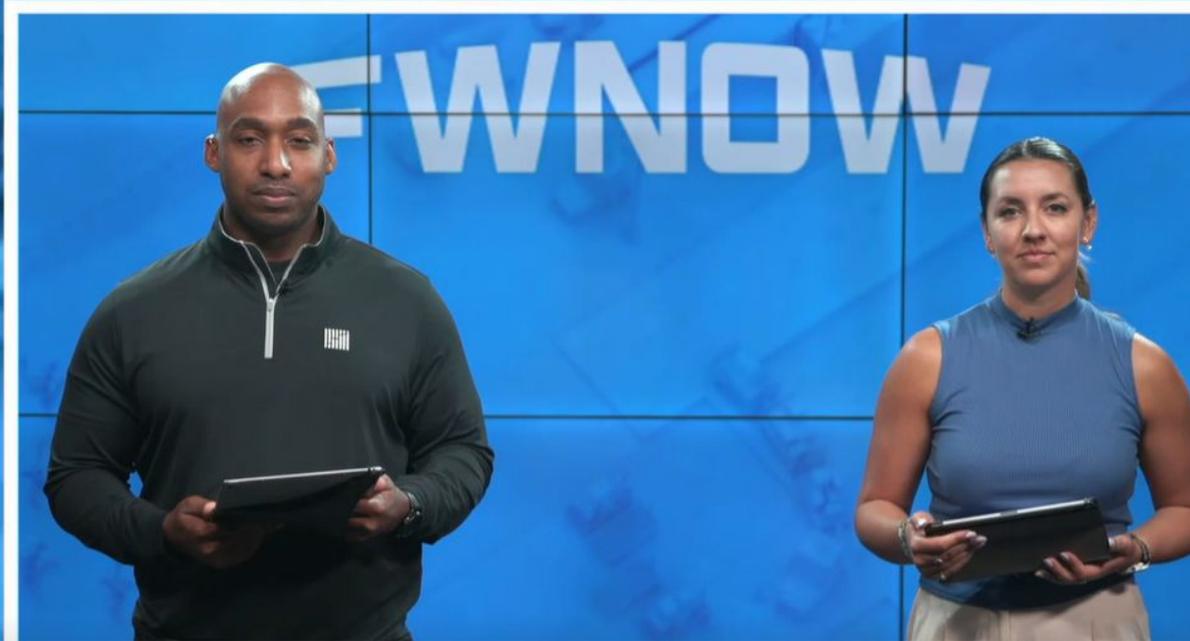
US west coast terminals forced to shut amid escalating labour actions

Terminals at key west coast ports including Los Angeles and Oakland suffered shut downs and slowdowns Friday as dockworkers escalated their bid to extract higher wages from ocean carriers and terminal operators

Real Time Response

 **FW TV**

Are the labor negotiations hurting business for west coast ports?



Real Time Response



> **BREAKING NEWS**

LARGEST TERMINAL AT PORT OF LONG BEACH CLOSED TOMORROW

**MSNBC
REPORTS**

Index Sets The Cycle!



Freight railroad alert raised to 'red' as shippers fear more West Coast port tensions

But the Pacific Ocean Region is now "red" on ITS Logistics' U.S. Port/Rail Ramp Freight Index, citing a breakdown in talks between the ILWU and ports, and the subsequent shutdowns at terminals up and down the West Coast.



US PORT/RAIL RAMP FREIGHT INDEX

PORT CONTAINER DRAY OPERATIONS

SEVERE



NORMAL



NORMAL



OCEAN/DOMESTIC CONTAINER RAIL RAMP OPERATIONS

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Anyone Can Do This

Be the resource reporters know they can count on.

