

# Driving a 30% increase in market share

To compete, grow and realize its business potential, a national transportation and logistics company needed to find a way to digitize the communication gaps between truck capacity and customers.

The company chose to work with Nerdery because of our end-to-end digital product expertise - from ideation and design through build and launch.

We assessed their user needs and competitive landscape to define, develop and launch a digital marketplace that would enable users to search for and book loads, update their progress while in transit, communicate with the company in real-time, and receive confirmations of payments for delivered loads.

Within the first year, this real-time, easy-to-use app increased its market share by 30% among small carriers and proprietors. As a result, the company expects to see \$234 million in revenue growth within the first year of launch.

Once the product framing exercise was completed, the transportation and logistics company was immediately ready to move forward with the creation of the tool, with Nerdery as the technology partner.

TRANSPORTATION  
AND LOGISTICS  
PROVIDER



Ready when you are

877.664.6373  
info@nerdery.com

7700 France Ave, Suite 285  
Edina, MN 55435