Q4 2025

SUPPLY CHAIN GROWTH INDEX

A quarterly benchmark of Go-to-Market efficiency and pipeline impact in supply chain and logistics

LEAD COVERAGE

A MARKET IN MOTION, NOT IN RECOVERY

Freight and logistics markets in 2025 did not follow a traditional recovery cycle. Instead, they were shaped by policy-driven demand shifts, uneven industrial activity, and sustained cost pressure. Imports surged as shippers pulled forward inventory ahead of tariff changes, while manufacturing demand remained inconsistent and export activity weakened. At the same time, operating costs continued to rise, compressing margins across the value chain.

ACTIVITY LEVELS BECAME A POOR PROXY FOR UNDERLYING MARKET HEALTH. IN MANY CASES, INCREASES IN VOLUME REFLECTED TIMING EFFECTS AND NETWORK RECONFIGURATION RATHER THAN SUSTAINED DEMAND.

In this environment, performance divergence widened. Organizations that adjusted to changing demand signals improved efficiency, while others continued to deploy spend against transient or distorted activity.

The SCGI provides a clearer lens on this shift. It isolates whether go-to-market investment is translating into qualified pipeline in a way that is measurable, scalable, and resilient, independent of short-term fluctuations in volume.

The smartest GTM investments are those that generate measurable pipeline impact per dollar spent.

THE MARKET REALITY

Freight activity remained volatile through 2025, but leading indicators point to continued structural pressure on demand and profitability.

$419B

IMPORTS (MARCH 2025)

U.S. imports surged to $419.0B, driving a $140.5B trade deficit, as companies accelerated shipments ahead of tariff changes. This reflects demand pulled forward rather than sustained growth[1].

49.1

ISM MANUFACTURING PMI (SEPT 2025)

Manufacturing remained in contraction, with new orders at 48.9 and export orders at 43.0, indicating continued weakness in industrial and global demand[2].

5.6%

IMPORT VOLUME FORECAST (2025 VS. 2024)

After early-year front-loading, import volumes are expected to decline, signaling normalization and softer underlying demand[3].

$2.26

PER MILE OPERATING COST

Trucking costs reached record levels, with marginal costs (ex-fuel) rising 3.6% YoY, continuing to compress margins despite fluctuations in volume[4].

2025

TARIFF ESCALATION

Policy-driven cost increases and sourcing shifts introduced further volatility into freight flows and network planning[5].

LGER IN FOCUS - Q4 2025 UPDATE

The Logistics Growth Efficiency Ratio (LGER) remains the SCGI's core metric, showing how effectively GTM spend generates qualified pipeline. In Q4, results reveal a widening performance gap across the market.

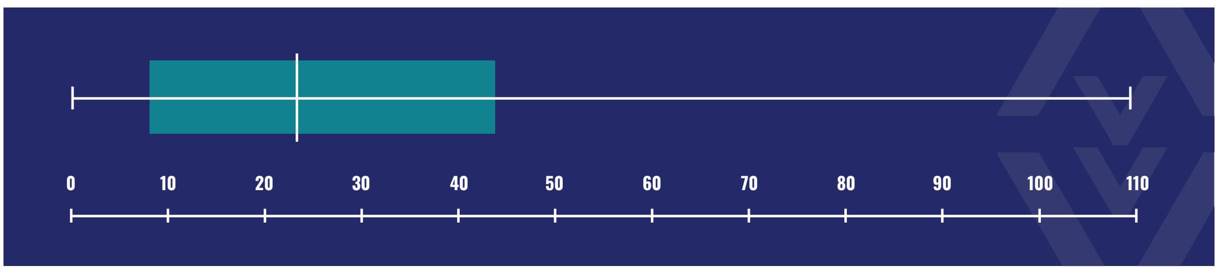
LGER = Pipeline Created / Total GTM Spend

THIS QUARTER'S SCGI ANALYSIS

Median LGER: **$4.84**
Mean LGER: **$25.74**
Range: **$0.36 – $204.30**

LGER PERFORMANCE BANDS

Low LGER: **< $8**
Mid-range LGER: **$8 – $55**
High LGER: **> $55**



INTERPRETING Q4 LGER

LOW LGER
Q1 – BOTTOM 25%

Pipeline efficiency is below market norms. GTM spend is not producing sufficient qualified opportunities.

In Q4, nearly half of companies fell below **$3 LGER**, signaling material inefficiency in spend deployment.

Common patterns among this group:
- Minimal ABM investment
- Limited paid media activation
- Hesitation to lean into intent-driven strategies
- Heavy reliance on legacy outbound or organic motion

IMMEDIATE REVIEW RECOMMENDED.

MID-RANGE LGER
Q2/Q3 – MIDDLE 50%

GTM spend is converting to pipeline at a functional, market-standard level.

However, in Q4, the median dropped sharply to **$4.84**, indicating that the typical company is generating materially less pipeline per GTM dollar than prior quarters.

To gain competitive advantage, companies in this band must:
- Move beyond passive demand capture
- Integrate intent data more aggressively
- Expand ABM program depth
- Activate paid channels with greater consistency

STANDING STILL IN THIS BAND NOW RISKS SLIPPING INTO THE BOTTOM QUARTILE.

HIGH LGER
Q4 – TOP 25%

Exceptional efficiency. GTM spend is highly effective and translating into measurable, scalable pipeline growth.

In Q4, the top performers dramatically widened the gap:
- High-end LGER reached $204.66
- Six companies exceeded $20 LGER
- Three enterprise programs drove the majority of total pipeline impact

Notably, the highest-performing organizations shared common traits:
- Strong adoption of intent data
- Sustained ABM execution
- Programmatic and paid media investment
- Tight alignment between marketing and sales
- Willingness to scale into performance

THE WINNERS IN Q4 DID NOT SIMPLY MAINTAIN EFFICIENCY — THEY AMPLIFIED IT.

Q4 MARKET SIGNAL: PERFORMANCE POLARIZATION

Q4 reveals a structural shift:

Mean LGER held steady at $25.74 | **Median LGER fell to $4.84** | **Range expanded significantly $0.36 – $204.66**

THIS INDICATES INCREASING POLARIZATION: the leaders are accelerating and the hesitant are compressing.

PIPELINE IMPACT: Concentrated among organizations willing to lean into scalable, measurable GTM programs.

A CLEAR Q4 PATTERN

The companies that leaned into intent data, ABM, programmatic, and paid activation won at a materially higher rate.

Those hesitant to adopt:
- Generated lower pipeline per dollar
- Saw weaker mid-tier efficiency
- Experienced spend without proportional impact

Q4 makes one trend clear:
Efficiency is no longer driven by effort alone. It is driven by precision, targeting, and scalable activation.

KEY TAKEAWAYS FOR EXECUTIVES – Q4 2025

1 **USE THE MEDIAN LGER AS A BASELINE**
$4.84 is today's operating midpoint — but top performers are operating 4-10x above that level.

2 **ADDRESS UNDERPERFORMANCE QUICKLY**
Low-band companies must reassess channel mix, intent usage, and ABM execution.

3 **WINNERS WON BIGGER IN Q4**
High performers did not plateau — they expanded pipeline leverage.

4 **PIPELINE IS INCREASINGLY CONCENTRATED**
A small group of organizations drove a disproportionate impact.

5 **BALANCE EFFICIENCY WITH SCALE**
The strongest programs are both efficient and invested. Underinvestment at high efficiency may signal untapped market share opportunity.

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(4) Available at: https://truckingresearch.org/2025/07/new-atri-report-shows-trucking-profitability-severly-squeezed-by-high-costs-low-rates/

(5) Available at: https://www.cbp.gov/trade/programs-administration/trade-remedies/IEEPA-FAQ

LEAD COVERAGE