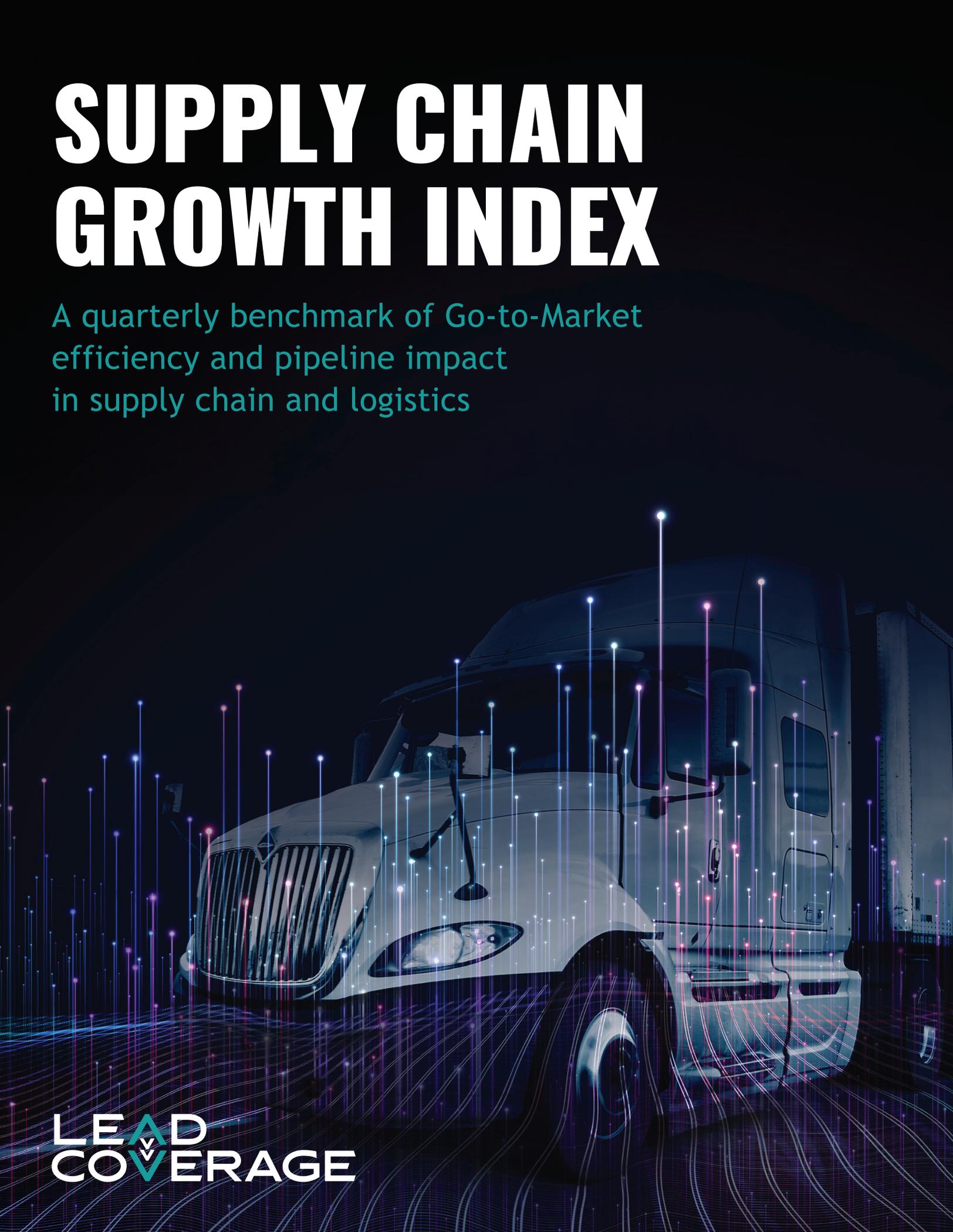


# SUPPLY CHAIN GROWTH INDEX

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



LEAD  
COVER  
AGE

# SEEING THROUGH THE NOISE

Freight and logistics companies are navigating one of the most challenging market environments in a decade. The pressure to prove that every go-to-market (GTM) dollar drives measurable growth has never been higher.

EXECUTIVES FACE A SIMPLE BUT URGENT QUESTION:

*ARE WE SPENDING OUR GTM RESOURCES EFFICIENTLY?  
IS THAT SPEND GENERATING REAL PIPELINE?*

The Supply Chain Growth Index (SCGI) provides a clear benchmark. At its core, the Logistics Growth Efficiency Ratio (LGER) is dollars of qualified pipeline generated per \$1 of GTM spend. LGER cuts through vanity metrics and activity counts to show leaders what really matters: [How GTM investments translate into future growth.](#)

In a challenging market, SCGI gives leaders a clear view of pipeline efficiency per GTM dollar.

## THE MARKET REALITY

Since late 2022, freight and logistics have faced a convergence of headwinds. These trends make efficiency, not just effort, the most critical metric. Throwing more money at marketing or sales doesn't guarantee pipeline growth; it's about how well each dollar is deployed.

15.1%

### REVENUE DECLINE

Industry revenue has fallen ~15.1% since 2023, with the top 20 freight brokerages seeing a 13% year-over-year drop<sup>2</sup>.

9.6%

### VOLUME CONTRACTION

Unit volumes decreased by roughly 9.6%<sup>2</sup>.

3.5%

### MARGIN PRESSURE

Gross margins contracted ~3.5%<sup>1,2</sup>.

12%

### BROKERAGE CONTRACTION

Active brokerages dropped ~12% from November 2022 to March 2024<sup>2</sup>.

90%

### INVESTMENT PULLBACK

Venture funding for logistics startups fell nearly 90% from 2021 levels<sup>3</sup>.

In an environment of declining demand, the smartest GTM investments are those that generate measurable pipeline impact per dollar spent.

# LGER IN FOCUS

The Logistics Growth Efficiency Ratio (LGER) is the SCGI's core metric, showing how effectively GTM spend generates qualified pipeline.

$$\text{LGER} = \frac{\text{Pipeline Created}}{\text{Total GTM Spend}}$$

## THIS QUARTER'S SCGI ANALYSIS

Median LGER: **\$26.68**

Mean LGER: **\$29.51**

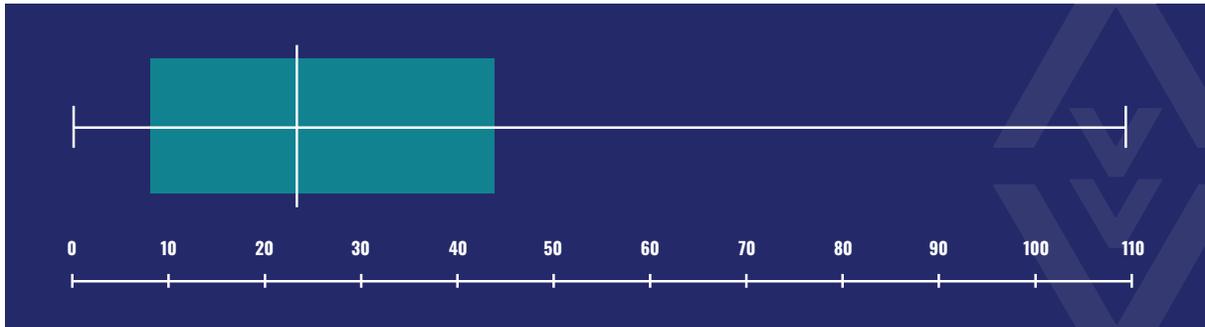
Range: **\$0.39 – \$109.44**

## LGER PERFORMANCE BANDS

Low LGER: **< \$8**

Mid-range LGER: **\$8 – \$55**

High LGER: **> \$55**



## INTERPRETING LGER

### LOW LGER

**Q1 – BOTTOM 25%**

Pipeline efficiency is below market norms. GTM spend is not producing enough qualified opportunities. **Immediate review recommended.**

### MID-RANGE LGER

**Q2/Q3 – MIDDLE 50%**

GTM spend is performing at market-standard efficiency. Companies in this range are generally converting spend into pipeline effectively. **To gain a competitive edge, aim for the upper half of this range.**

### HIGH LGER

**Q4 – TOP 25%**

Exceptional efficiency. GTM spend is highly effective, but the company may be underinvesting, leaving potential market share untapped. **Scaling investment could capture additional growth.**

LGER isn't just about efficiency, it's about calibration.  
Balance efficiency with scale to maximize pipeline growth.

# KEY TAKEAWAYS FOR EXECUTIVES

- 1 USE THE MEDIAN LGER AS A BASELINE**  
Treat 26.68 as a floor to surpass, not a ceiling.
- 2 ADDRESS UNDERPERFORMANCE**  
Companies below the median should review spend allocation, pipeline health, and campaign effectiveness.
- 3 BALANCE EFFICIENCY WITH SCALE**  
High LGER can indicate efficiency from limited spend, but additional investment could capture untapped market share.
- 4 MEASURE QUARTERLY**  
Continuous LGER tracking ensures trends are visible early and decisions remain data-driven.
- 5 ALIGN SALES AND MARKETING**  
Optimizing pipeline requires coordination across teams; every GTM dollar should contribute to qualified opportunities.

For a deeper dive into GTM spend strategy and pipeline optimization, see our companion whitepaper:

*“MEASURING GROWTH EFFICIENCY IN FREIGHT AND LOGISTICS: AN ACCOMPANYING WHITEPAPER TO THE SCGI”*



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