The most advanced weather-adjusted ETA on the market

We compared RightRoute to top routing providers in the industry by testing performance during different storm events. We analyzed accuracy by breaking the weather down into 3 distinct intensity thresholds.

RightRoute performance under various weather severity:

Light weather conditions (light rain, snow, or wind):
- ❏ We outperformed providers 46% of the time
- ❏ Providers were off by >15% of actual duration 30% of the time
- ❏ We improved provider accuracy by 9% overall

Disruptive weather conditions (moderate rain, snow, or wind):
- ❏ We outperformed providers 58% of the time
- ❏ Providers were off by >15% of actual duration 48% of the time
- ❏ We improved provider accuracy by 25% overall

**Severe weather conditions (significant rain, snow, or wind):**
- ❏ We outperformed providers 90% of the time
- ❏ Providers were off by >15% of actual duration 90% of the time
- ❏ We improved provider accuracy by 58% overall

RightRoute performance under different weather conditons:

Snowfall: 27% improvement
Wintry Mix: 50% improvement
Rainfall: 10% improvement

RightRoute ETA Accuracy Improvement Vs. Top Routing Providers
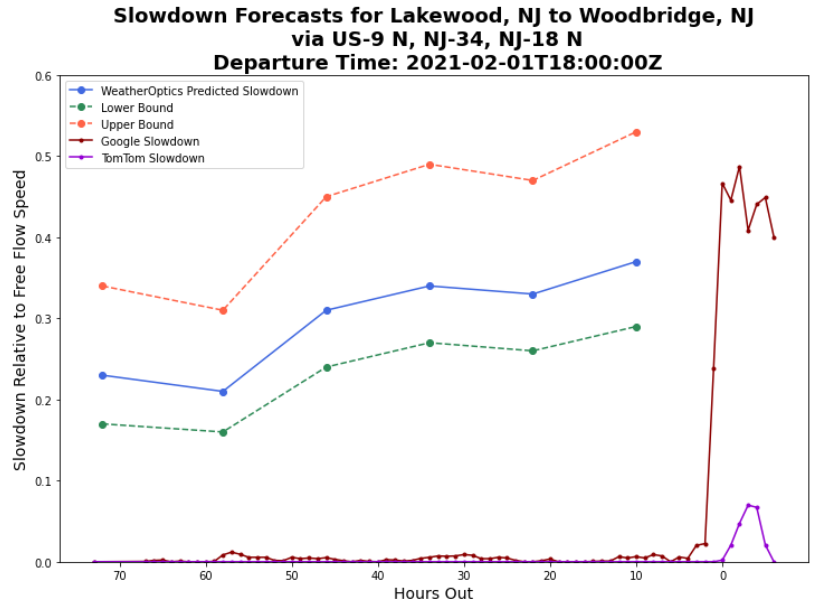
Based on 419 Trips
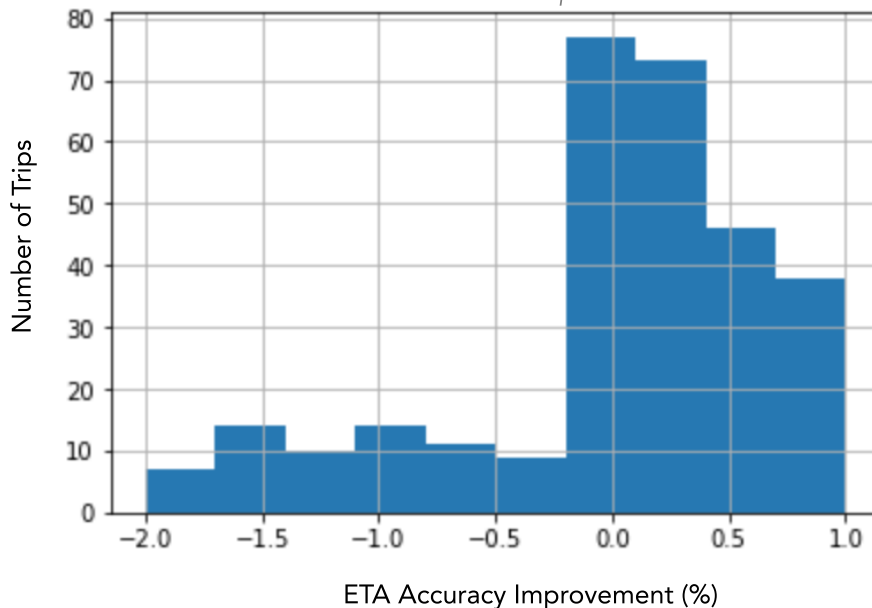
Case study: Major New Jersey snowstorm

The biggest snowstorm of the year hit the Northeast between January 31st and February 2nd, 2021, dropping as much as 3 feet of snowfall in parts of New Jersey.

We began collecting ETA predictions in New Jersey 3 days prior to the storm – even 72 hours ahead of time RightRoute was forecasting slowdowns of 18-35% with an official forecast of 23%.

Other top routing providers such as Google and TomTom did not account for predictive weather. Even 6 hours ahead of time there was no signal of significant slowdowns from these providers.

RightRoute accurately forecasted slowdowns of 30-50% in the days leading up to this significant event and allowed shippers, carriers and 3PLs to effectively warn customers and change routing plans.

Slowdown Forecasts for Lakewood, NJ to Woodbridge, NJ via US-9 N, NJ-34, NJ-18 N
Departure Time: 2021-02-01T18:00:00Z

How RightRoute can help mitigate losses

❏ Updating delivery window and ETA estimates

❏ Rerouting to avoid significant slowdowns

❏ Optimizing stock and inventory

❏ Preparing workforce by accounting for shifts in delivery schedules

❏ Warning customers of delayed deliveries

Case study: Maine snowstorm

A significant late season nor'easter brought heavy snow and strong winds to much of Maine on April 10th, 2020.

We began collecting ETA predictions along a 50 mile route in Maine 5 days prior to a significant late season snowstorm. More than 4 days ahead of time RightRoute was showing significant route delays while Google and other providers showed no changes to ETA.

Our forecasts were within 10% of the actual slowdowns that took place on April 10th, allowing shippers, carriers and 3PL's with shipments going through Maine to prepare for significant delays.
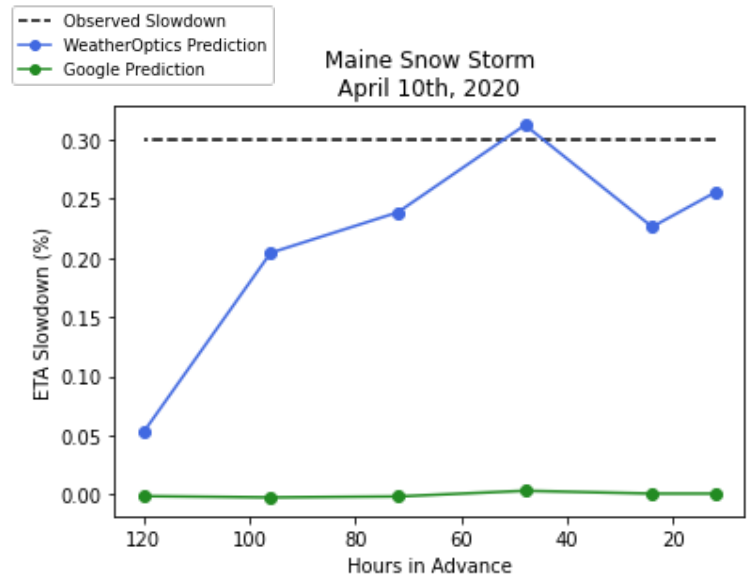
Case study: Iowa I-80 pileup

A quick hitting snowstorm brought blizzard conditions to a large part of Iowa in early February, catching many drivers off guard.

Major corridors in Iowa saw strong winds, heavy snow and extremely low visibility on February 4th, 2021. Just after 12 PM ET near West Branch, IA a 28 car pileup injured multiple people and shut down I-80 for 2 hours.

15 tractor trailers were involved along with substantial property damage surrounding the accident. In total we estimate it cost the trucking industry between $3 and $6 million.

60 hours prior to the event, our Road Conditions Index predicted a significant spike in road danger. Implementing the Road Conditions Index can not only help prevent significant losses, but can also saves lives during times of extreme weather.

West Branch, IA Roads Conditions Forecast
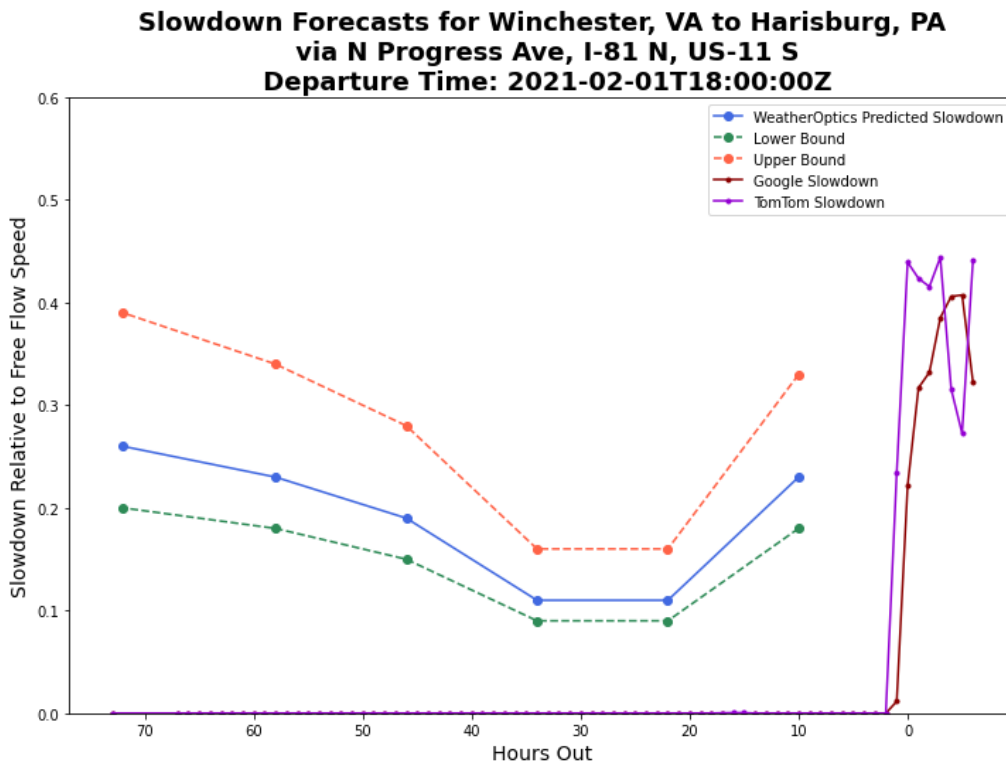60 hours Lead Time
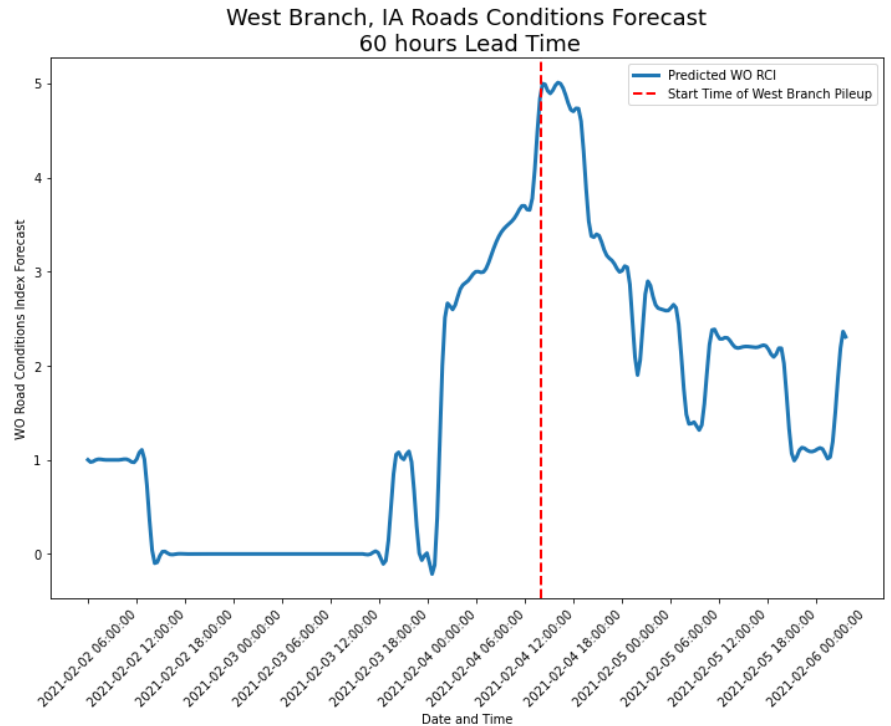
## Case studies during high impact weather events from 2019-2021

Our team captured multiple events over the course of the 2 years to test the accuracy of our slowdown and road danger predictions. We've included other notable ones below.
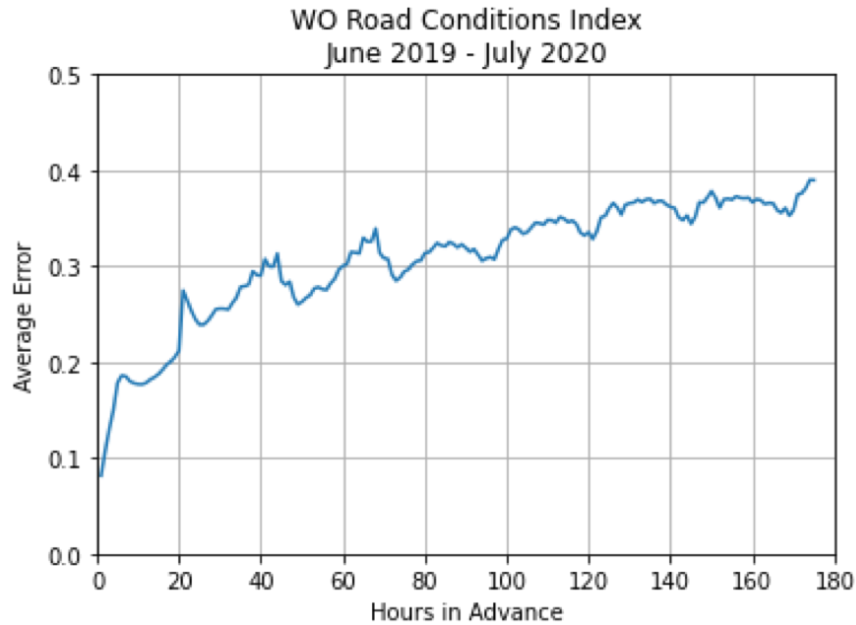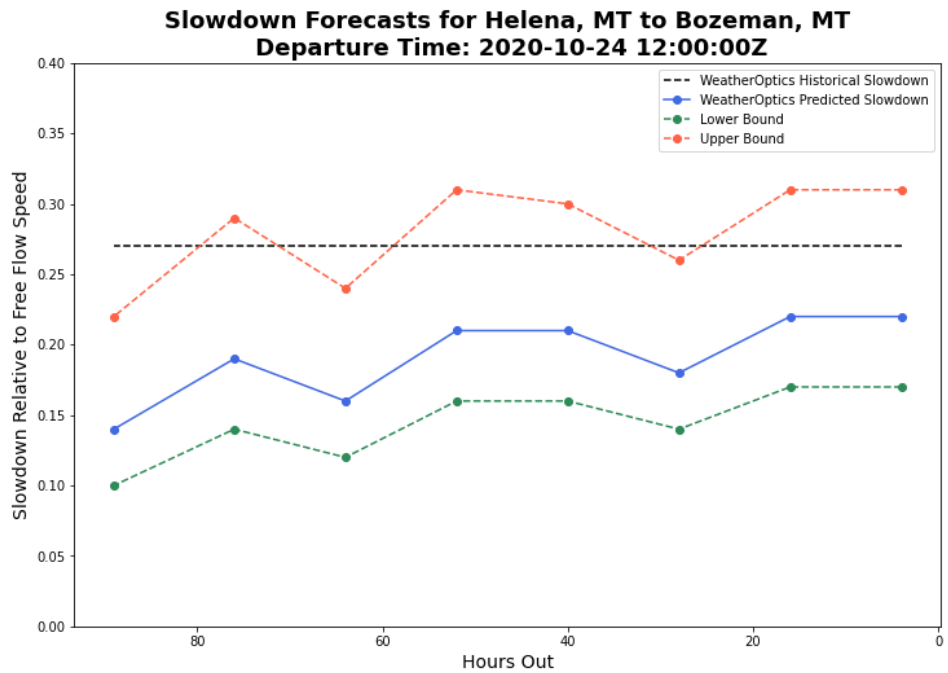

1 year average error of the WeatherOptics Road Conditions Index out to 180 hours.

I-81 and US-11 RightRoute predictions during the biggest snowstorm of 2021 compared to other top routing providers.
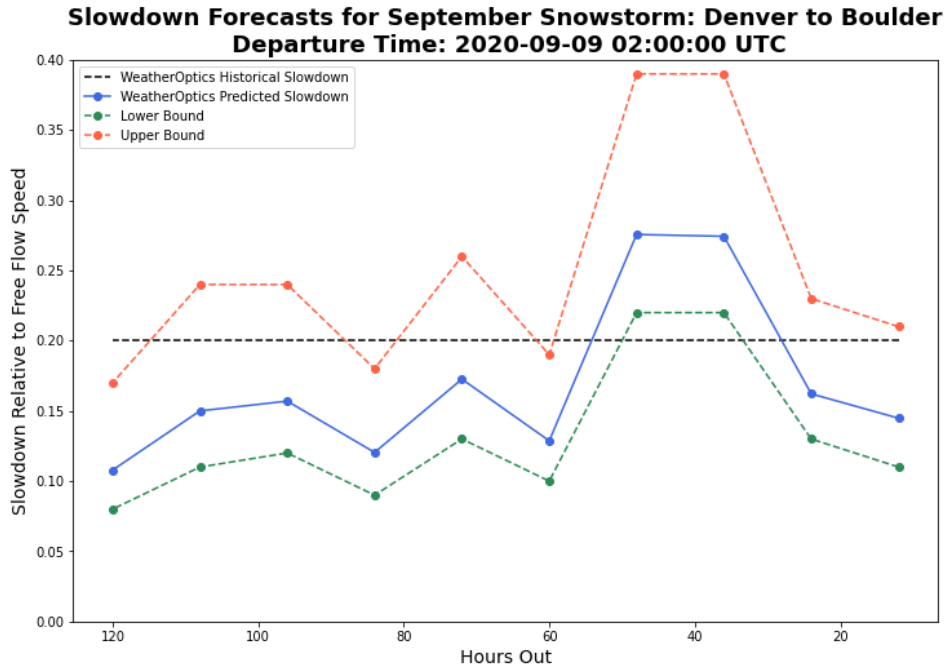
RightRoute predictions during a record-breaking early season snowstorm in Colorado starting 120 hours in advance.

RightRoute predictions during an early season October snow event in Montana starting 96 hours in advance.

Get in touch with us to learn more

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