DECEMBER 2025

Benchmarks

FOR PARCEL TRACKING

Presented By. YAHIAOUI Mastene

aftership

Emarsys

Email Campaigns

Search | More Filters | Show Deleted Campaigns | Create Email

Email name	Recipient source	Status	Admin	Template	Created	Changed
aftership_shipment_info_received	On External Event	Active on-event mails		HTML	26.06.2023 04:57	26.06.2023 07:41
aftership_shipment_exception	On External Event	Active on-event mails		HTML	26.06.2023 04:55	26.06.2023 05:13
aftership_shipment_available_for_pickup	On External Event	Active on-event mails		HTML	26.06.2023 04:53	26.06.2023 05:12
aftership_shipment_out_for_delivery	On External Event	Active on-event mails		HTML	26.06.2023 04:47	26.06.2023 07:42
aftership_shipment_in_transit	On External Event	Active on-event mails		HTML	26.06.2023 04:38	26.06.2023 07:40
aftership_shipment_delivered	On External Event	Active on-event mails		HTML	26.06.2023 04:31	26.06.2023 04:37
aftership_shipment_failed_attempt	On External Event	Active on-event mails		HTML	26.06.2023 04:16	26.06.2023 04:38

Show 10 rows

1-7 of 7 | 1

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Multi-carrier parcel tracking platform.

CONS

- Limited predictive analytics (mostly descriptive)
- No advanced anomaly detection
- Little customization of dashboards
- No natural-language querying

PROS

- Real-time tracking for hundreds of carriers
- Clean dashboards, status timelines
- APIs well documented
- Some analytics on delivery performance

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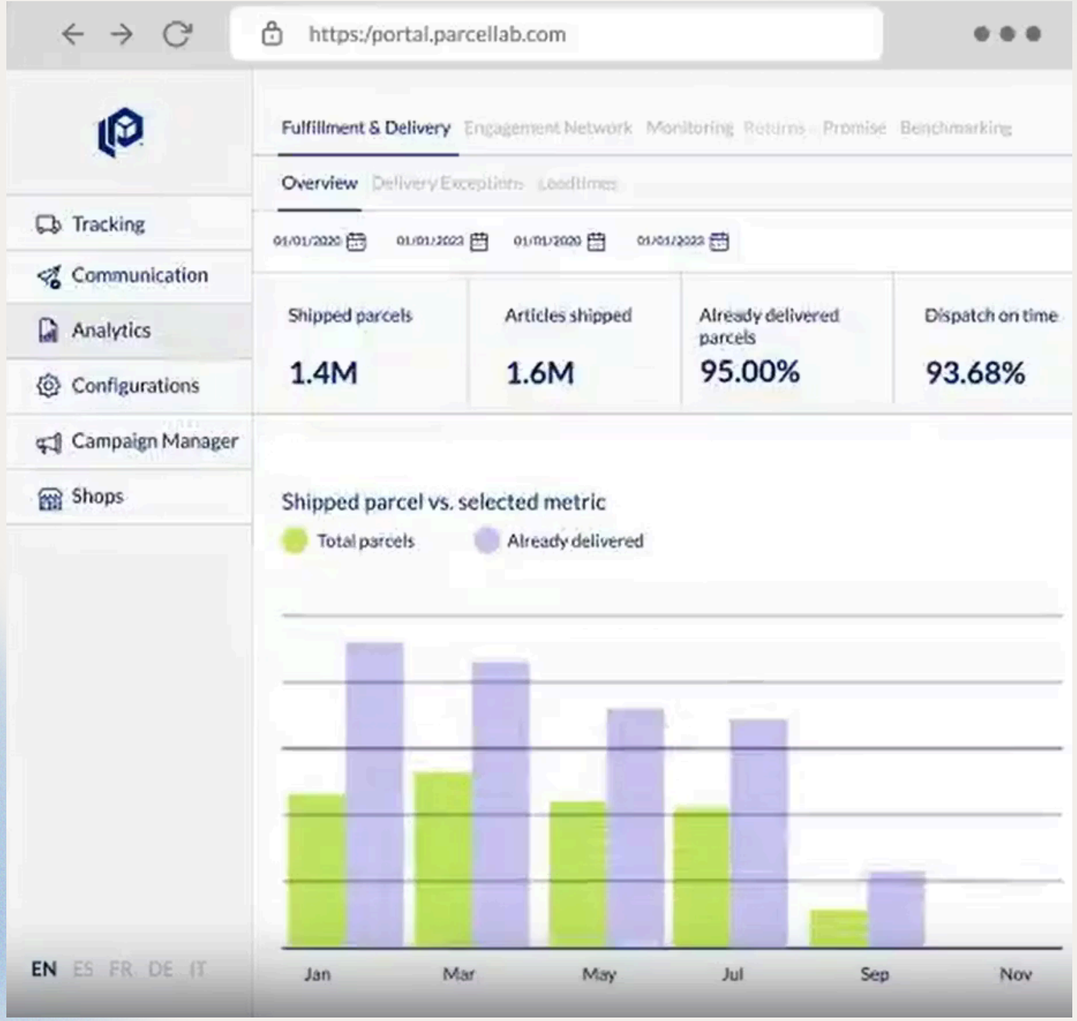
https:/portal.parcellab.com
Fulfillment & Delivery
Engagement Network
Monitoring
Returns
Promise
Benchmarking
Overview
Delivery Exceptions
Leadtimes
Tracking
Communication
Analytics
Configurations
Campaign Manager
Shops
Shipped parcels
1.4M
Articles shipped
1.6M
Already delivered parcels
95.00%
Dispatch on time
93.68%
Shipped parcel vs. selected metric
Total parcels
Already delivered
Jan
Mar
May
Jul
Sep
Nov
EN
ES
FR
DE
IT

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Enterprise post-purchase & logistics analytics platform.

CONS

- Closed system (hard to extend with your own ML)
- Very expensive
- Limited real-time geospatial visualization

PROS

- Strong delivery performance analytics
- Delay detection and incident reporting
- Good visualization & KPIs
- Enterprise-grade access control

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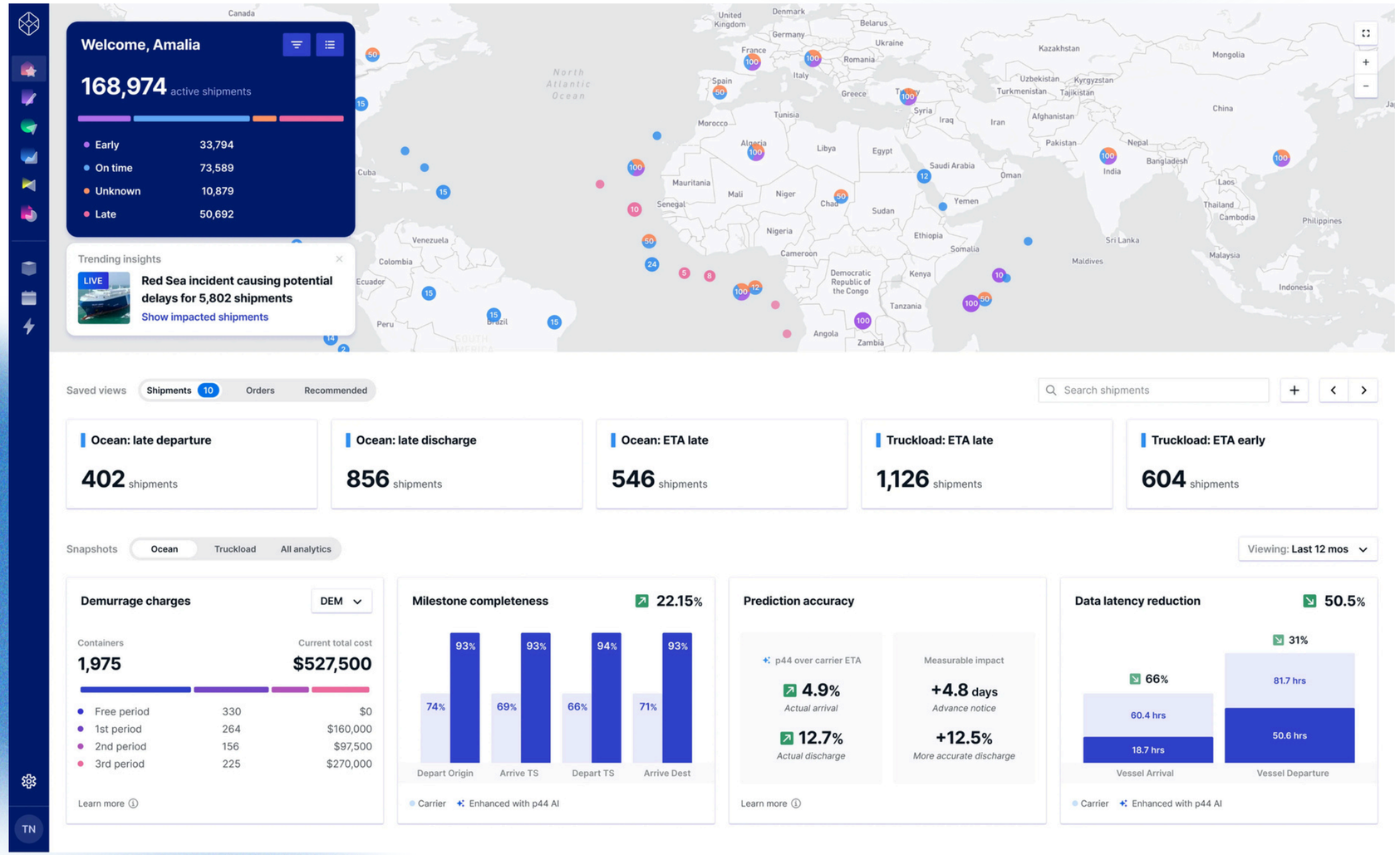
Welcome, Amalia
168,974 active shipments
Early 33,794
On time 73,589
Unknown 10,879
Late 50,692
Trending insights
LIVE
Red Sea incident causing potential delays for 5,802 shipments
Show impacted shipments
Saved views
Shipments 10
Orders
Recommended
Search shipments
Ocean: late departure
402 shipments
Ocean: late discharge
856 shipments
Ocean: ETA late
546 shipments
Truckload: ETA late
1,126 shipments
Truckload: ETA early
604 shipments
Snapshots
Ocean
Truckload
All analytics
Viewing: Last 12 mos
Demurrage charges
DEM
Containers
1,975
Current total cost
$527,500
Free period 330 $0
1st period 264 $160,000
2nd period 156 $97,500
3rd period 225 $270,000
Learn more
Milestone completeness
22.15%
74% 93%
69% 93%
66% 94%
71% 93%
Depart Origin
Arrive TS
Depart TS
Arrive Dest
Carrier
Enhanced with p44 AI
Prediction accuracy
p44 over carrier ETA
4.9%
Actual arrival
12.7%
Actual discharge
Measurable impact
+4.8 days
Advance notice
+12.5%
More accurate discharge
Learn more
Data latency reduction
50.5%
66%
60.4 hrs
18.7 hrs
31%
81.7 hrs
50.6 hrs
Vessel Arrival
Vessel Departure
Carrier
Enhanced with p44 AI
TN

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Real-time supply chain visibility platform.

CONS

- Very complex
- Enterprise-only pricing
- Not designed for custom academic / experimental ML

PROS

- Real-time GPS tracking
- Advanced anomaly detection
- Predictive ETAs
- Strong event-driven architecture