



SEAROUTES · CUSTOMER STORY

How to Leverage Searoutes Data to Make Greener Decisions in Shipping



ShipAngel, a platform for Fortune 500 shippers and co, integrates Searoutes' superior CO₂ and routing APIs to power AI-driven booking decisions. The partnership delivers 10x better API performance and enables customers to achieve 15% CO₂ emission reductions while maintaining competitive rates.

WHY SEAROUTES

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Searoutes data quality continue to evolve much faster than the competition, which allows our customers to gain an edge with it.

Graham Parker
CEO, ShipAngel

Challenges

ShipAngel needed accurate, granular CO₂ emissions data to help Fortune 500 shippers make sustainable decisions. Legacy vendors provided outdated, generic data that couldn't adapt to route changes like the Red Sea crisis. 98% accuracy requirements demanded a superior data partner.

Solutions

ShipAngel integrated Searoutes' CO₂ emissions and coordinates APIs into their AI-powered platform. Their MADl super agent uses Searoutes data to recommend optimal carriers, enabling customers to compare fastest, cheapest, and greenest options in real-time for every booking decision across global trade lanes.

SEAROUTES PRODUCTS USED

Routing

Search

Geocoding

Freight Emissions

Benefits

- ✓ **Superior data Accuracy**
98% accuracy rate vs competitors, with vessel-specific CO₂ numbers that adapt to real-world route changes like Red Sea diversions for reliable decisions.
- ✓ **10x better API performance**
Integration was 5x easier than alternatives with 10x better performance, enabling seamless real-time data access for AI agents and booking platform.
- ✓ **Measurable Customer Impact**
Customers achieve 15% CO₂e emission reductions by making data-driven carrier selections when rates and transit times are comparable across options.