



Case Study

How Freightos is transporting freight into the future

Founded in 2012, Freightos has become one of the world's biggest online marketplaces for international shipping, powering more than \$1 billion in global trade every year. Today, it connects dozens of ocean liners, hundreds of airlines and millions of trucking companies that use its global booking platform – which has grown 5x from 2020 to 2021.¹

By enabling the cross-border movement of large quantities of commercial goods, Freightos is a key player in distributing the supplies we need for daily living.

And they are reshaping the status quo by democratizing and digitizing the complex, manual and often fragmented nature of today's global shipping industry.

We had the pleasure of speaking with Yaniv Kalo, Senior Director for Payments and Strategy at Freightos, who shared insight into the company's growth trajectory and their desire to transform the freight industry. Kalo explained how its collaboration with PayPal helps keep its funds moving as quickly as the world's cargo.

¹Data source from Freightos, 2022.

Fast payments to deliver freight fast

With Freightos' explosive global growth came the need for a global payments partner to help them scale efficiently.

PayPal's Braintree technology platform helped enable Freightos to expand its customer reach and drive higher conversion by offering PayPal, credit and debit cards, as well as alternative and local payment methods. Additionally, Braintree's seamless integration helped accelerate customer onboarding and consolidate reporting.

Just as Freightos helps their customers effectively streamline operations, PayPal helps the growing freight company do the same by providing a comprehensive payments platform to help grow their company.

"Payments, like freight, are not trivial, especially international ones," said Kalo.

"It's easy to work with Paypal," said Kalo. "They will guide you. They will help you grow your business. They offer a consultative approach to our business and provide the support we need."

After analyzing several companies that specialize in international payouts, Freightos once again chose PayPal as the optimal solution. Hyperwallet's powerful payout solution provides payees with a seamless experience that bolsters engagement and helps prevent attrition. **Enabling Freightos to highlight their brand, provide a localized experience and customize their payouts was a critical differentiator. Funds are easily sent in just a few clicks.**

According to Kalo, seeing the highly trusted PayPal brand gave Freightos' customers confidence that they'd receive their payments on time via the channel of their choice. It also provided them with the flexibility and control to consolidate operations and potentially amplify their payout reach.

Having a single platform for payments and payouts has had a significant impact on Freightos' business by providing integrated products and innovative technology. **PayPal's high-touch customer service team provides a consultative approach across the life cycle of Freightos' payments portfolio.** This deep understanding of their business, coupled with the industry's leading technology, is what makes this relationship so successful.

One payments provider, comprehensive compliance expertise

Despite its pioneering technology and burgeoning business model, Freightos' growth was still hampered by complicated compliance regulations. Freightos needed assistance with the ever-expanding compliance efforts required of a global marketplace.

PayPal's consultative approach and global reach helped provide Freightos with a fully compliant and scalable solution to fit their business needs. Additionally, PayPal helped Freightos to comply with PSD2 and other regulations with fewer resources.



"I found a partner that can help me, guide me, assist me with compliance... with the whole flow managed by one vendor. PayPal is one company that takes care of multiple parts of our payments business."

Yaniv Kalo

Senior Director for Payments and Strategy, Freightos



Top 3 benefits

01

One platform to process all payments and payouts.²

02

Reduction in overall operational costs.²

03

Increase in operational efficiencies.²

²Data source from PayPal, 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

“We’re not in the business of money movement,” said Kalo. “Moving funds between all of these parties is complex, very complex. PayPal knows how to do it. We found a partner that allows us to monetize payments.”

Speaking with Kalo, one cannot help but be impressed with what Freightos has accomplished in transforming the global freight industry. As Freightos continues to deliver on this mission, the world has taken notice. Even the White House is utilizing Freightos data in a recent press briefing.³

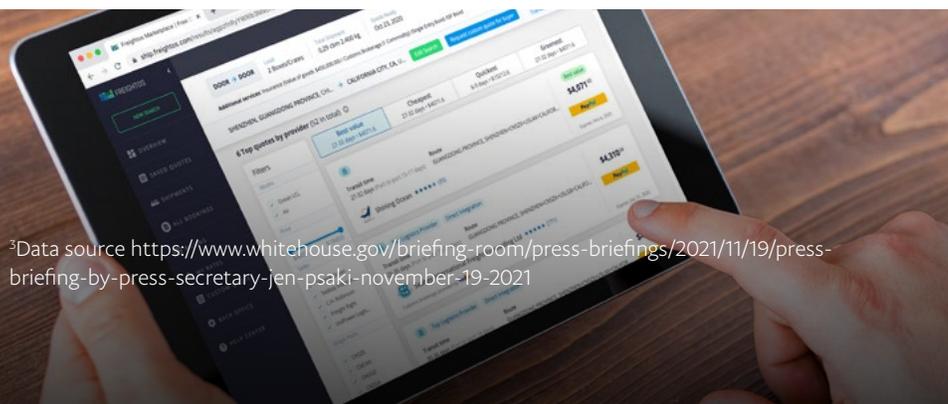
Thanks to the digital booking platform that Freightos created, international freight is now shipped with more transparency, faster delivery and greater visibility – a long overdue development for the \$500 billion global freight market.

“We see PayPal as a very strategic partnership,” said Kalo. “Everyone is engaged to help us make sure the company continues to grow.”

What’s next?

Freightos plans to extend their relationship with PayPal to include even more capabilities in the future. They are currently reviewing PayPal’s Pay Later solutions and extending PayPal’s processing and payouts capabilities to other business units.

“If you open a new business, you’d like to focus your whole effort on your business,” said Kalo. “PayPal will give you payments as a package and as a partner they will help you.”



³Data source <https://www.whitehouse.gov/briefing-room/press-briefings/2021/11/19/press-briefing-by-press-secretary-jen-psaki-november-19-2021>

