

# What is a Logistics Aggregator?



# Introduction to Logistics Aggregators

A *logistics aggregator* is a platform that brings together multiple courier and transportation partners under one system, allowing businesses to access diverse delivery options through a single interface. This model simplifies decision-making and reduces operational complexity as companies compare rates, timelines, and services without separate integrations.

# How a Logistics Aggregator Works

- A logistics aggregator integrates technology, carrier networks, and automation into one platform.
- The system analyzes available courier partners and recommends the best option based on speed, cost, location, and service type.
- It syncs with business tools, automates label creation, and offers real-time tracking for smooth workflows.

# Key Features of Logistics Aggregators

- Logistics aggregators offer automated rate comparison, unified tracking dashboards, COD management, branded notifications, and analytics reports.
- Many platforms support multi-channel integration, allowing businesses to manage marketplace and website orders from a single system and scale operations efficiently.

# Benefits for Businesses

- Businesses benefit from reduced operational costs, faster processing, and higher delivery success rates.
- Aggregators help pick the best courier for each shipment, reduce manual tasks, and enhance the customer experience.
- Pre-negotiated rates and intelligent courier allocation further optimize logistics expenses.

# Shipdaak as a Logistics Aggregator

- Shipdaak provides a strong logistics aggregation platform with advanced technology and a wide courier network.
- It offers automated workflows, smart courier selection, rate comparison, seamless tracking, and easy integrations.
- Shipdaak helps businesses enhance efficiency and deliver better customer experiences.



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