

3 - Strategic signals

- 1. Bob Go dominates the news cycle** with 61 mentions in 7 days — outreach timing for partnership conversations is now.
- 2. Globeflight sits at the bottom of consumer trust** (0/5, 1 reviews). Their dissatisfied customers are addressable for DeliverAI.
- 3. The Courier Guy leads SA consumer trust** at 3.4/5 — the partnership most defensible against future challenger entrants.
- 4. Sector average is 1.66/5** — below 3.0. This means SA courier brand trust is structurally weak; a transparent comparison platform is corrective infrastructure, not competition.
- 5. 7 couriers are not even indexed** on HelloPeter (Aramex, Fastway, Bob Go, DHL Express, FedEx SA, Uber Connect, DSV). They have less public-trust pressure but also less reputational capital — DeliverAI's data becomes their visibility surface.

4 - Why this matters for a courier partner

DeliverAI is the comparison + booking layer over South African couriers. When a shipper lands on our platform, our quote engine pulls live rates from every courier we integrate with — and shows the result with a transparent breakdown of price, service tier, transit time, and recent customer-trust signals. We don't pick winners — we make couriers compete on merit. Couriers who plug into our API capture demand from shippers who would have otherwise defaulted to a single brand or to a freight forwarder. Our data tells couriers exactly where their current weakness is — by route, by weight band, by customer trust — so they can sell against it intelligently.

5 - How DeliverAI sources & verifies

Layer	Source
Live courier rates	Direct API integrations (where available: Bob Go, Fastway, Uber, TCG, DPD Laser, others in progress). Static rate-card scrape for couriers without public APIs.
Customer trust	HelloPeter consumer API — pulled weekly, snapshot stored in our public dataset (CC-BY 4.0).
Media attention	Google News RSS — 18 couriers + DeliverAI brand tracked weekly, mention volume + headline samples.
Macro context	Stats SA bulletin endpoints (CPI, retail trade, e-commerce quarterly) for sector-wide signals affecting parcel volume.
Funnel & engagement	Google Analytics 4 (publisher analytics), Microsoft Clarity (heatmaps + session replay), PostHog (event-level product analytics, POPIA-safe with input masking on PII).

6 - The conversation we'd like to have with you

- Integration:** API spec, sandbox keys, webhook surface for live quoting + booking + tracking.
- Commercial:** referral fee structure on shipments routed via DeliverAI (industry comparable: [marketplace platforms typically run 2–5%](#)).
- Co-marketing:** joint publication of route-level pricing data (CC-BY 4.0) — your transparency surface, our distribution.
- Pro Data tier:** R1,500/month Logistics Intelligence Brief — early access to our monthly Price Index, methodology, and ad-hoc alerts ([deliverai.co.za/pricing](#)).

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Data snapshot: 2026-06-27. Methodology: [deliverai.co.za/methodology](#). Licensed CC-BY 4.0 — share freely with attribution to DeliverAI. This report is generated weekly from public sources; for the underlying dataset visit [/api/data/sa-courier-pricing-2026.json](#).