

# OSH Ratio

**Time:** March, 2025

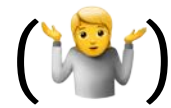
**Person:** My Father In Law

**Subject:** AI

# Friedman AI:

*Describe the writing style of the three samples. Create a comprehensive, well-structured styleguide. Here are three samples.*

***Write a short story about a goose named goose in this style***



**It crushed it.**

***“The golden age of fast food—when a McNugget was still a thing of faith, not fear—is over. And it's all because of Goose. Not a code name. A literal goose. Feathered. Honks in D-sharp. And she's had enough. Thesis: A single goose can topple an empire when the empire forgets who's really in charge... this isn't about poultry. It's about power.”***

# AI OSH Ratio On The Rise

$$\frac{\text{Perceived Capability of AI}}{\text{Entertainment Value of AI Output}} = \frac{\text{Oh Sh\%t*}}{\text{Haha}}$$

**Say the quiet part**

**out loud.**

What do we do when

# good work gets automated?



Aman Sanger    
@amanrsanger



Cursor writes almost 1 billion lines of accepted code a day.

To put it in perspective, the entire world produces just a few billion lines a day.

12:29 AM · Apr 29, 2025 · **760.8K** Views



252



461



5.3K



745



# We f\*\*\*%ing adapt.

Make content that is:

- Hard to replicate
- Deeply useful
- Interesting for **us**



**Here's how**

**data**

**can help.**

(But it's only one way.)



WH.GOV


# The New York Times

calling me a **nerd**.

We also do 7-digit revenue from this.

## *The Pandemic's Nerd Celebrities*

When old rules of global commerce no longer seem to apply, masters of esoteric data — ocean shipping container times, anyone? — are thrust into the limelight.

 Give this article



chief marketing officer at Freightos, near his office building in Jerusalem. Amit Elkayam for The New York Times

</brag>

# I'm Eytan Buchman

## CMO @ Freightos

[buchman.co.il](http://buchman.co.il)



# Agenda

- Incredibly depressing introduction ✓
- What it means ✓
- Why data works
- The framework you can use

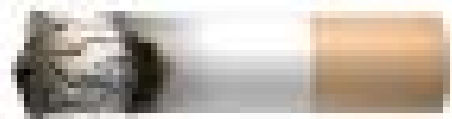
# Why boring data?

Because it merges:

- Domain Authority
- Helpfulness

(Humans love it too!)

# Story-telling + charts works





**Data storytelling gets**  
**attention**  
**credibility**  
**technical authority**

# The Content Checklist

- Unique
- Valuable
- Credible
- Buy intent (informational sucks)

(👉 Especially as OSH Ratios rise)



## Zillow Home Value Index: "Real" Home Value Falls in July

by Jennifer Nash, 8/15/24



LEAVE A COMMENT

[Zillow.com](#), the real estate listing and brokerage website, makes a wealth of real estate data publicly available. Of these, the [Zillow Home Value Index](#) (ZHVI) attempts to provide a seasonally adjusted measure of home values as well as market changes. Specifically, its “flagship” ZHVI uses data for “all homes, middle tier, smoothed and seasonally adjusted cut”. It is supposed to represent the middle of the market for all homes - the “typical home value” - and not the median home value. The index debuted in 2006. Within the ZHVI, there are a number of “cuts” to look at - for instance by geographical region or housing type. Here, we will focus on the flagship ZHVI, the typical home values.

In July, nominal home values increased for a 16th straight months while "real" home values declined for a 3rd consecutive month. Last month's ZHVI came in at \$362,481, up 0.04% from the previous month and up 3.35% from one year ago. However, after adjusting for inflation, the real figures are -0.32% month-over-month and -1.86% year-over-year.

### *Zillow Home Value Index Methodology*

Zillow’s ZHVI is measured using monthly changes in its “Zestimates”, its proprietary home valuation model. The index is meant to be timely, comprehensive, and transparent, published three weeks after the close of a given month. Many other home value indexes are published with a significant time lag - like the S&P at Core Logic Case Shiller Index and the FHFA House Price Index.

ZHVI is calculated with a few assumptions:

- Monthly changes are calculated with a weighted mean
- The average Zestimate within a range determines the index level
- It can be interpreted as the market’s total appreciation for a given geography or cut

In addition, historical appreciation is based on actual historical housing stock versus a fixed basket of homes, and home improvements are considered in appreciation unrelated to market movements.

# Enter...Your **Data Marketing Playbook**

1. Uncover unique data (internal, external, platform).
2. Package it into regular, useful insights.
3. Build a consistent **earned** audience.
4. Drive business outcomes.

# Use Case: How it started

**The data cold start.**



# Easy WSJ pickup

Source: “Meta Analysis” of 5 academic articles

THE WALL STREET JOURNAL.

BUSINESS | LOGISTICS REPORT | WSJ LOGISTICS REPORT

## Logistics Companies Face Pressure to Lower Emissions

As the Paris climate talks spur corporations to pledge to reduce CO2 emissions, they're putting pressure on the firms that transport their cargo to do the same

By [Erica E. Phillips](#) [Follow](#)

Updated Dec. 4, 2015 2:28 pm ET



Gift unlocked article

SAN DIEGO—As world leaders met in Paris this week to hammer out initiatives to address climate change, cargo handling companies and transportation specialists were addressing some of the same questions at a conference here.

The freight industry contributes 10% of all greenhouse gas emissions in developed countries and an even higher percentage in developing countries, according to research published Thursday by shipping software company Freightos.

Logistics companies are under pressure from their customers to reduce emissions, said Stephen Flowers, president of Global Freight Forwarding for UPS Supply Chain Solutions, speaking at the Cargo Logistics America conference Wednesday.

# Strong trade pickup

Source: Amazon website scrape

## Amazon logistics hiring plans

Amazon currently lists about 17,700 full-time vacancies on its website, including about 920 in the logistics and transportation sector. In other words, about 5% of Amazon jobs are in logistics.

Interestingly enough, some past Freightos research found that a similar 5% of jobs at enterprise logistics providers are in the information technology sector.

About half of these jobs are in the United States, and half of them based out of Amazon's Seattle headquarters.

With Amazon's global footprint, it wasn't surprising to find out that it has logistics positions open in 23 countries.



## Going more senior

More than half (60%) of the advertised senior vacancies require at least four years of experience. That's not to say that experienced logistics services aren't in demand — more than 10% stipulate at least seven years of experience. Diving into the senior positions a little further, it became clear exactly where the company is moving — cross-border trade and international logistics, while improving courier delivery.

The lion's share of the 14 jobs requiring more than 10 years of experience are either technology related, like a principal machine learning scientist, or long-distance freight, whether it's a European Union supply chain program manager, a senior intermodal manager or a principal for Amazon Global Logistics' cross-border unit.

There are also four non-assistant logistics roles in Amazon's secretive Lab126, responsible for Amazon's in-house devices such as Kindle and Echo. These positions are focused on operational roles for rapid manufacturing, inventive packaging and fulfillment. However, logistics positions at Lab126 are few and far between, at just 1% of the open jobs there (compared with a baseline company rate of 5%).

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2. Package it into ~~regular~~, useful insights. 
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# Use Case: How it's going

# November, 2016

## Approval to kickstart freight index ➤




**Eytan Buchman** <eytan@freightos.com>

to Zvi, Noam ▾

Wed, Nov 30, 2016, 11:01AM



Share

 [Log to Salesforce](#)

↩ Reply



Zvi,

American Shipper (large US publication focused on US logistics providers and mid-size shippers) are working on a website redesign and may be interested in a global door to door freight index.

I'm going to discuss with them in detail but our initial conversation revolved around a Greater China->US door to door index (air and ocean), with a East/West Coast breakdown.

This is great initial distribution for the index (32K monthly uniques, 40% are logistics providers, 25% are midsize shippers), as well as good traction for a potential Freightos index.

If we do this, I would limit our offer to provide this for free to a year, after which we could discuss - just to make sure that this fits our ongoing goals.

If this sounds okay, I'll discuss it with them more indepth, together with Noam.

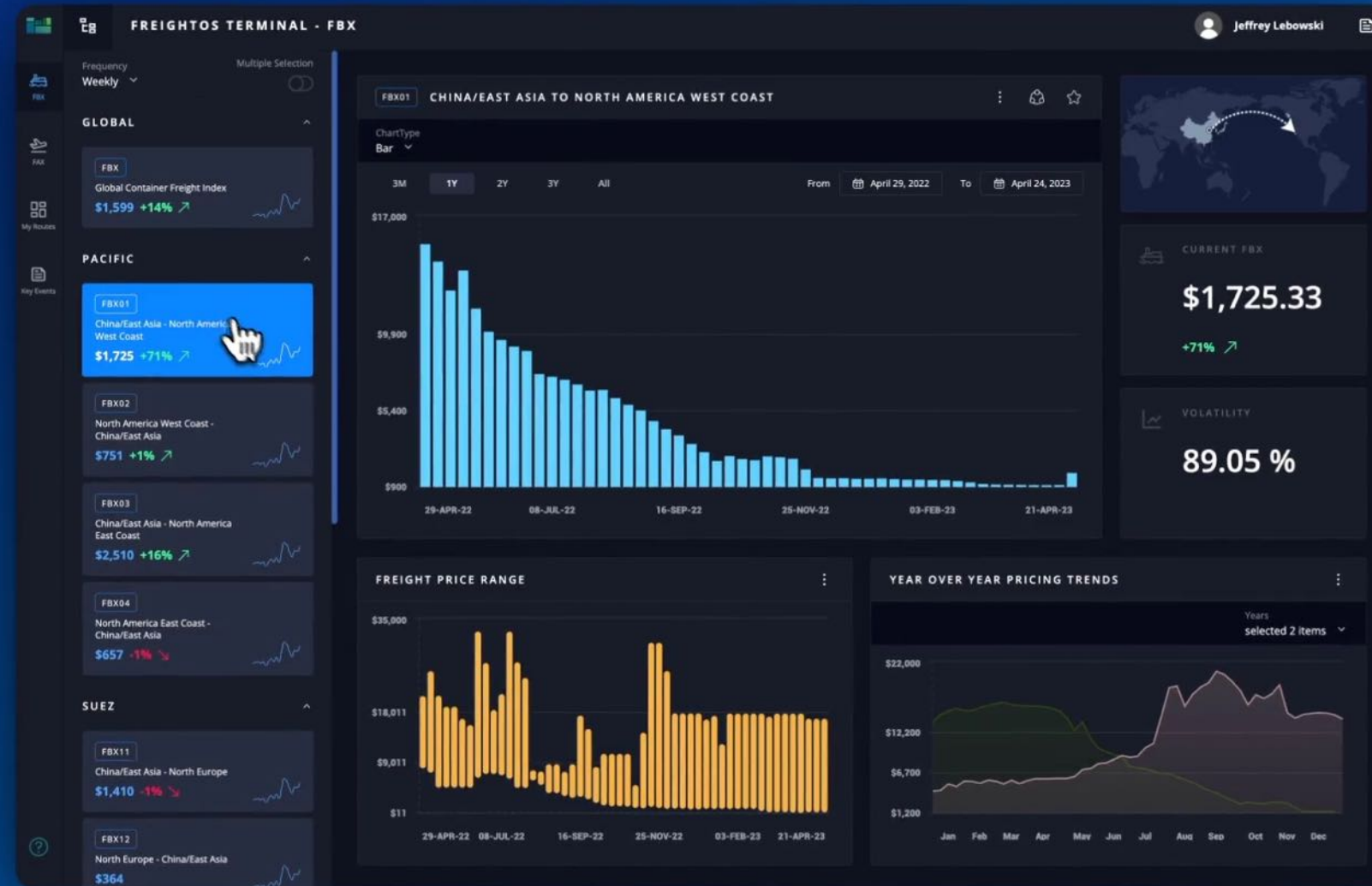
Green light?

Eytan

**EYTAN BUCHMAN**

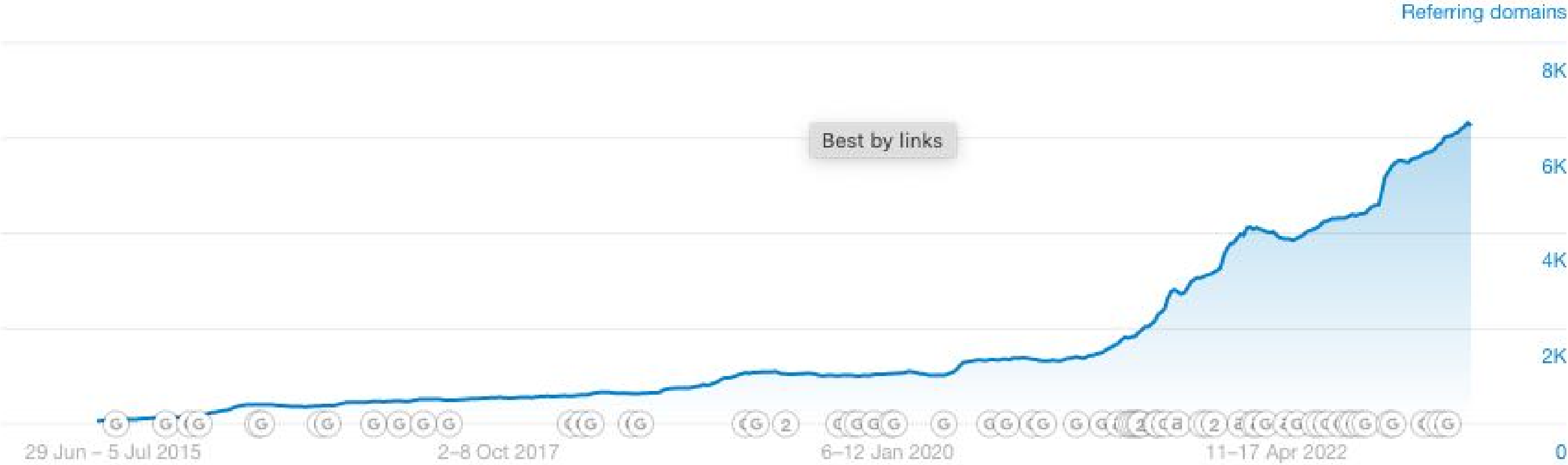
Marketing Director | Freightos

# Today



Performance

- ☒ Referring domains ☐ Avg. URL Rating ☐ Avg. organic traffic ☐ Avg. organic traffic value ☐ Organic pages
- ☐ Avg. paid traffic ☐ Avg. paid traffic cost



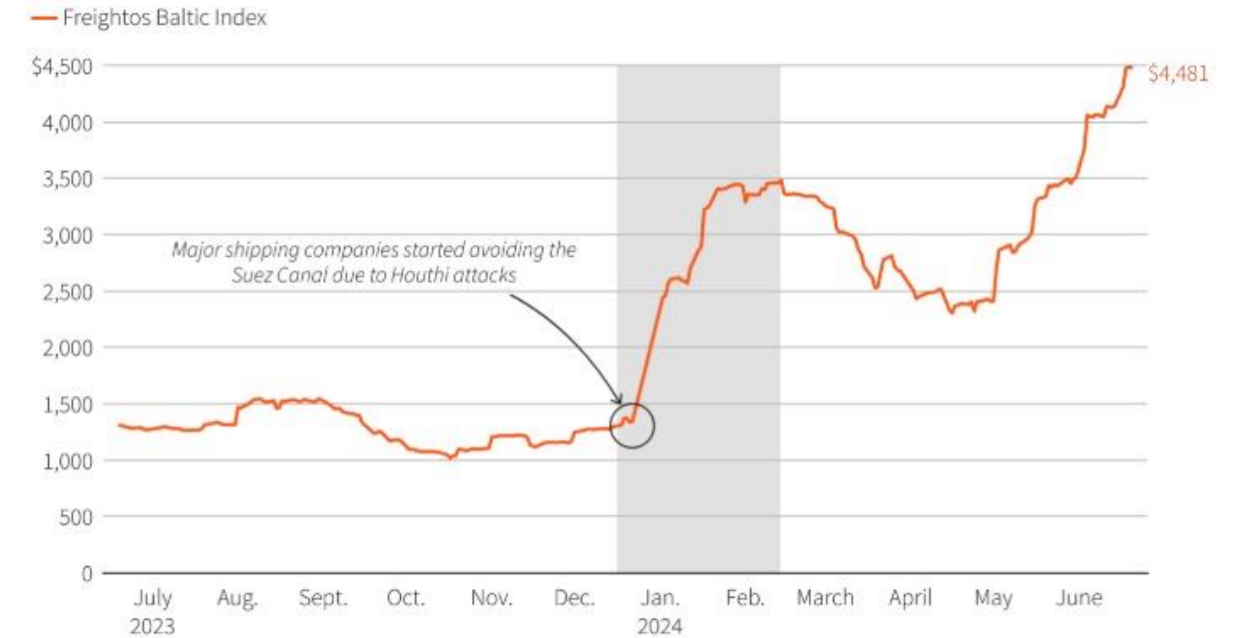
1,000s  
of pickups.

*(A lot of them self-service. But don't tell my CEO.)*

# Numbers talk

- 1–2 mainstream pickups/week
- Snowballing + low-touch
- 60K+ on weekly updates
- Seven-figure revenue

## Ocean freight congestion worse than start of Red Sea crisis



Note: The Freightos Baltic Index (FBX) measures the daily price movements of 40-foot containers in 12 major maritime lanes. It is expressed as an average price per 40-foot container  
Data to June 20, 2024

Source: Freightos, LSEG | Y. Chen | Breakingviews | June 21, 2024

Reuters Graphics Reuters Graphics

On the face of it, the recent shipping cost spike is odd. The traditional peak season for exporters filling Christmas orders is some way off. And unlike the aftermath of the pandemic in 2021, when rates ballooned to nearly \$12,000, there should be enough ships – in fact, the industry has struggled to absorb a record number of new vessels ordered in response to the Covid-era disruptions. In 2023, new deliveries of container ships added record capacity of 2 million 20-foot equivalent containers (TEU), according to AXSMarine analyst Jan Tiedemann. Another 3 million will be added this year and a further 2 million TEU in 2025.

Yet a host of countervailing forces are inflating rates. One is the cyclical rebound of the world economy. Global manufacturing output [accelerated](#) at its fastest year-on-year pace in 22 months in May, according to a Purchasing Managers' Index produced by S&P Global. Combine that with major port strikes that have hit [Germany](#) and [France](#), and could also [affect](#) the United States on the East Coast and Gulf of Mexico, and rates would have upward pressure even if two other unusual factors weren't at play.

## Four steps to build it out (📷)

- Audit and define data
- Define targets (Consultants? Leads? Revenue?)
- Validate interest
- Multi-channel, consistent distribution

# Audit Data

- Our exhaust, their gold.
- High industry value
- Contrarian transparency



# Define Targets

- Freight end users
- Media as a flywheel

# Initial Distribution

- Personal media pitching
- Website

# Distribution: Today

- Website (1M hits/year)
- Media (100s/year)
- Email newsletter (60K)
- Programmatic SEO (100+ pages)
- Monthly webinar (+1k attendees)

Hi there,

In case you missed it, you can check out our recent Freight Market Outlook webinar where we reviewed the latest trends in international ocean and air freight volumes and rates, and **Jason Miller, professor of Supply Chain Management** at MSU's Broad College of Business, shared insights on these trends, data on **how new tariffs might impact trade** and logistics, and projections for the rest of the year and into 2025.

Watch the webinar [here](#).

And in this [new blog post](#), Christian Wilhelm, Founder of Shipsta by Freightos, explores the multidimensional complexities unique to managing transportation logistics, the resulting need for the right tools for the job, and the different ways that specialized freight procurement platforms answer this call.

PS: Was this forwarded to you? Click [here](#) to make sure you get it every week.

## Ocean rates - [Freightos Baltic Index](#)

↗ **Asia-US West Coast** prices (FBX01 Weekly) increased 3% to **\$5,345/FEU**.

↘ **Asia-US East Coast** prices (FBX03 Weekly) fell 1% to **\$5,395/FEU**.

↗ **Asia-N. Europe** prices (FBX11 Weekly) increased 2% to **\$4,580/FEU**.

↗ **Asia-Mediterranean** prices (FBX13 Weekly) increased 2% to **\$4,387/FEU**.

## Air rates - [Freightos Air index](#)

↗ **China - N. America** weekly prices increased 28% to **\$7.01/kg**.

↗ **China - N. Europe** weekly prices increased 5% to **\$4.03/kg**.

↗ **N. Europe - N. America** weekly prices increased 9% to **\$2.60/kg**.

\$5345.2 2.63% ↑ FBX02 - \$347 -4.2% ↓ FBX03 - \$5395 -1.33% ↓ FBX04 - \$524.4 10.54% ↑ FBX11 - \$4579.8 1.88% ↑ FBX12 - \$470.6 1.64% ↑ FBX13 - \$4386.8 1.99% ↑ FBX14 - \$443.8 3.59% ↑ FBX21 - \$505.4 -0.59% ↓ FBX22

## GLOBAL FREIGHT PRICING &amp; MARKET RATE INTELLIGENCE TRENDS

## CHINA/EAST ASIA TO NORTH AMERICA WEST COAST

The FBX01 global ocean freight container pricing index measures 40' container prices across key port pairs from China and East Asia to North America's West Coast. This index is created and maintained in collaboration with the Baltic Exchange. Key ports in the index include Shanghai (PVG) and Ningbo (NGB) in China and Los Angeles (LAX) and Chicago (ORD) in the United States.

**FBX01** CHINA/EAST ASIA TO NORTH AMERICA WEST COAST

CURRENT FBX01  
**\$5,345.20**

VOLATILITY  
**0.71 %**

[VIEW DATA FOR FREE →](#)

Logistics professionals from the world's leading brands rely on our data



ABInBev



VOLVO



amazon

Walmart

# The Front-Runner

- Great mustache
- 1K+ Monthly Registrations
- 1-5 media citations each time
- Work down to two hours of prep



# Build Your Data Motion

1. Audit → Discover what your audience needs
2. Package → Create consistent, accessible updates
3. Distribute → Email, media, SEO, and social
4. Evolve → Scale to more formats, frequency, and access

# AI is a superpower...

but **everyone** has it.

This means that...



Great content isn't  
isn't **hackable.**



# **Even with AI, it still needs...**

- Unique
- Valuable
- Credible
- Buy intent

# Great content data references

Freightos

placer.ai

Gong

ahrefs

**Drop me a line**

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**buchman.co.il**

**LinkedIn —>**

