

What is RigDig and who uses it?

RigDig is the most comprehensive source of equipment buyer data in the commercial trucking industry, covering over 1.6 million fleet prospects. Manufacturers, dealers, and aftermarket providers rely on RigDig to analyze markets, uncover opportunities, and stay ahead of competitors.

How do manufacturers benefit from RigDig?

Manufacturers use RigDig to focus on active fleets running the trucks they sell, track shifts in market share, and identify opportunities for service, maintenance, and parts sales.

How do dealers benefit from RigDig?

Dealers use RigDig to target equipment owners within their area of responsibility (AOR), uncover regional hotspots and growth trends, and provide their sales reps with quality, activity-based leads

How do aftermarket providers benefit from RigDig?

Aftermarket companies use RigDig to pinpoint fleets aligned with their parts or software, helping them target maintenance opportunities and expand revenue in key regions

What makes RigDig data unique?

RigDig aggregates multiple trusted sources—including USDOT records, FMCSA activity, UCC finance filings, and D&B firmographics—then cleans and standardizes the data for accuracy

How often is the data updated?

RigDig updates data daily and monthly depending on the source. Activity data, such as inspections or violations, typically becomes available within 60–90 days.

What is the Prospect Profile?

The Prospect Profile gives you all the details you need about a prospect to qualify them and to sharpen your sales approach. Get answers to questions like what equipment do they operate? Are they more likely to buy used or new equipment?

What is the Search Tool?

Identify and qualify prospects with the Search Tool. Find and save lists of prospects based on 25+ filters, including location, equipment brand, violations, and vehicle age. You can assign searches to team members and share and export searches.

How can I access RigDig?

RigDig is available through a web platform for quick access or via a Data Integration Package that connects directly to your CRM, making it easy to sharpen focus on top prospects as well as a mobile app for reps on the road.