RigDig

Comprehensive data fuels business growth.

RigDig is the most comprehensive source of equipment buyers in the commercial trucking industry. With over 1.6 million trucking fleet prospects, our data paints the clearest picture of your market. Whether you're a manufacturer, dealer, or in aftermarkets, RigDig gives you the ability to analyze your market, identify new opportunities, and stay one step ahead of your competitors.

RigDig

Who uses RigDig?

Manufacturers

Track how your market share shifts over time, equipping sales teams with data on active trucking fleets that match your ideal prospect profile. Use these insights to see where you're winning or losing in the market and to execute smarter, data-driven marketing strategies.

Dealers

Focus on active trucking fleets that run the exact trucks you sell—new or used—while gaining insights into your AOR to maximize marketing effectiveness. Identify new opportunities for parts, maintenance, and service sales to expand revenue in your market.

Aftermarket Parts

Pinpoint equipment owners whose fleets align with your parts or software, and give sales reps quality prospects based on activity in your AOR. You can also uncover regional hot spots, growth trends, and emerging markets to guide smarter sales strategies.

Stronger data leads to smarter decisions.

RigDig aggreagates data from multiple sources, cleans it up, and delivers it in turnkey methods – making it easier than ever to find your next prospect.

USDOT Reported Info

- MCS-150 Form
- Fleet Size
- Cargo Hauled
- Authority & Insurance

Updated Daily & Monthly

FMCSA Activities*

- Inspections
- Violations
- Crashes
- VIN details

Updated Monthly

UCC Finance Statements

- Filed by Lenders
- Market Segments
- Vocational Attachments**

Updated Monthly

D&B Firmographics

- Industry
- Annual Sales
- Employee Count
- Credit Risk

Updated Monthly

Database is updated on daily and monthly intervals depending on the source data.
*Activity data can take 60-90 days on avg. from the activity date before being available in our database.
**Construction, Ag and Logging Equipment.

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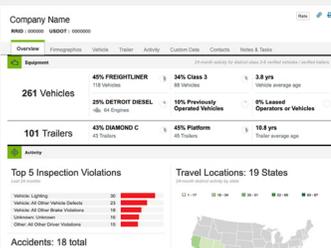
RigDig

Delivery Options

RigDig Web Platform

The web tool is built for manufacturers, dealers, and those in aftermarkets who need fast access to potential leads and prospects in their AOR. Get access to all our tools and features on one, easy-to-use platform.

Data Integration Package

With a RigDig Data Integration Package, you can streamline your sales and marketing efforts by accessing key data directly from your CRM. Sharpen your focus on top prospects and discover market growth opportunities from whatever platform with which you're most comfortable.

Key Features & Tools

Identify and Qualify Prospects

- **SEARCH:** Find and save lists of prospects based on 25+ filters, including location, equipment brand, violations, and vehicle age.

- **Prospect Profile:** Get all the details you need about a prospect to qualify them, including what equipment they own, if they prefer new or used, and where they operate.

Optimize the Sales Process

- **Prospect Relationship Manager:** Use this built-in tool to manage conversations, add notes, rate prospects, and assign tasks for follow-up.

- **Sales Territory Filters:** Improve the efficiency of your entire sales process by assigning trucking leads to sales reps and measure progress.

- **Prospect Mobile:** Use the RigDig mobile app to access your database of prospects and target your top opportunities while on the road.

Find out how RigDig turns data into leads

Learn more at rigdig.com or call us at 844-553-8138.

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See how it works