

Expanded data sets. Enhanced prospecting.

Our data set includes Class 1-2 Vehicles, with enhanced insights for Classes 3-6. Easily identify and target operators of light and medium duty vehicles using the prospecting power of RigDig.



The RigDig Solution

RigDig's market segments model which Prospects are likely to operate light and medium duty vehicles as described below:

164k entities in the **light duty segment**

- GVWR Class 1, 2, or 3 VINs in operation
- Landscaping, Plumbing, Heating & Air, etc.
- +75% of drivers operate within 100 miles

348k entities in the **medium duty segment**

- GVWR Class 4, 5, or 6 VINs in operation
- Heavy Construction, Grocery Delivery, etc.
- 50-75% of drivers operate within 100 miles

Light Duty			Medium Duty		
Class 1 <6,000 lbs	Class 2 6,001 - 10,000 lbs	Class 3 10,001 - 14,000 lbs	Class 4 14,001 - 16,000 lbs	Class 5 16,001 - 19,500 lbs	Class 6 19,501 - 26,000 lbs
Mini-van	Mini-van	Mini Bus	Conventional Van	Stake Truck	Bucket
Utility Van	Utility Van	Walk-in	Large Walk-in	Large Walk-in	Single Axle Van
Multi-purpose	Crew Compartment Pick-up	City Delivery	City Delivery	City Delivery	Beverage
Mini Pick-up	Full-size Pick-up	Flatbed Truck	Landscaping/Utility	Dump Truck	School Bus
Full-size Pick-up	Mini Bus	Service Truck	Box Truck	Utility Truck	Stake Body
	Step Van				

Utilize GVWR filters to target light and medium duty operators.

Cast a wider net by prospecting for operators of light or medium duty equipment.

Optimize sales efforts by segmenting prospects operating class 1-8 equipment.

Empower your sales with actionable data for light & medium duty segments.