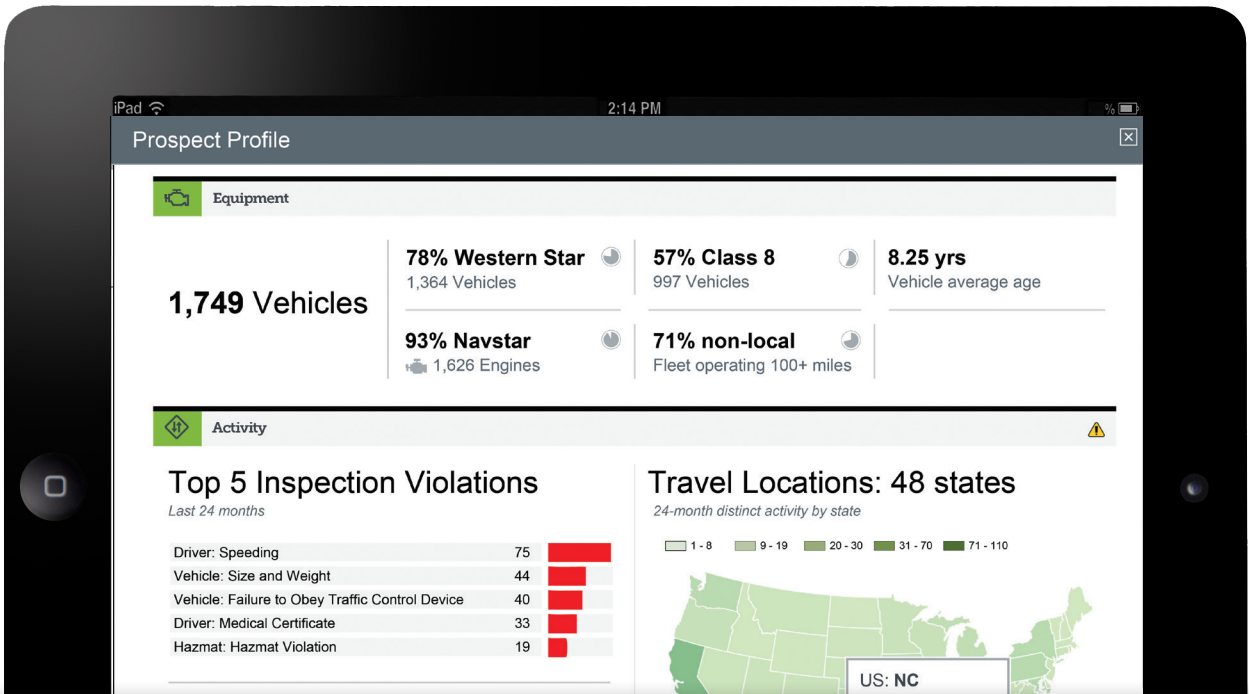# Data is Smarter than Your Gut

How reliable is your gut when it comes to navigating through your industry? Does intuition provide clear enough direction when it comes to finding the right audience and where to search for them? The truth is that there's no way to tell the many missed opportunities that come from depending on your gut alone.

Fortunately, there is information out there to guide you as you work toward growing your business, information otherwise known as data.

RIGDIG Business Intelligence

Quick Overview:

- What is big data?
- Why RigDig BI?
- What can RigDig BI do for you?

RIGDIG®
Business Intelligence

What is big data?

Big data is a catchall phrase for volumes of offline and online information so large that the amount created daily is measured in quintillions. The advancement of technology. The constant expansion of the internet. These contributors to the constant creation of data are also huge factors in the evolution of the trucking industry.

The greatest difficulty is tying together the mass of gathered data to produce a clean data source. This is where RigDig Business Intelligence (RigDig BI) comes in.

As you've probably experienced when sorting through information on new and potential customers, it is difficult to make sense of raw, unstructured data. RigDig BI is a platform that analyzes and organizes trucking data for you.

Why RigDig BI?

With data intelligence on 900k+ trucking entities, RigDig BI offers a wide range of equipment purchasing data specific to the trucking industry.

- Class 8 Truck
- Mechanic
- Class 7 Truck
- Class 6 Truck
- SVC Vehicle Body
- Class 5 Truck
- Bus
- Class 4 Truck
- Class 3 Truck
- Class 2 Truck

RIGDIG
Business Intelligence

How can RigDig BI help you?

Save yourself time.

The information on individual companies makes your searches more pinpointed. You can search by fleet size, CSA history, route, and more. And with the focus on fleets, you know you're reaching the right people.

Know your customers.

You can find your customers in the RigDig BI database and learn what trucks they presently have and the age of those trucks. This aligns your strategy to your customer's pain points and times your communications to perfection.

Identify new prospects.

With the vast number of entries available on the database, you can be sure to find prospects you would not have come across otherwise.

You're smarter than your gut.

If you're ready to start navigating your business with data, let's get started.

Call your sales rep today. 800-288-8262

Randall Reilly