

Engage active equipment buyers before your competitors do.

When it comes to selling equipment, establishing trust, credibility and understanding the buyer's needs are key. In fact, equipment buyers rate dealer relationship as one of the top purchase influencers, ahead of resale value, financing offers, safety ratings, and driver preferences.*

With limited resources, how do you proactively engage buyers looking for new or used equipment? And how can you focus your resources on prospects that are most likely to buy?

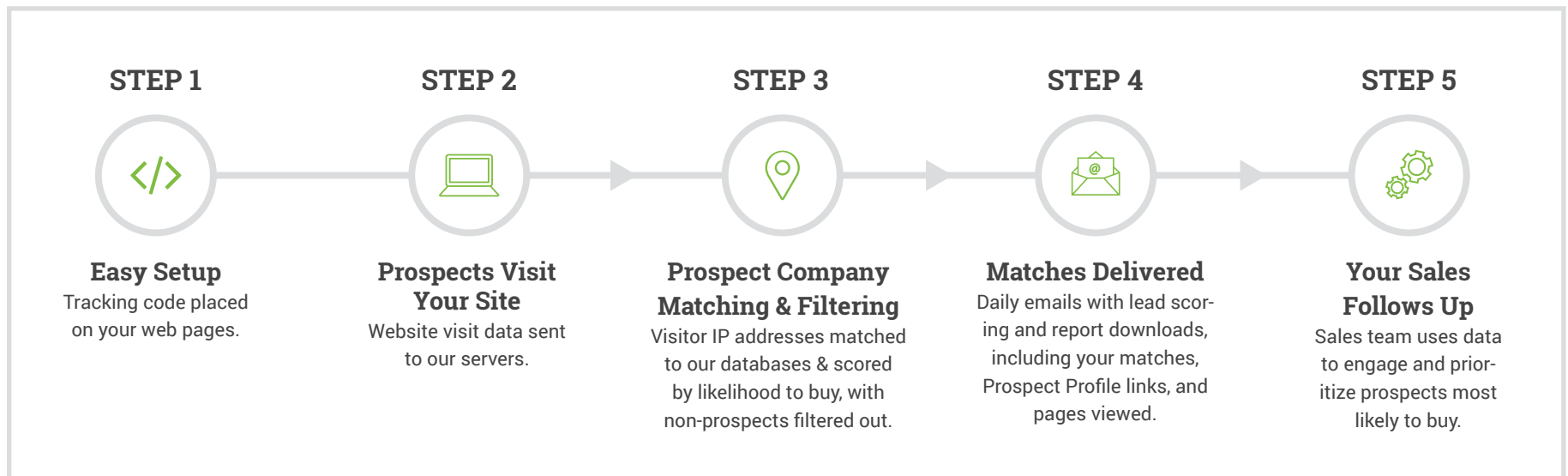
RigDig Priority Prospects: Less haggling, more selling

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RigDig Priority Prospects



We'll analyze your website visitor traffic and identify matches to our verified RigDig Prospect Profiles. Prospects are scored using a proprietary, predictive algorithm based on prior purchases and other factors. This score indicates a prospect's likelihood to buy within the year. You'll receive daily emails with lead scoring, and a report download with your matches, links to view their Prospect Profiles, and the pages they viewed on your website.



Engage active buyers earlier in the buying process and arm your sales team with lead scoring and insights based on your prospects' equipment needs to drive faster and more productive engagement.

Call your Sales Representative for a RigDig Priority Prospects demo and learn how data can also be used to sharpen your digital media strategy.