

GearUp™ Vehicle Shopper Mailing List

Total Universe: **4,12,878**

Base Rate: **\$150.00/M**

Description Summary

GearUpâ„¢ is a high-performance behavioral marketing database featuring consumers who have shown verified interest in purchasing a new or used vehicle. Using real time digital intent signals such as search activity, content interaction, website visits, and social engagement, GearUpâ„¢ pinpoints individuals actively researching auto purchases across a wide spectrum of brands and categories. From luxury intenders browsing BMW, Mercedes-Benz, Porsche, and Lexus, to budget-conscious buyers exploring Jeep, Subaru, Hyundai, or Kia, these consumers are brand-aware, in-market, and ready to act. In addition to vehicle shopping, many also show interest in related categories like auto insurance, financing, maintenance, parts, and accessories, making them ideal targets for a wide range of auto-related offers. With multichannel access and deep targeting capabilities, GearUpâ„¢ puts your campaign in front of motivated buyers before they set foot on a dealership lot.

How Our Data is Compiled

The GearUpâ„¢ file is built using a combination of advanced behavioral modeling and verified intent signals from digital environments. Data is sourced from a variety of high-quality inputs, including automotive search activity, vehicle listing interactions, social engagement, online form fills, and content consumption across car review sites and dealership platforms. Each record is scored for recency and intensity of interest, then enriched with demographic and financial overlays for enhanced targeting. The file is NCOA (National Change of Address) processed, CASS-certified, and regularly updated to maintain accuracy and deliverability.

Consider the Facts

- ✓ The average U.S. car buyer spends over 12 hours researching online before making a purchase decision.
- ✓ 88% of car buyers use the internet as their primary source of research, and over 76% start the process on a third-party site before visiting a dealer.

Recommended Usage

GearUpâ„¢ is a powerful tool for auto dealers, OEMs, and auto leasing or financing companies looking to reach active car buyers with precision. This file is also ideal for marketers promoting vehicle service plans, car insurance, aftermarket parts, warranties, and accessories.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Email
Income
Buying Habits

Lifestyle Interests
Credit Score
Language Spoken

Cell Phone
Homeowner / Renter
Home Market Value

For additional information or list counts, contact your representative or list manager at 1.800.457.2899