

Put a Ring on It Prospects™ Mailing List

Total Universe: **73,51,982**

Base Rate: **\$175.00/M**

Description Summary

Target the romantics ready to take the next big step. The Put a Ring on It Prospects™ is a premium consumer list featuring financially secure, single individuals who are emotionally and economically positioned to get engaged. These prospects are in the prime of their lives and show strong indicators of commitment-readiness through lifestyle data, credit modeling, and relationship intent signals. Ideal for marketers of engagement rings, luxury jewelry, wedding planning services, romantic travel, and high-end gifting, this list taps into a motivated, emotionally driven audience actively preparing for major life milestones. A highly responsive and emotionally ready consumer audience built from AmeriList's national multi-sourced database. These individuals are single, creditworthy, and lifestyle-aligned for engagement-focused marketing.

How Our Data is Compiled

This file is built from AmeriList's proprietary national consumer database, which is updated monthly and compiled using a blend of public and private sources including online surveys, offline registrations, self-reported consumer activity, lifestyle behavior modeling, and real estate and transactional data. This rich dataset is continuously maintained through rigorous hygiene protocols, including monthly updates against the National Change of Address (NCOA) database and CASS certification, ensuring high deliverability and campaign success. Every record is verified and enhanced to maximize reach, response, and ROI for marketers.

Consider the Facts

- ✓ 68% of engaged individuals began planning their proposal or ring purchase within 12 months of entering a serious relationship.
- ✓ Over 40% of consumers who purchase engagement rings spend \$5,000 or more, making upscale marketing campaigns highly effective with the right intent signals.

Recommended Usage

This audience is ideal for a range of marketers targeting life-stage and lifestyle-driven consumers. Recommended industries include fine and fashion jewelry retailers, engagement and wedding ring marketers, and providers of romantic travel or experience packages. Wedding planners and service vendors can also benefit, along with high-end lifestyle and milestone gifting brands.

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
Lifestyle Interests
Credit Score

Buying Habits
Cell Phones
Net Worth

Income
Occupation
Education Level

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