

Auto Parts & Accessories Buyers Mailing List

Total Universe: 4,221,490
Base Rate: \$85.00/M

Description Summary

Having a car comes with many costs, including parts and accessories, based on necessity as well as for leisure or luxury. This database of consumers take good care of their cars and strive to find the best deal they can for these often expensive parts and accessories. The buyers included in this mailing list all purchased these products from a range of auto parts and accessories vendors. You can reach these purchasers by mail, phone, or email.

How Our Data Is Compiled

Our Auto Parts & Accessories Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- The average auto parts and accessories industry growth between 2014-2019 was 8.9%
- Specialization in auto parts and the ability to order online and pick up merchandise in-store have enabled auto parts retailers to offer online buying.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: auto parts and accessories vendors, mechanic shops, new and used car dealerships, car insurance, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Ethnicity

Ethnicity
Income
Dwelling Type
Vehicle Type

Occupation
Marital Status
Presence of Children
Vehicle Make/Model

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$425.00

Net Name

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

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

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