

Put a Ring on It Prospects™

Total Universe: 7,351,982

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 6–12 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.

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

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data,
Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$875.00

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

Yes

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