Jewelry Buyer Lists Prospect Masterfile

The Jewelry Buyer Lists Prospect Masterfile is a highly responsive database of consumers who have recently purchased fine jewelry or expressed strong buying intent for luxury and fashion jewelry products. These individuals are style-conscious, financially qualified, and actively engage with premium brands, making them ideal targets for high-end retailers, designers, and direct marketers.

This database includes rich demographic, behavioral, and transactional insights to support campaigns across a range of jewelry categories—including engagement rings, luxury watches, gold, silver, and designer fashion jewelry. Whether you're selling online or through brick-and-mortar locations, this masterfile ensures precise, purchase-ready outreach.

Key Facts

- U.S. jewelry sales exceeded $100 billion in the past year.
- 68% of buyers purchase jewelry for gifting during holidays, anniversaries, or milestones.
- 55% of luxury jewelry shoppers purchase online.
- 62% of buyers are women, and 38% are men purchasing for others.
- The average spend per transaction for fine jewelry is $1,200+.
- Over 40% of jewelry buyers also purchase accessories, handbags, or watches from premium brands.

Popular Usage

- Marketing Luxury Jewelry Brands & Boutiques
- Promoting Engagement Rings, Wedding Bands, & Bridal Collections
- Advertising Fashion Jewelry Lines & Subscription Boxes
- Selling Jewelry Insurance & Appraisal Services
- Promoting Custom Jewelry Design Services
- Offering VIP Sales Events & Exclusive Promotions
- Marketing Related Luxury Goods (Watches, Handbags, High-End Fashion)
- Promoting Jewelry Cleaning Kits, Displays, and Accessory Add-Ons

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Lift | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

868,990

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Jewelry Type Interest
- Purchase Motivation
- Annual Spend Level
- Retail Preference
- Household Income
- Gender
- Age
- Marital Status
- Gift-Giving Habits
- Zip Code
- State
- Lifestyle Interests

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

Call to Learn More

(888) 578-3282

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