

Green Life Collective™ Database

Total Universe: **21,66,258**

Base Rate: **\$75/M**

Description Summary

Green Life Collective® is a premium, curated marketing database designed to connect your brand with eco-conscious women aged 50 and above. These purpose driven consumers live with intention, prioritizing health, wellness, sustainability, and ethical choices. With many in households earning under \$50K annually, this audience is highly responsive to affordable, value-based offers that align with their lifestyle. They are enthusiastic about discovering new ideas, testing green products, and engaging with nonprofit causes. Ideal for marketers in renewable energy, sustainable personal care, ethical finance, and mission-driven products, Green Life Collective® offers national coverage and high engagement potential from a community committed to living well, and doing good.

How Our Data is Compiled

The Green Life Collective® database is built from a blend of self-reported surveys, consumer response data, purchase history, and online transaction behavior. Individuals in this audience have voluntarily shared information about their interests, lifestyle choices, and spending habits, making this a highly intentional and accurate dataset. Their preferences for eco-friendly products, wellness-focused living, and socially conscious causes are reflected through both their responses and transactional behavior. Every record is processed through CASS certification to ensure address standardization and matched against the National Change of Address (NCOA) database to maintain postal accuracy. The result is a finely tuned file of environmentally minded, budget-conscious women ready to receive offers that align with their values.

Consider the Facts

- ✓ Women over 50 control more than \$15 trillion in global spending and account for over 50% of U.S. consumer spending.

Recommended Usage

This file is a powerful tool for marketers looking to reach mature, value-driven women who actively support green causes and socially responsible products. Whether you're launching a new eco-friendly skincare line, promoting clean energy incentives, introducing financial wellness tools, or sharing a nonprofit mission, this audience is receptive and ready to engage.

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
Marital Status
Geography

Email
Presence of Children
Buying Habits

Online Buyer
Credit Score
Lifestyle Habits

Mail Order Buyer
Homeowner / Renter
Home Market Value

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