

Kohl's Value Champions Mailing List

Total Universe: **54,46,002**

Base Rate: **\$100.00/M**

Description Summary

Reach engaged, value-driven consumers who actively shop at Kohl's™, one of America's leading department store brands. This responsive file features known buyers with a proven history of multi-channel purchases, brand loyalty, and consistent interaction with promotions and seasonal sales events. These consumers are highly receptive to digital coupons, exclusive discounts, credit card offers, and family-focused merchandise across apparel, home goods, beauty, and more. Their behavior reflects a strong affinity for quality and value, making them ideal prospects for a wide range of retail, lifestyle, and financial offers. Sourced from verified retail transaction data, loyalty program participation, and modeled intent signals, this list delivers high-performing targets for marketers aiming to connect with fashionconscious, savings-savvy households who shop both online and in-store.

How Our Data is Compiled

The Kohl's™ Value Champions Mailing List database is built through a multi-sourced, precision-targeted compilation process that blends verified transactional activity, loyalty program participation, and behavioral modeling across both digital and offline channels. Data sources include retail purchase transactions tracked through third-party aggregators and merchant partnerships; opt-in consumer surveys capturing shopping habits, brand preferences, and purchase intent. Every record undergoes comprehensive data hygiene protocols including NCOA (National Change of Address) updates, CASS certification, and USPS standardization.

Consider the Facts

- ✓ Over 65% of Kohl's™ shoppers use coupons and loyalty rewards regularly.
- ✓ Most are female heads of household, shopping for families and home needs.

Recommended Usage

This file is ideal for a wide range of consumer-facing campaigns, including retail catalogs, private label brand promotions, cashback and credit card offers, and beauty or skincare product launches. It is also well-suited for marketing fashion and footwear lines, loyalty and rewards programs, sweepstakes and contests, family or parentingrelated products, and seasonal or holiday-themed promotions.

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	Email	Precense of Children	Mail Order Buyer
Gender	Income	Credit Score	Homeowner / Renter
Geography	Buying Habits	Lifestyle Habits	Home Market Value

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