

Greener Living

Target environmentally conscious consumers in your marketing campaigns

Eco-consumerism is on the rise. A recent survey* found that half of respondents consciously consider sustainability when making purchasing decisions, up from 35% in 2019. What's more, by 2030, up to 40%** of all new car sales could be EVs.

As Americans become more environmentally conscious, Media Source Solutions can help you reach consumers who are considering buying an electric vehicle, who support environmental causes and who want to live a greener life.

We have a number of pre-built audiences, actionable across multiple channels including direct mail, email, mobile, social, CTV and other digital channels. Or we can build you a custom audience for your exclusive use, available within 72 hours using interest, behavior and demographic data.

*PwC, June 2021 Global Consumer Insights Pulse Survey

**McKerracher et al, Electric Vehicle Outlook 2020



Select your ideal focus from our pre-built Green Living segments:



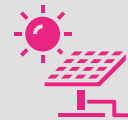
Environmentally Conscious



In-market for EV



Supports Green Causes



In Favor of Solar Energy

Why Choose Our Greener Living Audiences?



Privacy-compliant

Our data is opted-in for third party offers & we respect opt-out requests



Custom Audiences

Tell us your specific needs and we'll create a custom segment for you



Tested, trusted & validated

Our data is validated with 10+ declared touch points per record