



# SHOPPER DIMENSIONS

## SHOPPER MISSIONS

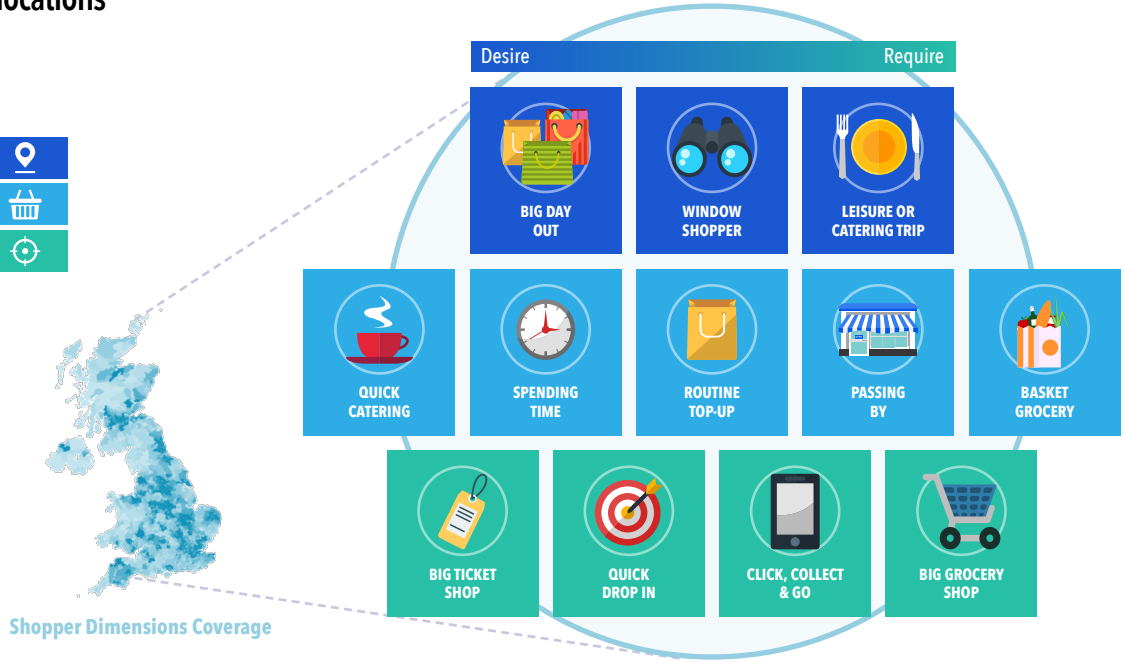
### 💡 WHAT IS SHOPPER MISSIONS?

- Shopper Missions is CACI's shopper behaviour segmentation built from a wealth of UK exit surveys in our Shopper Dimensions database.
- In the same way we use exit surveys to understand who the shopper is, we can now use Shopper Missions to understand how they shop and why they chose to visit that centre on that day.
- All shopping trips land somewhere on the spectrum between desire and require; from an experiential day out to picking up a pint of milk.
- We have identified 12 Shopper Missions which can be aggregated into three over-arching trip types; Destination Led, Convenience Driven and Purpose Driven.

600K SURVEYS

200+ Retail locations

- Destination Led
- Convenience Led
- Purpose Led



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