



Ocean is a database of the UK population containing over 500 attributes covering demographic, digital, lifestyle and attitudinal characteristics at individual level within a household.

Features

Understand the demographics, lifestyle, affluence and preferred channel of your customers with CACI's Ocean database of UK adults. With over 500 variables to choose from Ocean is used by many leading brands for customer insight, segmentation and proposition development as well as market sizing and benchmarking.

Applications

Customer
Insight
& profiling

Segmentation
and persona
development

Market sizing
and
benchmarking

- Insight and understanding of customers and prospects
- An input to help improve the accuracy of propensity models for segmentation, cross sell and retention applications
- Create detailed pen portraits of customer segments
- Create acquisition models for prospect targeting
- Improve proposition development
- Infill key missing database information

Why Ocean?

- Most extensive and comprehensive view of the UK population
- Statistically robust models with high level of accuracy
- Updated every quarter to reflect changes in the population
- Increased accuracy due to the number of data sources used to build it
- CACI's data independence means we can use the best data sources available

Knowledge



Age and
gender



Income and
affluence



Household
characteristics



Shopping
habits



Lifestyle and lifestyle
characteristics



Digital engagement
& channels



Financial
sophistication



Media
consumption



Leisure interests

