Connecting brands, people and place
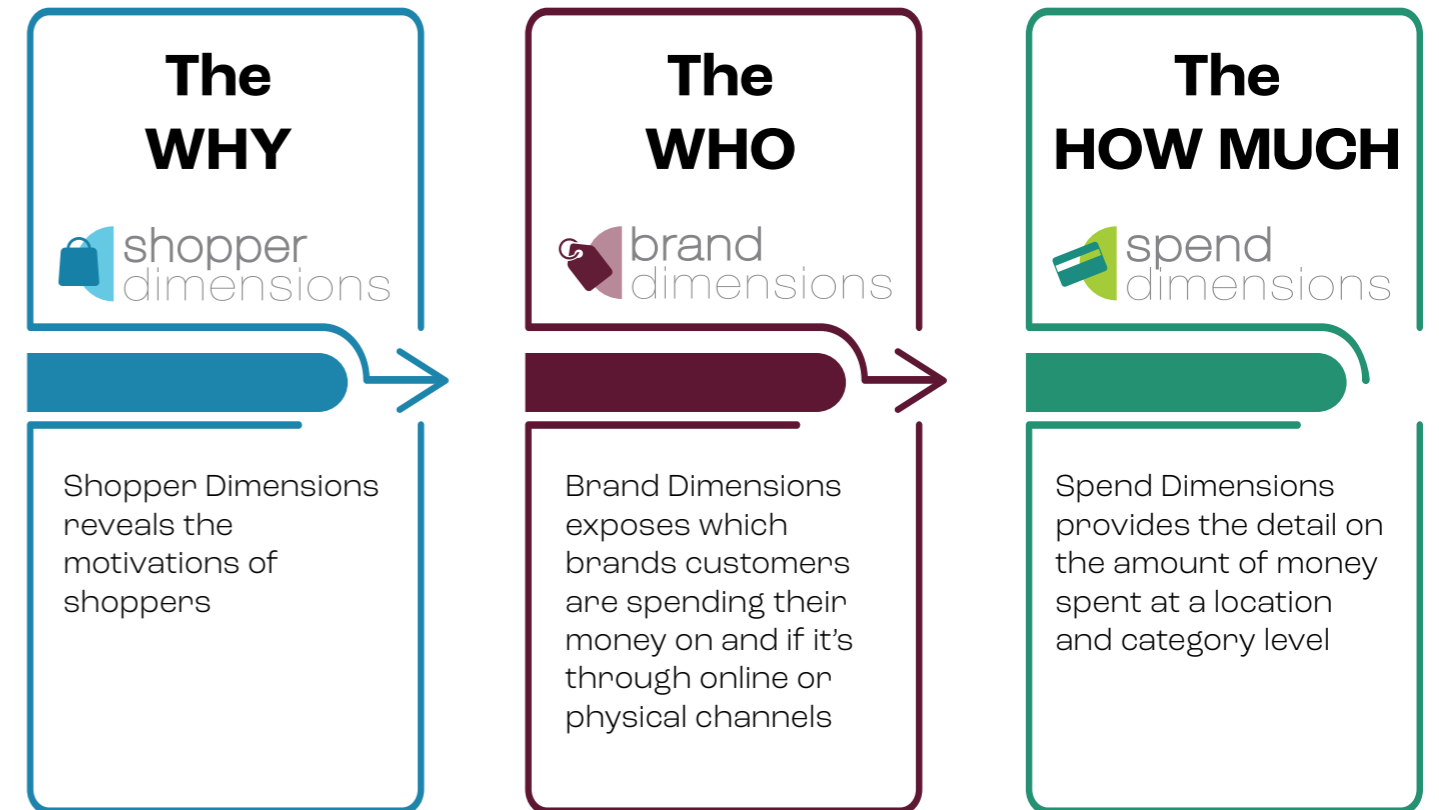
Understand the cornerstones of location intelligence with CACI's Dimensions Suite

shopper dimensions

brand dimensions

spend dimensions

Understanding how people engage with brands and place just got easier.

Dimensions Suite delivers unparalleled understanding of shopper behaviour – their motivations, and crucially how they spend – how much, with who and on what.

We've divided our Dimensions Suite into three distinct categories to help you understand exactly how shoppers are behaving so you can better serve their needs:

The WHY
shopper dimensions

Shopper Dimensions reveals the motivations of shoppers

The WHO
brand dimensions

Brand Dimensions exposes which brands customers are spending their money on and if it's through online or physical channels

The HOW MUCH
spend dimensions

Spend Dimensions provides the detail on the amount of money spent at a location and category level

Any one of these Dimensions provides powerful insight, but all three working together will help you understand your customer, your location and your place in the market at a highly strategic level.

At CACI we connect brands with people and place by doing amazing things with data.

shopper dimensions

If you want to understand why shoppers are visiting your location, then look no further than Shopper Dimensions.

Pooling together over 1 million survey responses from 280+ locations across the UK, Shopper Dimensions reveals why the shopper has visited and what they've been up to while on-site.

This fascinating insight reveals:

- Why they have visited, and what motivated them to do so
- The frequency of their visits
- How long they have spent on-site
- How they have spent their time across the retail mix – shopping, socialising and engaging with other offers
- What they think of their experience

With this you can essentially perform a health check on your centre, benchmarking it against national averages. Even more vital is the clear direction it provides to improved performance.

What does Shopper Dimensions measure?

1m survey responses

280 shopping destinations

The WHY

To fully understand how brands are performing, and the share of spend they are taking from shoppers, you need Brand Dimensions, the latest addition to the Dimensions suite.
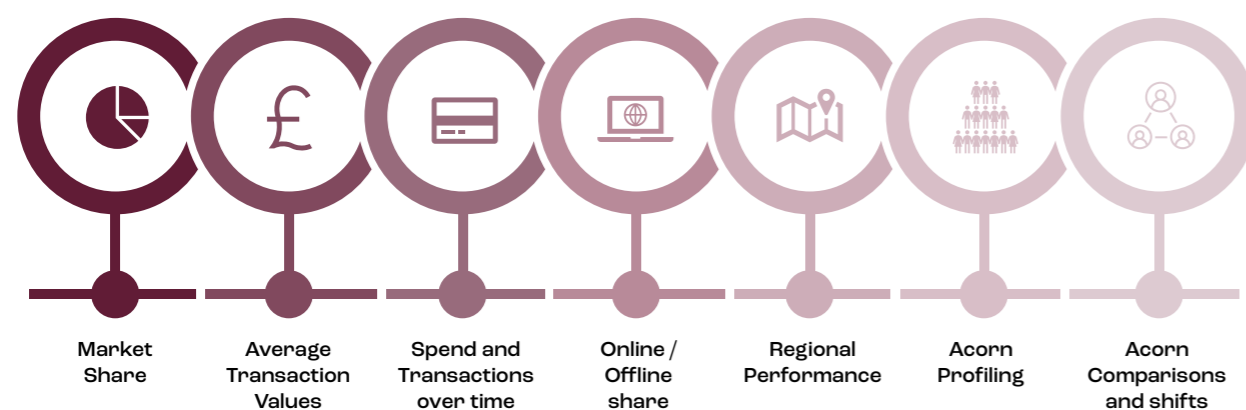
Profiling over 300 of the UK's biggest brands, as well as the latest emerging brands, we track the total monthly spend, the average transactional spend and the balance of spend across online and offline channels.

This revealing data will allow you to benchmark occupier performance, support leasing strategy and understand opportunity in the market.

The competitive landscape is laid bare with Brand Dimensions as you can see which brands are taking the largest share of customer spend.

brand dimensions

What does Brand Dimensions track?

| Market Share | Average Transaction Values | Spend and Transactions over time | Online / Offline share | Regional Performance | Acorn Profiling | Acorn Comparisons and shifts |

The WHO

What does Brand Dimensions measure?

300 brands

over £4bn in monthly transactional sales

across 40 regions

split by 22 Acorn demographic groups

![spend dimensions logo]

Spend Dimensions uses transactional spend data to understand the spending behaviour of shoppers in destinations across the UK from regional malls and city centres through to local high streets.

This information allows you to benchmark spending behaviour at your locations against the rest of the UK, other asset classes and product categories.

Compiled from debit card spend data from multiple sources including major retail banks, Spend Dimensions can help you understand:

- Spend levels by Acorn demographics
- Value of each transaction
- Catchment performance
- Peer group performance
- Market share / Share of wallet

What does Spend Dimensions measure?

The HOW MUCH

£3bn
of instore
centre sales

10 million
monthly transactions

Over
£500m
quarterly sales

94.5%
demographically
representative

By working with CACI and leveraging the power of Shopper, Spend and Brand Dimensions, you gain entry to an exclusive community of businesses and brands that understand the true power of location intelligence.

CACI

DO AMAZING THINGS WITH DATA