



Uncover your shoppers' retail, leisure and dining journeys to understand which brands they spend with and how to attract more of them

Shopper Dimensions provides real-world consumer spending and brand performance information, enabling you to make better-informed leasing and investment decisions and supplying the tools to promote growth.

Why Shopper Dimensions?

Align over 900 brands with shopper groups, filterable by region and demographics to target your leasing, optimise your brand mix and maximise asset growth opportunities. Shopper Dimensions provides a view of the mix of Acorn profiles shopping at each brand and each centre can be benchmarked against competitors across the UK.

You will also gain granular insight into brand performance through reporting on turnover and assessing any gaps for headroom.



Analyse customer behaviours & demographics by:

- Identifying cross-shopped brands on the same trip.
- Accessing a list of brands your shoppers are spending with elsewhere.
- Cutting by Acorn profiles or catchment area data.



Obtain performance metrics to bolster leasing & benchmarking strategies, including:

- Transaction and trip value metrics.
- Share of Wallet and spender profiles.
- Year-on-year brand and centre spend performance.
- National Brand rankings.
- Portfolio-specific view on performance.
- Centre KPIs including Trip Value, Acorn Spend.



Determine tenant risk & retention & manage assets by:

- Identifying at-risk tenants.
- Understanding actual behaviour versus expected.
- Enabling due diligence and asset validation.

Turn shopper data into insights for leasing strategies & asset management



Aligning brands with shopper profiles

Leverage Acorn segmentation data to highlight which brands align with your centre's shopper profiles and devise a targeted leasing strategy that optimises the brand mix and retains your centre's attractiveness for new and existing customers.



Cross-shopping & brand mixing that maximises spend

Analyse which brands are frequently shopped on the same trip to attract complementary categories and tenants for your shoppers and optimise store and centre layouts, promotions and partnerships to maximise spend. This insight guides where brands should sit, informs zoning to encourage longer visits and shapes a mix that maximises spend per trip.



Understand your competition

Understand who lives in your centre's catchment area— where they're shopping and the brands they're spending in when not with you— to identify gaps in your brand mix and attract strategic tenants. Segmenting by your core demographic groups ensures the brands within your centre appeal to your target shoppers.



Comparing centres to strategise & optimise opportunities

Compare your centre with others based on transaction value, trip value, share of wallet, spend profiles and year-on-year brand performance. Use this insight to track KPIs, spot areas for improvement and identify growth opportunities.



Brand ranking for enhanced asset management

Assess national and portfolio-specific brands' performance to gauge tenant churn risk and enhance your leasing and retention strategies. By ranking brands across both benchmarks, you can identify at-risk tenants, support retention and conduct portfolio health checks and risk assessments for potential closures.



Validating asset performance & supporting due diligence

Understand whether your investment is performing well for optimal decision-making and maximise asset growth opportunities through access to robust data.

Why CACI?

Shopper Dimensions can enhance brand understanding, performance and leasing strategies.

Ready to leverage data to enhance your business operations?

Contact our experts today

