

# transactional spend data



## Bring turnover to life by understanding how and where customers are spending

Transactional Spend Data is a robust database derived from credit and debit card data from multiple sources, including top UK retail banks. Enriched with Acorn geodemographic and home location data, this dataset reveals a brand's online and in-store category performance based on who is spending, how much they are spending and where opportunities exist.

This powerful dataset provides a detailed understanding of shopper journeys, peer and competitor performance, enabling everything from comparison of store performance and assessing the impact of upsizing to portfolio benchmarking and tracking cross-brand engagement so you can make data-driven decisions.

### Why Transactional Spend Data?

Understand asset value drivers, strengthen storytelling and benchmarking and identify opportunities to capture more value from consumers. With an unparalleled understanding of peers and competitors, you can gain richer retailer-level performance insights.

#### Transactional Spend Data encompasses:

- 3,000 retailers
- 8-billion records
- 5+ years of continuously growing data
- 250+ UK retail destinations



## Transform asset & turnover potential through actionable insights



### Determine what is holding back your turnover and how to fix it

Assess the changes to be made within your centre to drive turnover, increase spending and attract more shoppers. Distill this insight into where your customers are shopping, why they visit shopping destinations and find out how to increase their frequency of visits to your centre.



### Effectively assess brand performance within your centre

Identify the brands that will better align with your targeted consumers visiting your centre to generate a better scheme, enhance trip value and improve turnover.



### Uncover which areas within a catchment could drive the most growth

Understand consumer distribution within catchments and how they spend. Inform strategies to attract more of them, encourage repeat visits to your centre and increase their spend per visit.



### Understand the state of play in your asset

Keep on top of asset performance and turnover, gaining a clear view of who is driving turnover, where consumers come from, which brands are driving performance and the categories contributing to spending.



### Determine which changes within the asset drive the most growth

Assess upsize impact and track cross-brand engagement, identifying individuals who initially visited one brand and later returned to engage with others. This data enhances impact assessment on events, so you can gauge the ROI of in-centre activation, the value brought to your estate and whether it drives increased spend across your shops as more people visit and spend.



### Benchmark centre and brand performance

Compare your performance with 250+ UK retail destinations to define what 'good' looks like. This understanding is specific to your region, asset class and competition across the wider UK. Dive deeper into comparing store performance to evaluate the role of a store more effectively against competitors.

## Why CACI?

Transactional Spend Data can help you better understand your customers and their spending behaviours.

Ready to leverage data to enhance your business operations?

[Contact our experts today](#)

