

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.

Why Transactional Spend Data?

Understand store 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 store & turnover potential through actionable insights



Determine what is hindering your turnover and how to fix it

Evaluate the necessary adjustments to be made within your store to drive turnover, increase spending and attract more shoppers. Use these insights to determine where your customers are shopping, what encourages them to visit particular stores and how to increase their frequency of visits to your store.



Assess store performance at a local level

Understand and benchmark your store's performance against local and wider market competitors to enhance engagement and turnover.



Identify target customers via market share insights

Identify which local initiatives your store should run and who you need to target. Discover how different brands compete for your same customers, whether through pricing, quality or brand loyalty, based on the market share insights generated.



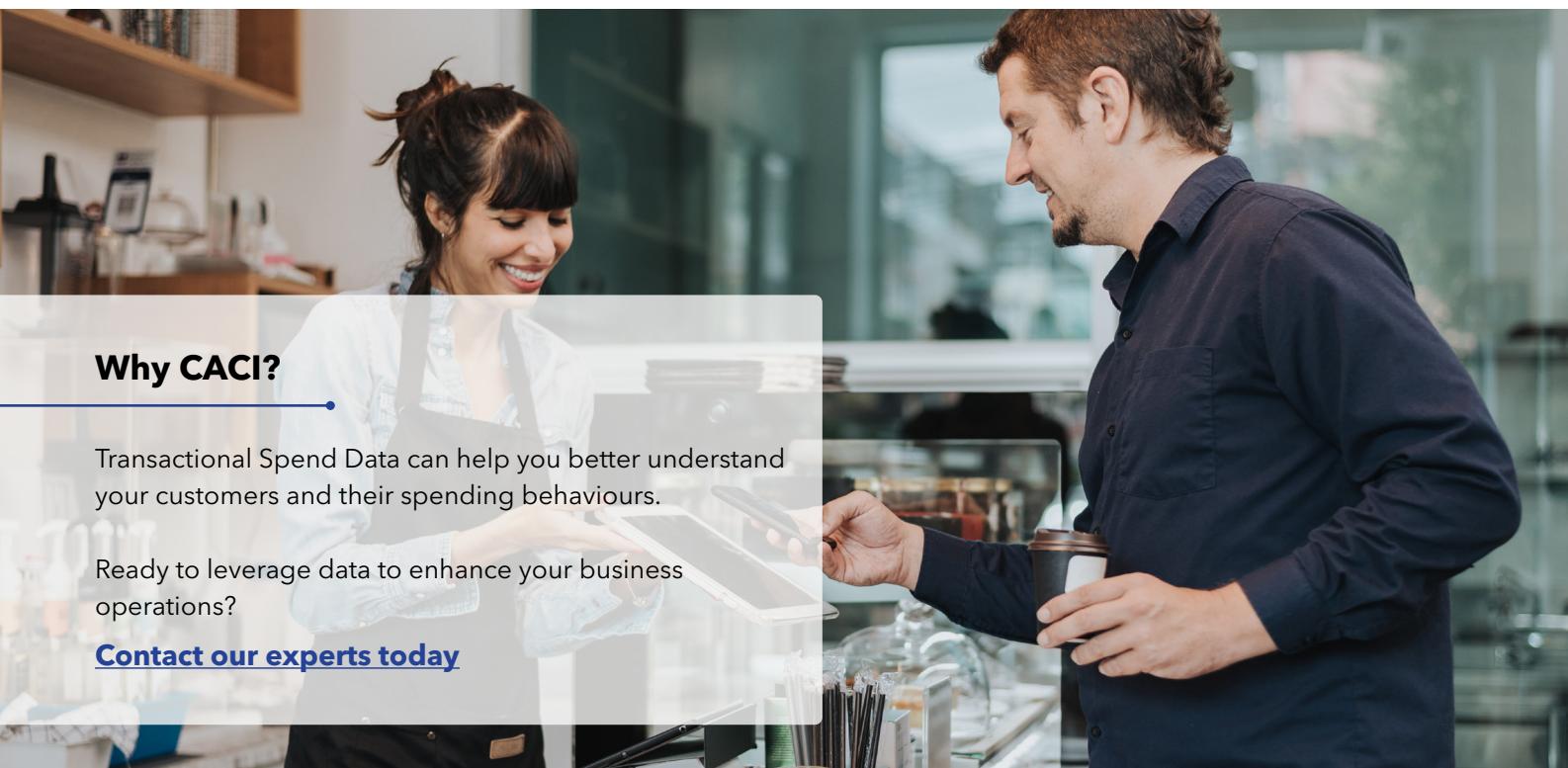
Understand the state of play in your store

Monitor your brand's performance and turnover and evaluate which customers drive turnover, where consumers come from, which brands are driving performance and the categories contributing to spending.



Benchmark brand performance

Compare your brand's performance with 250+ UK retail destinations to define what 'good' looks like through the lens of Transactional Spend Data.



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**](#)

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