acorn

Acorn is a powerful and versatile consumer classification that segments the UK population at the postcode level. By analysing demographic data, social factors, and consumer behaviour, Acorn provides an innate understanding of the people within a neighbourhood.

Features

Acorn categorises every postcode across the UK to make it easier to understand the demographic, behavioural and lifestyle characteristics of consumers, as well as the underlying needs of neighbourhoods.

Acorn segments the population into:

7	**22**	**65**
Categories	Groups	Types

Applications

- Gain insight into customers and prospects
- Deliver intelligence on local populations
- Improve proposition development
- Target campaigns more effectively
- Optimise branch or retail networks
- Assess local demand for products and services
- Provide knowledge and mitigate risk for expansion planning
- Benchmark your customers against the underlying population
- Target online display

Why Acorn?

- Innovative AI techniques to improve segment discrimination
- Over a billion data points from extensive and powerful data sources used to build the classification
- Microsite with Acorn Explore dashboards to support the segmentation
- A common currency across brands, agencies and survey panels
- Rebuilt annually with the most up-to-date data

Knowledge

Demographics

Income and affluence

Household characteristics

Shopping habits

Lifestyle and lifestage characteristics

Digital engagement

Financial sophistication

Health behaviours

Channels