

CUSTOMER SUCCESS STORY

Landsec

Tracking
performance
through 2020

CACI

DO AMAZING
THINGS WITH DATA



Highlights

- 1 The Landsec portfolio, comprised of regional and destination shopping destination was disrupted during the pandemic, and therefore it was key for them to understand what those changes were.
- 2 An innovative method was used to track KPI's of Landsec's portfolio over the course of the pandemic.
- 3 The data was used by the Landsec centre teams to fully understand the immediate impacts of the pandemic and how the centres performed over this period.
- 4 Measuring changes in visitation and spend in the centre on a quarterly basis is helping Landsec measure the success of leasing and asset improvement initiatives.
- 5 This project allowed Landsec to build a framework for their centres to continue tracking across their portfolio.

About Landsec

CACI and Landsec have been working together for a number of years, on a variety of research programs and projects for some of their key assets. These include full price out of town centres, in town centre schemes and outlets such as Bluewater, Trinity Leeds, Gunwharf Quays.

CACI and Landsec have been using mobile and transactional spend data for a number of years to determine growth potential within the respective catchment on a yearly basis. With the pandemic requiring more regular tracking of the changes in catchment, shopper behaviour and market shares, a programme of quarterly update has been implemented.



The challenge

The opportunity for Landsec to re-engage customers and their spend as we emerge from the pandemic is substantial. 2020 saw the greatest level of consumer disruption ever seen in living memory with mandatory retail and leisure closures, stay at home orders, and schools and offices closing.

The Landsec portfolio, comprising well-known regional and destination centres has been particularly disrupted. This disruption was important to understand in more detail, e.g. changes in visitation, spend, market share per postcode, changes in spending pattern, etc.. It was also key for Landsec to understand where the short and long term opportunities lay in their centres post lockdown.

Landsec's key questions included; who is driving performance, where they are coming from, how much are they spending per category, what they are doing in centre, and how are they engaging? This helped the Landsec team identify why guests have re-engaged and how to influence future behaviours. Tracking information was also used to provide the data points needed to allow Landsec to measure ROI on marketing and leasing activity.





The solution

CACI's solution used transactional spend and mobile data to track real life actual behaviour in the centre.

Mobile data looks at GPS tracking from mobile apps and helped Landsec understand the visitation patterns. This data was calibrated with CACI catchment and Acorn data to give a full picture on who was visiting the centre and when. The data was also used to understand how often people were visiting the Landsec shopping centres.

Transactional spend data is derived from credit and debit card spend data from multiple sources, including top UK retail bank and credit card companies. Again, this data was used alongside CACI's data sources to and understand which categories and brands were driving spend and transactional changes. Catchment spend for all the centres was also tracked using the transactional spend data, as well as a valuable indication of online spending for the centres' shoppers.

The results and benefits

The data was used by the Landsec centre teams to fully understand the immediate impacts of the pandemic and how the centres performed over this period. In addition the research gave them an understanding of how best to react to the easing of future lockdowns in 2021. The research is now being rolled out across the whole of 2021, to track performance on a regular basis for some of Landsec's key assets.





“

Tracking our centre retail performance regularly is helping us smooth out the volatility caused by the pandemic and ensure our marketing budget is spent efficiently.

Measuring changes in visitation and spend on a quarterly basis is helping us measure the success of leasing and asset improvement initiatives.

”



To find out more about how CACI
can help you support your business,
please get in touch:

Alex McCulloch
Director



| Call 020 7605 6223 | Email amcculloch@caci.co.uk | Web caci.co.uk

CACI