InSite does
AMAZING THINGS
with DATA

Changing the way you see people and place

InSite

Patrick Tate - Operations Director – Location Intelligence

"Start doing amazing things with data"

InSite does amazing things with data!

Discover what that could mean for your organisation

We're proud to say that InSite is the most powerful location intelligence tool on the market. It's the only one that's powered by CACI data, including Acorn demographic classifications.

Acorn alone sets InSite apart. But there's so much more. Add in our other data - including lifestyle, behavioural and spend data - and InSite will reveal everything you need to know about how people engage with your locations and brands. Blend your own data with ours and you have a potent foundation of compelling, insightful, solid intelligence on which to build your business.

We've heard our customers call InSite a game-changer, and it really is. Organisations throughout the world and across all industries have proved the value of InSite for identifying performance improvement opportunities and potential for growth.
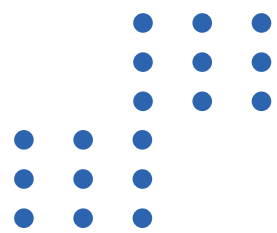
Why not join them in the location intelligence revolution?

Request a demo to see what InSite can do for you – if you want to know more, **keep reading!**

INSITE SOLVES COMPLEX PROBLEMS AND MAKES SENSE OF BIG DATA

Why InSite?

Simply put, InSite helps you make sense of your data, understand its value and extend its capability. But that's just the beginning. InSite goes above and beyond with analytics, accuracy and breadth of our data, reporting, mapping and more.

If you need answers to these kinds of questions...

- Who are my key customers and what are they worth to my business?
- Which customers could/should be spending more?
- How am I performing versus the local/national competition?
- How is the population changing in a particular area and how should my offer adapt?
- How do I communicate with my potential customer base most effectively?

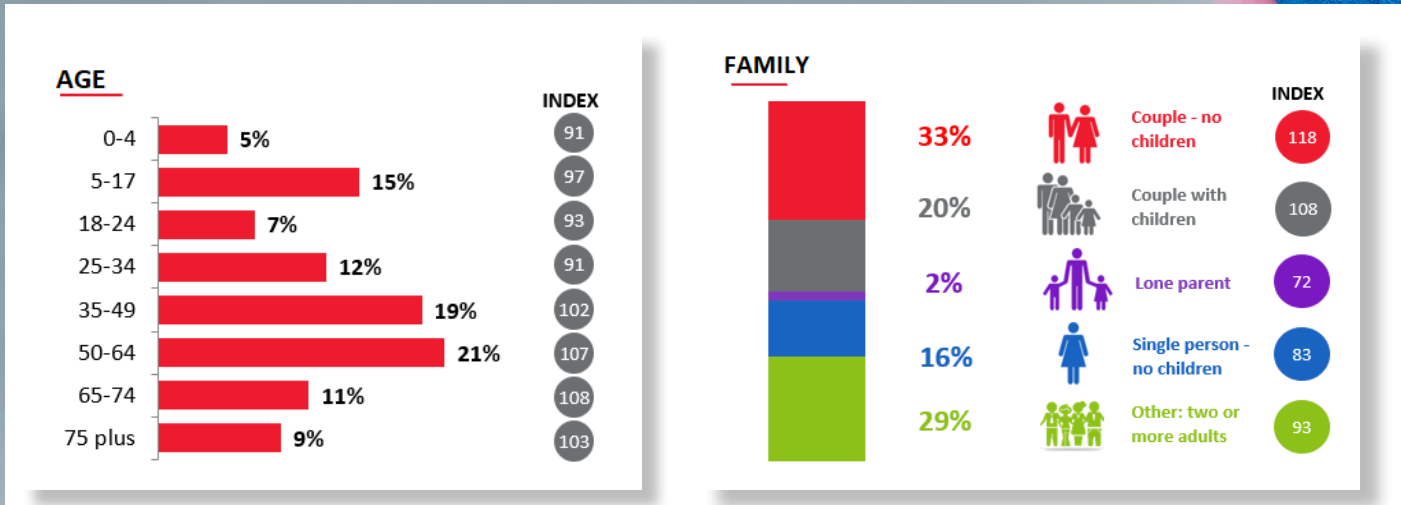**...then you need the power of InSite.**

A DIRECT ROUTE TO A BETTER RELATIONSHIP WITH YOUR CUSTOMERS

Know your customers inside-out: Customer Insight

Knowing what your customers want is the key to developing and evolving your business successfully. That means understanding their demographics, lifestyle choices, financial standing and preferred channels for communications and marketing.

- Vivid, feature rich customer insight and understanding
- Actionable information on customers' attitudes, habits, motivations, and purpose
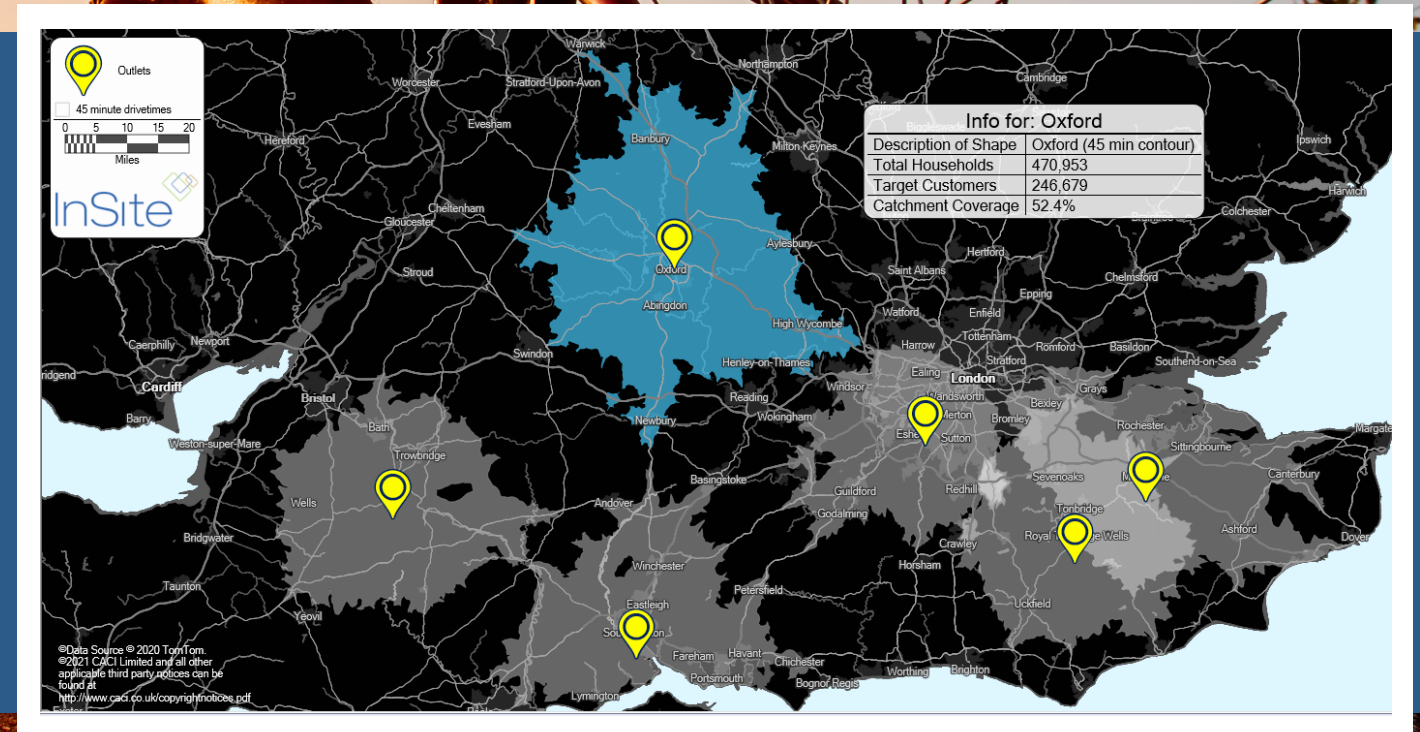- Real depth of data for reliable strategic decision making

AGE

Age	%	INDEX
0-4	5%	91
5-17	15%	97
18-24	7%	93
25-34	12%	91
35-49	19%	102
50-64	21%	107
65-74	11%	108
75 plus	9%	103

FAMILY

	%		INDEX
	33%	Couple - no children	118
	20%	Couple with children	108
	2%	Lone parent	72
	16%	Single person - no children	83
	29%	Other: two or more adults	93

UNDERSTANDING YOUR SPHERE OF INFLUENCE UNDERPINS ALMOST EVERY DECISION

Your network's sphere of influence:
Realistic catchment creation

Knowing how far customers are willing to travel to visit you will define your audience, quantify your market and inform your strategy. InSite's powerful tools help you describe the catchment in the most meaningful way for you.

- Detailed drivetime contours, target contouring, radius and gravity modelling
- Discover customers in your catchment that don't, but should interact with you
- Understand the competitive landscape, who else is operating in your catchment?

Outlets

45 minute drivetimes

0 5 10 15 20
Miles

InSite

Info for: Oxford	
Description of Shape	Oxford (45 min contour)
Total Households	470,953
Target Customers	246,679
Catchment Coverage	52.4%

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# THE KNOWLEDGE AND POWER TO OPTIMISE YOUR NETWORK

Compare, contrast and benchmark site performance: Ranking locations

Understanding the relative performance and potential of your sites and locations gives you knowledge and power to optimise your network and invest in the most profitable places. With InSite, you can produce a ranked list of locations using a whole range of criteria.

- Rank your locations against your chosen criteria
- Compare potential locations against UK, or network benchmarks
- Innovate with confidence - model different scenarios to match outlets to audiences

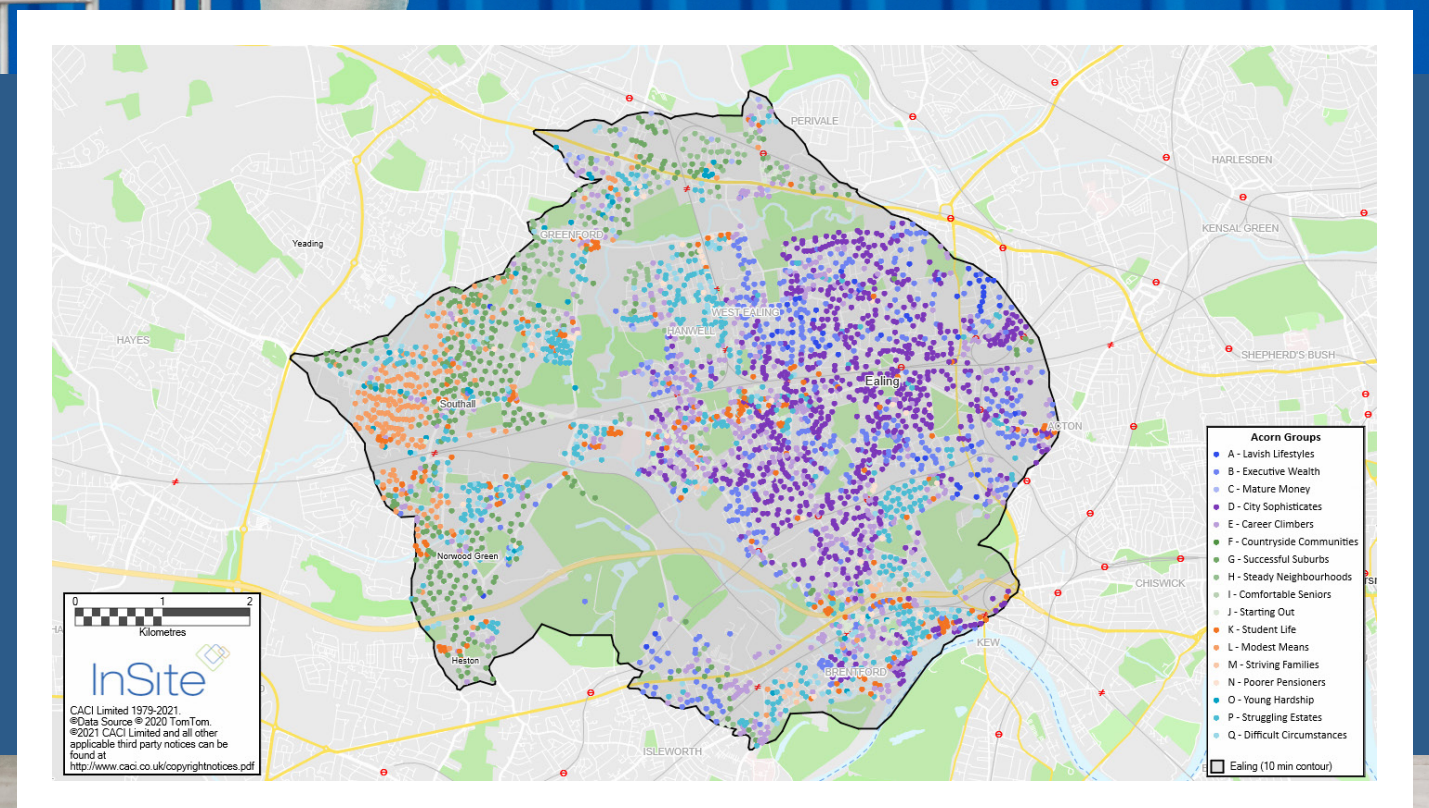|	ID	Retail Footprint Name	RF Score	RF Class Name	Correlation	Dominant Acorn Group	Target Acorn Households	Target Acorn %	Target Acorn Index
1	02-002	Kingston Upon Thames	1,896	Satellite Centres	1.00	1.B Executive Wealth	103,148	80.9	139
2	02-003	Bromley	1,454	Satellite Centres	0.88	1.B Executive Wealth	67,769	74.1	127
3	02-010	Brent Cross	1,164	Regional Malls	0.87	2.E Career Climbers	63,303	74.0	127
4	44-001	Guildford	1,379	City Centres	0.80	1.B Executive Wealth	64,503	80.6	138
5	11-001	Reading	1,380	City Centres	0.80	1.B Executive Wealth	88,491	75.6	130
6	39-001	Oxford	1,454	City Centres	0.79	1.B Executive Wealth	46,155	73.7	126
7	13-001	Cambridge	1,386	City Centres	0.74	1.B Executive Wealth	54,944	81.1	139
8	30-001	Tunbridge Wells	1,101	City Centres	0.73	1.B Executive Wealth	49,006	77.6	133
9	02-001	Croydon	1,217	Satellite Centres	0.68	2.E Career Climbers	67,584	61.1	105
10	24-001	Cheltenham	1,340	City Centres	0.67	1.B Executive Wealth	56,505	76.3	131
11	09-002	Bath	1,707	City Centres	0.66	1.B Executive Wealth	47,676	70.8	121
12	23-003	Chelmsford	1,215	Major Town Centres	0.65	1.B Executive Wealth	37,861	72.1	124
13	62-001	Edinburgh	2,485	City Centres	0.64	2.E Career Climbers	76,920	58.2	100
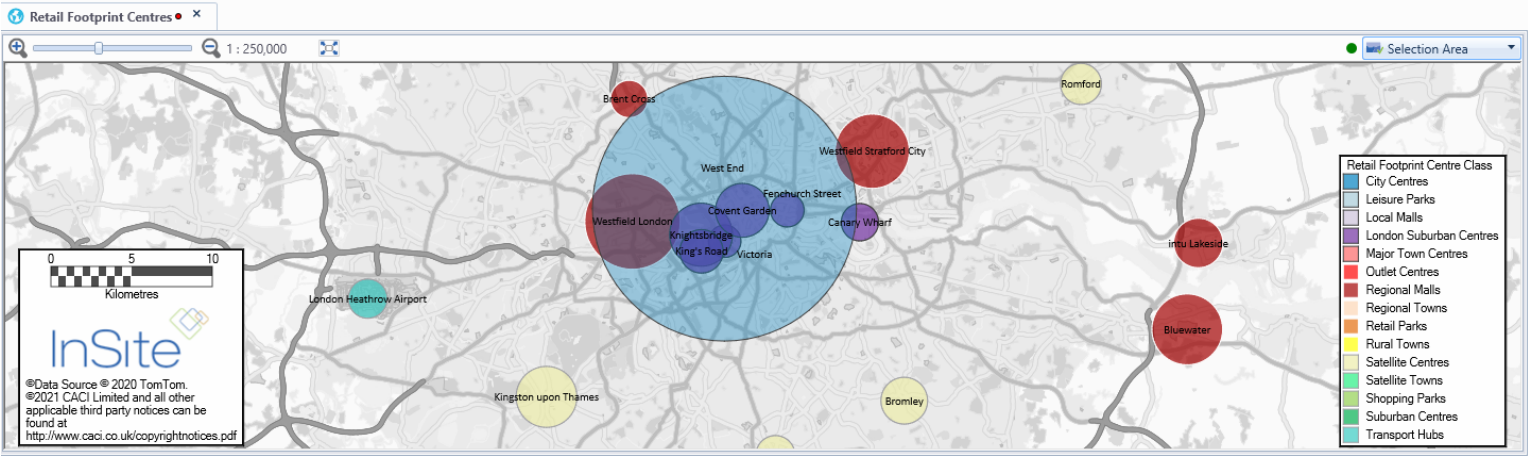
THE SECRET TO FINDING MORE CUSTOMERS

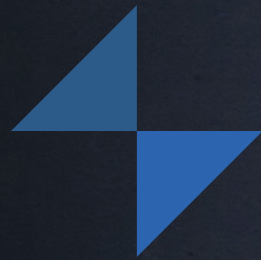## Who, what and where to focus on: Identifying hotspots

Creating customer personas and pen portraits from a segmentation is a great way of bringing your customers to life in a visually compelling way. But where are they and how can I find more of them? Mapping is deeply embedded within InSite's DNA. It commands a powerful set of visualisation tools that bring your maps to life and pinpoint your future customers.

● Map hotspots to focus advertising for guaranteed ROI, or to improve underperforming areas

● Identify and focus on areas of strength and opportunity

● Increase your customer base and convert them from your competition

Acorn Groups
- A - Lavish Lifestyles
- B - Executive Wealth
- C - Mature Money
- D - City Sophisticates
- E - Career Climbers
- F - Countryside Communities
- G - Successful Suburbs
- H - Steady Neighbourhoods
- I - Comfortable Seniors
- J - Starting Out
- K - Student Life
- L - Modest Means
- M - Striving Families
- N - Poorer Pensioners
- O - Young Hardship
- P - Struggling Estates
- Q - Difficult Circumstances

☐ Ealing (10 min contour)

MEASURING CAUSE AND EFFECT FOR A CONFIDENT STRATEGY

What will happen if...?
Modelling the outcome of change

InSite enables you to keep pace with change by providing accurate and up to date information across any geographic area. It also gives you the capacity to forecast the outcome of actions – either yours or those of your competitors.

- Future proof your strategy, by understanding the impact before you act
- Gain competitive advantage by modelling possible competitor activity
- Present long term strategic plans with confidence, driven by data intelligence

Add Supply Point

Supply Point attributes

Supply Point Group
New Centre   Create new

Centre Id
New

Description
New Centre

Fascia
5 - Urban Dense (London)

Supply Class
(12) Medium London Satellites

Score
200

Region
London

FUTURE FORECASTING, BACKED UP BY SUPERIOR DATA INTELLIGENCE

ACORN EXPENDITURE	Comparison Goods ▼		UK ▼		North East ▼

Acorn Group		Expenditure per Annum (£m)	Household Spend per Annum (£)	Household Spend Vs	
				UK	North East
1.A	Lavish Lifestyles	1.3	8,004	102	95
1.B	Executive Wealth	23.2	7,183	95	89
1.C	Mature Money	17.5	6,671	116	105
2.D	City Sophisticates	0.8	5,225	114	92
2.E	Career Climbers	4.3	4,521	90	93
3.F	Countryside Communities	8.6	4,329	73	76
3.G	Successful Suburbs	9.4	4,992	86	89
3.H	Steady Neighbourhoods	6.7	5,535	89	92
3.I	Comfortable Seniors	3.9	3,717	100	82
3.J	Starting Out	4.4	4,711	93	90
4.K	Student Life	16.7	18,125	288	204
4.L	Modest Means	26.1	5,192	107	105
4.M	Striving Families	12.8	4,644	91	101
4.N	Poorer Pensioners	26.7	4,145	156	126
5.O	Young Hardship	4.5	3,481	90	83
5.P	Struggling Estates	10.6	5,421	113	104
5.Q	Difficult Circumstances	4.6	2,906	94	89

Predicting the future in a multi-channel world: Sales forecasting

InSite sales forecasting allows you to determine what's driving sales and what the potential would be for certain products and services in a given location. A sales forecasting model is only as good as the data it's built on, and with InSite you can be assured of data quality.

- Draw on a wealth of location intelligence data to explore the influence of consumers, competitors, retail composition, accessibility and other key factors
- Identify which sites are over or under performing
- Accurately predict expected turnover

INSITE IS A GAME-CHANGER FOR OUR CUSTOMERS

" At the end of this work, we had a growth plan to refer to, which meant we could prioritise and focus incoming opportunities. With tangible, data-led evidence and a well-defined process and criteria, we could make decisions more quickly and share the work of detailed site assessment around the team more easily. "

- Ross Lacey, Location Planning Manager, Midcounties Co-Operative
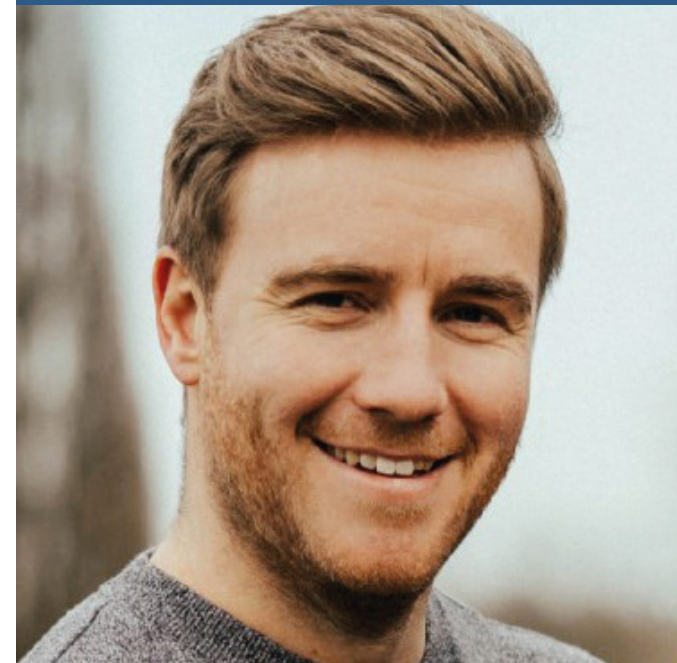
" When we're reaching out proactively to potential clients, our ability to help them understand audiences better is key: InSite data and visualisations are an important part of this. CACI's expertise has helped us make the most of the data. "

- Lindsay Rapacchi, Insight & Research Director, Clear Channel

" CACI were consistently good at explaining what they did with the data in a way that we could easily understand – they translated their sophisticated models and methods into up-to-date insight that we could use with confidence for retail strategy decisions, plans and actions. "
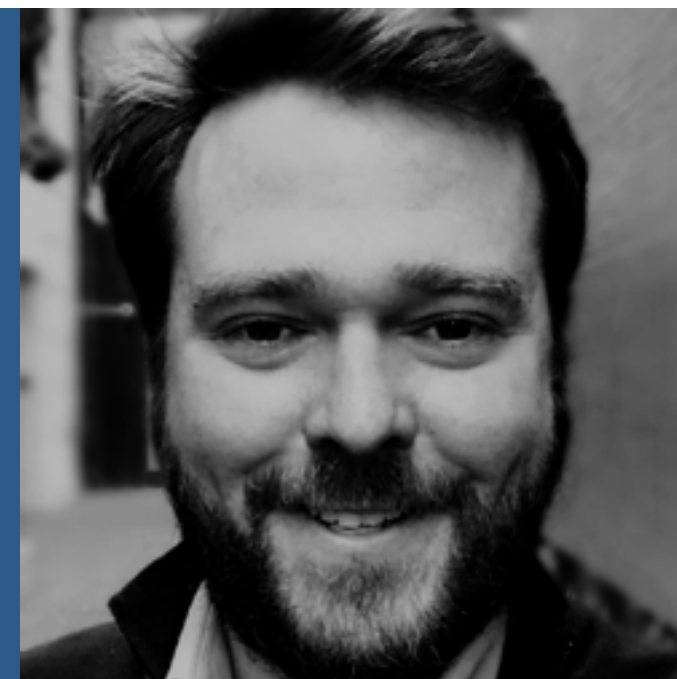
- Juliet Davies, Project Manager, Crisis

" CACI enable us to make faster, better informed decisions regarding new opportunities and now sit at the heart of our property process. The quality of data and flexibility in reporting has been in line with our expectations and over and above this, we are working in partnership with a business that loves data and knows how to make it relevant and central to our decision making. "

- Richard Blunden, CEO, Monkey Puzzle Day Nurseries

" InSite produces some of the lowest level, most granular data that we have access to. When we present it to clients, they often say, 'That's what I had in my head but I wasn't quite sure – now you have approved it!' There is no better compliment to a dataset, it just works. "

- Rob Fogg, Lead Location & Data Analyst, Pintarget

THERE'S NEVER BEEN A BETTER TIME TO BECOME LOCATION INTELLIGENT

Now it's your turn to try InSite

So, you've seen how powerful Insite is. This is only a taster of some of the things you can achieve with InSite.

Remember – InSite is a game changer for any organisation that wants to engage with customers at a location level – so why not take a demo?

Just drop us a line and one of our team will listen to what you want to achieve and show you how InSite can help you do it. We think you'll be pleasantly surprised at just how easy it is to use and just how dynamic InSite is.

InSite

CACI