



How to build a happy shopper

What does good look like?

What really matters?

Rental growth
Customer satisfaction
Lease renewals
Car park revenue
Commercialisation

A happy shopper

What are the signs?

Footfall
Dwell
Frequency
Spend
Conversion
NPS
Satisfaction ratings

How do you measure a happy shopper?

5 years ago, the top tier data consisted of reported behaviour

- Exit surveys
- Footfall
- Focus groups
- Some turnover / anecdotal occupier feedback

We were able to measure things such as...

- Footfall
- Dwell
- Frequency
- Spend
- Conversion
- NPS
- Satisfaction ratings

But these are snapshots in time, and not always interlinked...

The data now available to us has rapidly evolved in the last 2 years

Transactional spend Data

What is it?

Transactional spend data is derived from credit and debit card spend data from multiple sources, including top UK retail bank and credit card companies.

It provides insight into consumer spend by brand, store and channel.

It is also linked to home addresses allowing a greater understanding of where spend came from, cut by Acorn.



Mobile Data

What is it?

Mobile data is derived from devices which use location services (eg National Rail, Citymapper). They activate the GPS function on a phone to push the phones location to the app developers. The location is received and provides a granular understanding of movement with up to 5m accuracy.

This data can derive home address and therefore Acorn, to understand who they are, where they live and how they shop.

The old world of data



Footfall
(all visitors)

Centre Exit
Survey
(500-1000)

Centre Panel
Survey
(300 - 750)

Digital Focus
Group
(6 -10)

Audience

The more traditional ways of collecting data have historically been snapshots in time, and have not necessarily interlinked in the most effective way

Individual

The new world of data

Smart cells by
O2 Motion
(20mn+)

Banking
spend data
(11.5mn+)

Mobile
data
(4.8mn+)

National
Panel
(300k+)

Community
Panel
(50k+)

Centre Exit
Survey
(500-1000)

Centre Panel
Survey
(300 - 750)

Digital Focus
Group
(6 -10)

Audience

The breadth of data now available means that we can answer almost any question you have of your consumer

Individual

**Larger
samples**

**We can
track
change
over time**

**Continual
monitoring**

**Catch
issues
in real time**

**Measure
ROI**

Benchmarking

We can now see over the garden fence, which has transformed the data universe we can now use...

**An overview
of key
competitor
performance**

**A benchmark
against the
UK, regional
& class
averages**

**Track brand
performance
against other
locations**

**Track trends
over time, to
identify asset
specific issues
vs. wider
trends**

Three trends have transformed the UK landscape

“ *The trends that emerged from Covid are established and here to stay, we now need to move from understanding what happened, to implementing change* ”

1

A step-change from instore to online spend

We now transact more online, but the store is still central to the sale

2

New working habits

The new hybrid working week is transforming both cities and communities

3

Community First

The pandemic has shifted mindsets from 'me first' to 'we first', people now value community, both digital and physical

What is the cost of living and why is it a concern for you?

Petrol prices: Calls for more help as cost to fill a tank hits £100

Inflation is squeezing workers.

Retail sales slip again as cost of living crisis hits consumer spending

Family of four forced to shower once a week due to surging energy bills

Food prices are a big worry for three-quarters of Britons, survey finds

Over 2/3
of consumers have already started to change their behaviour in response to the Cost of Living crisis

Our incomes are going through an unprecedented squeeze

Energy bill rises

96% aware;
March: 56% to cut
spending

National Insurance rises

85% aware;
12% to cut spending

Inflation

70% aware;
52% to cut spending

**May: 69% intend to
cut spending**

1. *Less fuel*
2. *Cancel subscriptions*
3. *Restaurants*
4. *Fast food*
5. *Clothing*
6. *Leisure*

So what next for your assets over the next 2 years?

The next 18-24 months are going to be challenging



The cost of living won't impact everyone equally - understanding what it means for your consumer is key



This will impact your occupiers; knowing which brands are vulnerable is key to long-term strategy



This is about much more than footfall; this is about where / how consumers are engaging



Use data and insight to measure, mitigate and remain relevant to your shoppers