



Acorn is a powerful consumer classification tool that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, Acorn provides an understanding of different types of people at both a postcode and household level.

Features

Acorn categorises every postcode and household in the UK to make it easier to understand consumers' demographic and lifestyle characteristics as well as understanding the 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 1 billion data items used to build the classification
- New powerful updateable data sources
- 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 sources

Knowledge

 Age and gender	 Income and affluence	 Household characteristics
 Shopping habits	 Lifestyle and lifestage characteristics	 Digital engagement
 Financial sophistication	 Health	 Channels

