

# CACI and Huq Industries Partner to Bring On-demand Geo-behavioural Insight to Research

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CACI, the leading marketing technology and location planning specialist, has partnered with Huq Industries, provider of in-depth behavioural measurement data. The partnership brings new location planning and insight capabilities to CACI's clients, drawing on Huq's mobile panel of 60+ million participants worldwide.

The detail and reliability in the data that Huq provides enables CACI to survey how consumers engage with the physical environment at the retail unit level, over time. These unique qualities provide valuable insights into the evolving role of commercial centres and destinations, and what motivates consumers to visit them.

Alex McCulloch, CACI Director said "Location Planning has been at the core of our business for 45 years, and so the opportunity that Huq's behavioural data brings is clear for CACI. The observational quality and reporting detail available through Huq's dataset allows us to develop powerful new insights across fast-changing and hard-to-measure domains. This allows us to advise our clients on how to maximise the opportunity for their retail spaces and to create destinations that truly engage, surprise and delight the consumer."

Conrad Poulson, CEO of Huq Industries said "We're delighted to work with CACI to bring our unique dataset into new domains through their impressive analyses and applications. This partnership validates our investment in data quality and reporting granularity, and the benefit this represents for researchers working within the geo-behavioural space."

## About Huq Industries

Huq Industries' high-quality measurement data helps customers across Finance, Retail, Media and Research learn how consumers shop, work, travel and live. Huq's app-based panel of 60 million consumers provides on-demand access to hard-to-reach retail sector performance trends.

## About CACI

CACI provides solutions to make the best possible location and customer targeting decisions. We achieve this through expert knowledge of consumers and geography supported by a wide range of purpose built catchment models, consumer segmentations and demographic data. Our experts make us the pre-eminent consumer & location consultancy in the world. We provide large and small businesses across the globe with in-depth customer profiling and behaviour data to identify market opportunities and understand customers. CACI offer a range of solutions and services through our market leading data, software and expertise to meet a client's specific customer and place needs.

## Contacts

Alexander Fairfax, CMO, Huq Industries

e: alexander@huq.io

Alex McCulloch, Director, CACI

e: amcculloch@caci.co.uk