

# Winning your Category Review

From Byzzer, the NielsenIQ platform for SMB companies



Partner Network

Meetings with a retail partner can make or break a small CPG manufacturer. Whether you're attending a category review with an existing retail partner or courting a new one, it's crucial to a small CPG product's survival that this meeting convince a retailer that your product deserves to be on the shelf. More and more retailers expect you to use that data to make a case for your product.

You've already done the hard part developing a great product. Now dig into the data analytics. When you've got the numbers to prove your strength, retailers can't say no. Let Byzzer help you show them what you're worth - down to the dollar.

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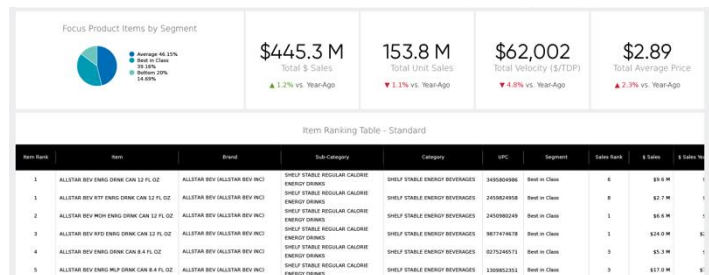
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## How do you stack up against the competition?

The **Item Ranking** report is the "league standings" of individual product performance. It tells you which items are the most productive in your category and shows how your product stacks up. The Byzzer ranking takes into consideration velocity (sales per point of distribution), distribution, distribution growth, and sales growth in addition to sales to give a boost to emerging items.

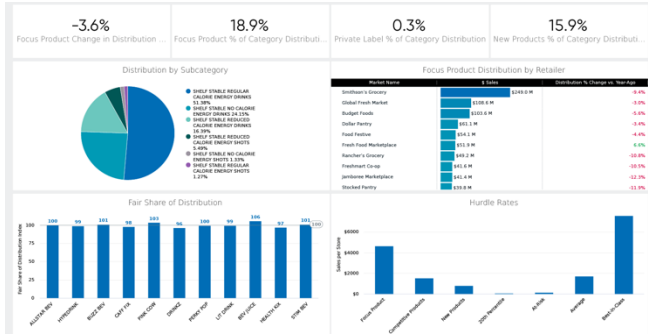
**Velocity** (\$/TDP) is a key measure for small CPG manufacturers. Also known as "sales rate", this metric demonstrates how well your product sells when it's available to consumers on the shelf. That makes it an ideal measure of potential for smaller brands who may not have the distribution or sales volume to brag about yet.

Growing brands - take heart! Know your rank, and more importantly use your velocity to demonstrate momentum and prove that your brand is poised to be "the next big thing".



## Show that your product deserves more shelf space.

The **Distribution Landscape** report gives you the full 360° view of your product's distribution. When it comes to a category review, you may want to focus on the middle sections - the Fair Share of Distribution and Hurdle Rates.



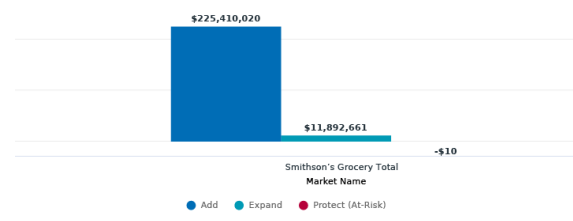
The Fair Share of Distribution index is measured by percentage of category sales over percentage of distribution. A score below 100 means your product deserves more distribution, and a score of over 100 shows over-distribution, which can be a great tool not only for making a case for your own products, but for making a case *against* your competitors.

Hurdle rates are another way of talking about rates of return. This is a useful metric to use in your conversation with retailers because you can literally show the dollar amount of Sales per Store a retailer can expect in return for stocking your product and how that stacks up against your competition.

## Make the value of carrying your product clear.

Retailers can be reluctant to bring on new products or reallocate shelf space and are very quick to delist items that aren't performing. The **Assortment Smart Action** report arms you with which items are opportunities to expand distribution or add to the retailers, but also identify which products might be at risk of delisting. The report specifies the value of the action for each item for you to present the retailer with a sales opportunity of adding your products or expanding distribution. And, while you're at it, you can use the products at risk to pinpoint which items to delist to make way you're your products. Know what your products are worth and tell your story with data.

Focus Product \$ Opportunity of Assortment Action by Account



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