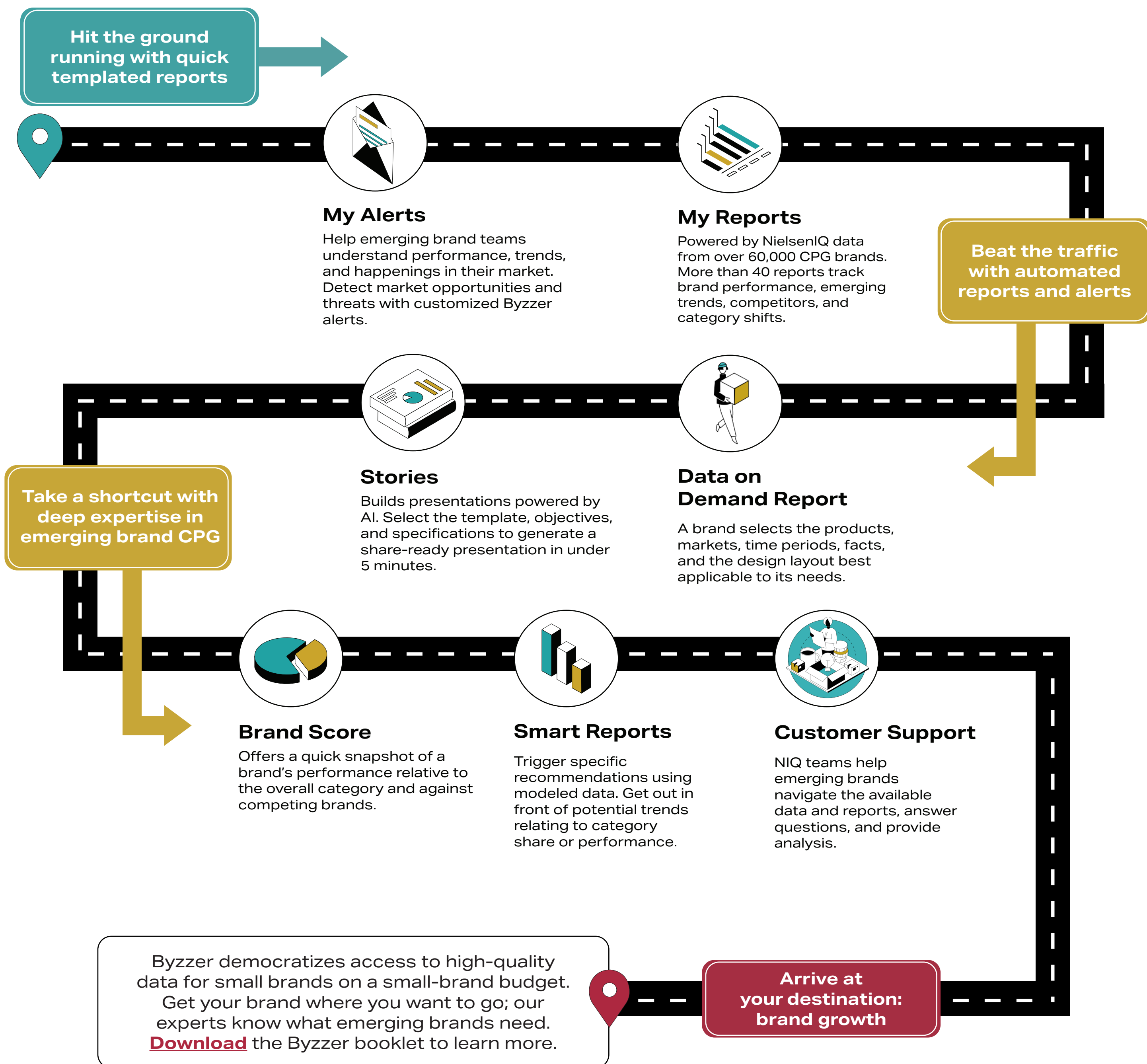


The Emerging Brands Road Map to Success

Byzzer is built to give emerging CPG brands access to the same accurate data and high-quality analytics that Fortune 500 companies get from NielsenIQ. Byzzer steers brands toward smarter promotions, efficient pricing decisions, and innovation. Using **retailer measurement POS data** and **shopper behavior insights** from NIQ household panel data, Byzzer offers a range of solutions to help grow emerging brands.

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