

RSA AMERICA | QUARTERLY PULSE

NEWSLETTER

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Industry News

[C&S Acquires SpartanNash, Expands Grocery Power](#)

[Grocery Industry Sees Executive Leadership Shifts in June](#)

[NGA Fresh Summit Highlights Innovations for Independent Grocers](#)

[Tariffs Have Minimal Effect on Grocery Prices](#)

[UNFI Cyber attack Causes Delivery Delays, Product Shortages](#)

One Customer, Many Channels: Why Grocers Must Think Bigger



Meeting the modern shopper across every touchpoint

Grocery shopping has changed. It's no longer confined to store aisles and paper circulars—today's consumers are browsing deals online, checking product availability through apps, and placing orders for delivery or curbside pickup. For independent grocers, keeping pace with these expectations is crucial to staying competitive.

That's where an omnichannel strategy becomes vital—not just for survival, but for growth.

Insights



43% of Americans use digital grocery coupons via smartphone apps, nearly double the **23%** who rely on paper circulars

What Is Omnichannel, and Why Does It Matter?

Omnichannel retailing means providing customers with a seamless shopping experience across all platforms—in-store, online, mobile, and more. It's not about being everywhere just for the sake of it, but being strategically connected where your shoppers are most active.

When done right, omnichannel retailing:

- Enhances convenience and trust
- Increases customer engagement and loyalty
- Improves data visibility to understand buying behavior
- Ensures that promotions, inventory, and service are aligned across all platforms

For independent grocers, it's an opportunity to combine the local, personalized feel of community retailing with the modern convenience of digital tools—a powerful differentiator against big-box chains.

Key Components of a Strong Omnichannel Strategy

Consistent Promotions: Weekly ads and special offers should be visible and identical across print, app, email, and web.

- **Real-Time Inventory Access:** Letting shoppers see what's available before they visit reduces friction and builds confidence.
- **Flexible Fulfillment:** Curbside pickup, home delivery, and online ordering are now baseline expectations.
- **Integrated Loyalty Programs:** Unified reward systems across digital and physical touchpoints strengthen customer retention.
- **Personalized Communication:** Use data to tailor emails, app alerts, and recommendations based on shopper behavior.

The Path Forward

As shopper behaviors continue to evolve, independent grocers who embrace omni channel will be best positioned to grow, adapt, and lead. It's not about replacing in-store shopping—it's about enhancing it with smarter, more connected experiences.

At **RSA America**, we work alongside independent retailers to help make this transition achievable—providing digital tools, shopper apps, analytics, and automation to support your omni channel goals.

The future of grocery is connected. Let's get there, together!





Scare up More Sales: A Grocer's Guide to Halloween Success

Get Ahead, Get Festive, and Drive October Revenue Like Never Before

Halloween is more than just a one-day event—it's a month-long retail opportunity that brings shoppers in droves, eager for treats, decorations, party supplies, and seasonal specials. In recent years, Halloween sales have continued to climb, with U.S. spending crossing \$12 billion in 2024, and grocers playing a central role in that spike.

At RSA America, we see Halloween as a strategic moment for independent grocers to boost foot traffic, elevate brand engagement, and unlock incremental sales. But the key lies in starting early, planning smart, and executing seamlessly—across both digital and in-store channels.

Start Early: Catch the Seasonal Surge

Consumers begin their Halloween shopping as early as mid-September, browsing for candy, snacks, costumes, and home decor. Retailers who wait until mid-October often miss the early-bird audience—and that's a scary thought.

Our recommendations,

- Activate your Halloween campaigns by September 15
- Use your mobile app, website banners, and email newsletters to promote seasonal inventory early
- Add a “Halloween Hub” to your site or app for easy browsing

Pro Tip: Highlight trending themes, think nostalgic candy, family-sized treat packs, or “boo baskets”, to create urgency and excitement.

Treats & Themes That Sell

Candy is king, but the opportunity extends beyond sugary delights. Consider creative cross-category bundling to drive higher AOV (average order value):

- Candy + pumpkins + carving kits
- Halloween-themed bakery goods + hot chocolate mixes
- Party supplies + chips & beverages
- Themed paper goods + ready-to-eat meals for party hosts

Use RSA America's AutopilotAI to deliver personalized deals based on shopper history — whether they bought jumbo candy packs last year or carved pumpkins the week before Halloween. Our AI engine helps retailers automate timing, targeting, and content, so you reach the right customers with the right offers at the right moment.

Make Your Store the Halloween Destination

In a world of online shopping, physical stores still hold an edge when they create an experience. Halloween is the perfect time to turn your aisles into an immersive seasonal journey. Simple ideas that drive results:

- Halloween-themed end caps and entrance displays
- Staff in costume on key weekends
- Trick-or-treat stations or weekend costume parades for kids
- “Scan to Save” QR codes that reveal spooky discounts via your RSA-powered app
- Free recipe cards for pumpkin treats, candy bark, or party punch

These in-store elements not only boost dwell time, they build emotional connections and word-of-mouth buzz.

Engage Digitally for Maximum Impact

Digital engagement amplifies your Halloween strategy. Leverage:

- **In-app push notifications:** “Don't miss your pumpkin spice reward!”
- **Weekly themed emails:** “5 Spooky Savings You'll Love This Week”
- **Loyalty offers:** Give double points for Halloween purchases to boost repeat visits
- **Targeted mobile coupons:** Use RSA's BrandIQ to deploy manufacturer offers for seasonal items

Digital coupons not only lift redemption rates—they provide insights into what's working, when, and with whom.



Plan with Data, Not Just Decor

Don't guess, analyze. Use insights from RSA America's dashboard to:

- Review last year's Halloween performance by category, brand, and time frame
- Spot underperforming SKUs and plan markdowns
- Optimize inventory reorders based on sell-through velocity
- Monitor digital offer redemptions in real-time to adjust campaigns

With RSA America's tools like AutopilotAI and BrandAiQ, you can remove the guesswork, reduce waste, and increase sell-through—even in fast-moving seasonal windows.

The Takeaway: Halloween Is a Retail Power Play

Halloween isn't just a kids' holiday, it's a month-long chance to grow baskets, attract families, and reinforce your brand's relevance in the local community. By planning ahead, engaging creatively, and using RSA America's digital tools, grocers can make Halloween a powerful revenue-driving campaign, year after year. So don't wait until the last minute. Start planning early. Be bold, be spooky, and most importantly, be ready.

RSA America – Empowering Grocers. Elevating Experiences.



RSA America's Quarterly Pulse

Q2 in Review: Innovation, Impact & Intentional Growth

At RSA America, every quarter is a milestone on our journey to digitally empower independent grocers. Q2 was no exception—it was filled with transformative product rollouts, dynamic event presence, strengthened partnerships, and a renewed sense of purpose across our teams and partners. Here's a closer look at the stories that shaped this quarter.

Platform Innovations: Building the Backbone of 'Always On Grocery'

AutopilotAI in Action: AI That Learns, Predicts, and Drives Sales

Q2 saw widespread adoption of RSA's **AutopilotAI** solution—our AI/ML-driven tool designed to optimize retail execution through intelligent, self-learning automation. AutopilotAI analyzes sales trends, shopper behavior, and loyalty data to generate personalized promotions that run with minimal manual input.

The result? Higher basket values, better shopper targeting, and increased loyalty conversions. Retailers using Autopilot reported a significant reduction in time spent on weekly updates, with smarter offers pushed automatically based on real-time product movement.

BrandAiQ Expansion: Closing the Loop between Brands and Retailers

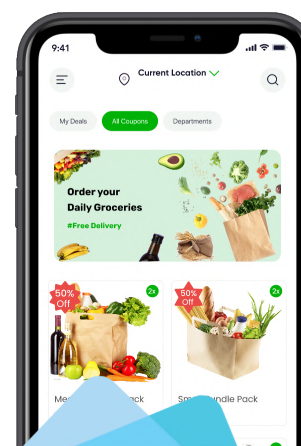
With **BrandAiQ**, brands now have a direct digital bridge to push UPC-level coupons to retailers—no middlemen, no ambiguity. Brands gain full control over their content, visibility into redemptions, and faster payouts.

This quarter, several top-tier CPGs have onboarded to BrandAiQ, utilizing performance dashboards to assess coupon traction and category-level insights. It's not just a platform—it's a data-rich communication channel helping brands and retailers speak the same language.

Retailer App Upgrades: A Smarter, Seamless Shopper Experience

RSA America has successfully onboarded 14 new independent retail banners across more than 84 locations, further expanding our footprint and commitment to empowering local grocers. Independent grocers who've adopted RSA America's white-labeled mobile apps received major **UI/UX upgrades** in Q2. From faster loading times to real-time inventory integration and streamlined coupon clipping, every enhancement is designed to bring modern convenience to local grocery shopping.

We also added features that support dynamic promotional banners and offer personalization, boosting in-app engagement and digital redemption rates across multiple banners nationwide.



Where Innovation Meets Insight

On April 30th, RSA America hosted **RetailEdge 2025**—our first invite-only partner summit in Minneapolis. The event brought together a curated group of independent retailers, CPG brands, and industry technologists to explore the future of grocery retail. Highlights include,

- **Live demos** of RSA's AutopilotAI, BrandAiQ, and Retail Media solutions
- **Panel discussions** on loyalty, fraud detection, shrink reduction, and in-store digitization
- **Strategic roadmaps** from RSA leaders on how unified data pipelines and AI will drive future growth
- **Collaboration sessions** that allowed retailers and brands to align directly on promotion strategy and execution

RetailEdge was a springboard for shaping the next phase of RSA America's ecosystem. The energy in the room underscored a shared commitment to growth, innovation, and mutual success.

RSA America's by the Numbers | April – June 2025

Here's a snapshot of our ecosystem's scale and activity this quarter:

- **5M+ shoppers** actively engaging via RSA-powered platforms
- **250+ retailers** now live on our solutions, spanning 42+ states
- **1,300+ storefronts** equipped with RSA's tech
- **500M+ transactions** tracked and analyzed

These numbers reflect more than volume, they tell a story of growing digital maturity, increased personalization, and stronger retailer-brand collaboration across the board

250+

RETAILERS

1500+

STORE FRONTS

5M+

SHOPPERS

42+

US STATES

RSA at the AGBR Show – May | Connecticut

Strengthening Strategic Retail Partnerships

In May, RSA America was honored to be part of the **AGBR Show** in Connecticut, where our team had the opportunity to connect directly with key retailers and CPG partners. We held meaningful conversations with leadership from Cains, Carters, and Mathern's, and met with AGBR executives Carrie Stanley, Scott Anderson, and Kimberly Stein. These discussions centered around enabling more seamless promotional execution, deeper brand partnerships, and leveraging AutopilotAI and BrandAiQ to drive localized shopper engagement.

The AGBR Show reinforced the fact that RSA America's value lies in being both a technology partner and a strategic ally to the independent grocery industry.

People Power: Building a Future-Ready RSA

This quarter, we welcomed several talented professionals to both our onshore and offshore teams, adding expertise and energy to our operations.

Their onboarding enhances RSA America's capacity to innovate, execute, and support our clients with greater speed and precision.

Coming Soon: The RSA America Podcast Series

We're excited to announce the launch of our monthly RSA America Podcast Series, TBD soon. Hosted by Ravi, Rob, Mark, Terry, and Rao, each episode will spotlight industry trends, success stories from our retailer network, and in-depth conversations around loyalty, personalization, and grocery tech. Whether you're a retailer, brand, or just passionate about the evolution of grocery, our podcast will keep you informed and inspired.

Looking Ahead: The RSA America Way Forward

Q3 will focus on execution at scale, feature refinement, and partnership deepening. Our strategic priorities include:

- **AutopilotAI Scale-Up:** Expanding to more retail banners and refining AI personalization models
- **Retail Media Growth:** Enabling brand-sponsored content and in-app promotions through our CitrusAds partnership
- **BrandAiQ Advancements:** Bringing in more dynamic category insights and A/B testing capability for CPGs
- **Omni channel Integration:** Tighter synergy across websites, mobile apps, and in-store experiences for grocers

At RSA America, we're not just adapting to the future, we're architecting it. And we're grateful to have you on this journey with us.



Stay Connected with Us!

Have questions, feedback, or want to connect? We'd love to hear from you! Reach out at marketing@rsaamerica.com or follow us on [LinkedIn](#) for real-time updates.

Thank you for being part of the RSA America community, let's keep growing together!

**WE DRIVE COMMERCE FOR
INDEPENDENT GROCERS**



Best Practices

Turn Shoppers Into Regulars — Reward Loyalty, Build Community.

- by Mark Osborne / VP Retail Execution



A well-designed **Loyalty Program** is one of the most effective marketing tools for independent grocers. It helps drive repeat visits, foster lasting relationships, and build emotional connections with your shoppers. By offering rewards like points, discounts, exclusive deals, or VIP perks, retailers can keep their customers engaged and coming back for more.

Key Benefits of a Point-Based Rewards Program

- **Double-Digit Growth:** Loyalty customers contribute to 12–18% incremental sales growth, boosting overall revenue.
- **Higher Basket Average:** Rewarded shoppers tend to buy more per trip, increasing transaction values.
- **Improved Margins:** Personalized promotions reduce the need for broad discounts, improving profit margins.
- **Customer Retention:** Keep your best customers coming back, reducing churn over time.
- **Enhanced Customer Satisfaction:** Rewarding loyalty builds goodwill and encourages word-of-mouth referrals.

- **Tailored Marketing Strategies:** Use purchase data to deliver personalized promotions and recommendations.
- **Consumer Behavior Insights:** Collect valuable data on shopping habits to optimize inventory, pricing, and promotions.

Pro Tip

Pair your loyalty program with real-time data insights from RSA America's AutopilotAI and BrandAiQ to automate targeted offers and drive smarter engagement.

RSA America is here to assist you in strategy. Our experts will provide a deep dive into the approach, ensuring that you understand how to best apply it to your store. We offer guidance and tools to help you achieve maximum unit sales and gross profit margins. RSA America can help you take a deeper dive into this strategy, reach out to: mark@rsaamerica.com

Support Structure

Got questions? We've got answers! At RSA America, your satisfaction is our priority.

Reach out to your dedicated Account Managers **Monday through Friday, 8:30 AM to 5:00 PM (CST)** for assistance. Need help outside those hours? No worries! Our Support Team is here for you at support@rsaamerica.com.

For marketing inquiries, contact our Marketing Team at : marketing@rsaamerica.com for weekly ad-related questions, contact our Weekly Ad Team at : weeklyads@rsaamerica.com.

We're here to serve you!

Thank you for being part of the RSA America community—let's keep growing together!

