

RSA AMERICA | MONTHLY

# NEWSLETTER

Industry News • Digital Coupons • RSA Recommends • E-Commerce • Best Practices

## Industry News

[Grocers Turn to Retail Media for Growth](#)

[Local Produce Sourcing Strengthens Supply Chain Resilience](#)

[Retail Embraces AI to Build Smarter Stores](#)

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## Digital Coupons: Boosting Shopper Engagement in Every Aisle



As consumer habits shift and retail competition intensifies, independent grocers are seeking smarter, more agile ways to connect with their shoppers.

**One tool that's rapidly gaining traction? Digital coupons.**

While traditional paper coupons once ruled the aisles, the modern shopper is more connected, mobile, and digitally savvy than ever before. With smart phones in hand and expectations for convenience at an all-time high, customers are increasingly turning to digital solutions to plan and

## Insights



**Organic grocery sales were up 5.2% in 2024.**

optimize their grocery trips. And grocers who adapt are seeing significant payoffs—not just in sales, but in long-term customer engagement.

## Why Digital Coupons Are Gaining Ground

Digital coupons simplify the shopping experience. They eliminate the need for clipping, organizing, or remembering to bring physical papers to the store. With just a few taps, shoppers can browse offers, clip their favorites, and redeem them at checkout—either in-store or online. But for grocers, digital coupons offer far more than just convenience. They serve as powerful engagement tools, offering real-time insights into shopper behavior. What items are they interested in? When do they shop? How often are they redeeming offers? This kind of data is invaluable. It allows grocers to craft personalized promotions, boost high-performing categories, reduce shrink on slower-moving items, and build loyalty over time. Instead of offering broad, generic discounts, grocers can now connect with customers on a more meaningful, individual level.

## The Shopper Journey Has Changed

Today's grocery shopping journey often starts before a customer walks into the store. Shoppers are browsing weekly ads online, comparing prices, and making lists digitally. Digital coupons play a critical role in this pre-shop planning phase, encouraging customers to visit stores that offer the best value and personalized incentives.

Additionally, digital coupons drive more intentional and higher-value shopping trips. When shoppers plan around available discounts, they're more likely to fill their carts—and return more often.

## Empowering Local Brands and Suppliers

Digital couponing also enables stronger partnerships between independent grocers and their suppliers. Brands increasingly prefer digital promotions because they offer clear metrics, real-time redemption tracking, and a direct line to the customer. This transparency often translates to more campaign support and funding for local grocers—helping them stay competitive in a market often dominated by Big-box retailers.

By adopting digital coupons, independent grocers also gain an edge in showcasing local products or niche brands, drawing attention to what sets them apart.



## Building Loyalty through Relevance

In an age where customer loyalty is hard-earned, relevance is the key. A timely, personalized offer delivered through a digital coupon doesn't just save customer money—it shows that you understand their preferences. Over time, this builds trust and keeps customers coming back.

Independent grocers who use digital coupons effectively are seeing not just higher engagement but deeper shopper relationships that translate into sustainable growth.

## Looking Ahead

Digital couponing is not just a passing trend—it's a strategic shift. As more shoppers expect tech-forward experiences, grocers who embrace digital innovation will be better equipped to thrive in the modern retail environment.

For independent grocers, now is the time to explore digital couponing—not just as a promotional tactic, but as a cornerstone of a more connected, data-informed, and customer-centric future.



### RSA Recommends



## Optimizing Promotions for Labor Day: Winning the First Weekend of September

As summer winds down, Labor Day presents a golden opportunity for independent grocers to boost sales, drive foot traffic, and deepen customer relationships. With families planning backyard barbecues, last-minute vacations, and back-to-school shopping, Labor Day weekend is more than just a holiday—it's a strategic moment to connect with your community and stand out in a competitive retail landscape.



## What Makes Labor Day So Valuable?

Labor Day is one of the last big weekends of the summer and often marks the unofficial transition into fall. Consumers are looking for deals—on grilling essentials, party supplies, beverages, snacks, and everyday groceries. For grocers, it's a chance to showcase value, convenience, and seasonal relevance.

Even more importantly, it's a weekend when shoppers are actively looking to spend. With the right promotions in place, you can increase both basket size and loyalty.

## Smart Strategies to Optimize Your Promotions

### 1. Focus on Grill & Chill Essentials

Highlight popular items like meats, buns, marinades, condiments, soda, and sides. Bundle these items in themed deals like *"BBQ Starter Kits"* or *"Grill Master Combos"* to drive multi-item purchases.

### 2. Leverage Digital Coupons & Weekly Ads

Use your digital channels to offer personalized, time-limited promotions that create urgency. A well-timed push notification or email featuring exclusive Labor Day coupons can influence shoppers' weekend plans.

### 3. Showcase Local & Seasonal Products

Labor Day is also a time of pride for local communities. Feature locally sourced produce, baked goods, or meats as part of your holiday specials. This not only boosts sales but strengthens your store's connection to the neighborhood.

### 4. Back-to-School Tie-ins

Labor Day weekend is also when many families do final prep for school. Consider running promotions on lunchbox staples, snacks, and household essentials to capture this additional need state.

### 5. In-Store Signage & Sampling

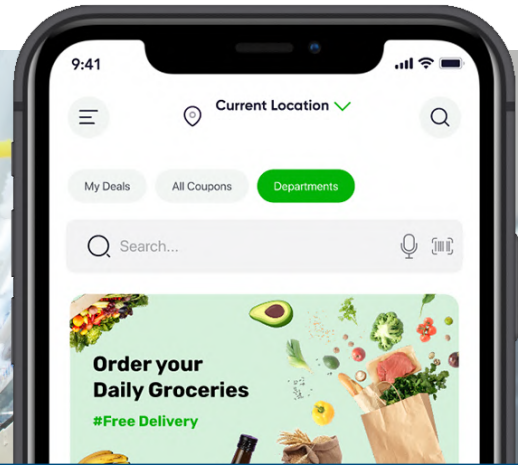
Clear signage, festive displays, and in-store tastings (where permitted) can boost impulse purchases and add to the celebratory vibe. Use signage to tie promotions together and create a cohesive shopping experience.

## Parting Insight

Independent grocers thrive by understanding their customers better than anyone else. This Labor Day, go beyond the discounts—create an experience that's convenient, personal, and festive. The right mix of digital and in-store promotions can turn this long weekend into a high-impact sales opportunity—and set the tone for a strong fall season ahead.

**Need help with promotions? Let's connect!**

[Let's Connect](#)



# The Future of E-Commerce for Independent Grocers

## Blending tradition with technology to meet the modern shopper

As grocery shopping habits continue to shift online, independent grocers face a defining moment: adapt and thrive—or risk falling behind.

E-commerce in the grocery sector is no longer a trend; it's the new baseline. What was once seen as a domain dominated by retail giants has quickly become a necessary offering for grocers of all sizes. Consumers today expect options—curbside pickup, local delivery, online coupons, digital loyalty—and they want it all with the personal touch that only their neighborhood store can offer.

But here's the good news, independent grocers are uniquely positioned to succeed. You already have what online giants struggle to build—trust, community connection, and local relevance. The challenge is digitizing that relationship without losing the authenticity that sets you apart.

## What Today's Shopper Expects

From mobile-friendly circulars to click-and-collect convenience, today's grocery customer doesn't just hope for a digital option—they expect it. Shopping begins on phones, not store aisles. Whether they're comparing prices, building a list, or seeking time-saving deals, customers are making decisions before they walk through your doors.

For independents, this means reimagining promotions, inventory visibility, loyalty programs, and weekly ads for a digital-first environment. It's not about becoming a tech company—it's about staying accessible and relevant in the way your shoppers live and shop today.



## A Seamless Path Forward

This is where solutions tailored specifically for independent grocers come into play. RSA America's **Always On Grocery (AOG)** platform, for instance, empowers grocers to establish and grow a complete e-commerce experience without losing operational control or personal touch.

AOG enables features like real-time inventory updates, digital coupon integration, loyalty tie-ins, and custom branding—supporting the full journey from discovery to checkout. It's built to mirror the needs of grocers who serve real communities, not just carts.

## A Digital Future, Rooted in Local

Independent grocers have always been agile, resilient, and people-first. As the digital shift accelerates, embracing e-commerce isn't just about survival—it's about staying true to your mission in new and modern ways. Your storefront may be local, but your reach can be limitless.

**Get in touch to unlock the full potential of RSA America's e-commerce solutions—built for independent grocers.**

[Let's Talk](#)



## Stay Connected with Us!

Have questions, feedback, or want to connect? We'd love to hear from you! Reach out at [marketing@rsaamerica.com](mailto: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**





# A Smarter Promotions = Bigger Baskets and Better Profits.

- by Mark Osborne / VP Retail Execution



Cherry and grape season is here—perfect timing to run a digital offer for “1 pound free” without changing your regular retail price. This strategy drives volume without discounting, helping customers feel like they’re getting a deal while keeping your margins strong. Including fresh produce in digital ads does more than move seasonal items—it increases overall ad appeal, drives more clicks, and gets more shoppers through your doors.

**Tip:** Featuring colorful, crave-worthy fruits in your promotions makes ads stand out and improves ROI. Plus, shoppers tend to add more to their carts when they see enticing fresh deals. **Smarter promotions = bigger baskets and better profits.**

RSA America is here to assist you with 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 can help you take a deeper dive into this strategy, reach out to: [mark@rsaamerica.com](mailto:mark@rsaamerica.com)

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## 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](mailto:support@rsaamerica.com).

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

We're here to serve you!

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