

NEWSLETTER

Industry News • Retail Media • RSA Recommends • Company News • Best Practices

Industry News

Leadership Transition: Roger White to Lead URM

Rising Inflation, Tariffs Weigh on Consumer Confidence

Heritage Grocers Group Unveils Leadership Changes

Eighth Straight Month of \$9.5B+ Online Grocery Sales

March Online Grocery Sales Surge 21% Year-Over-Year

Insights

The U.S. grocery retail market is projected to reach nearly \$1.74 trillion by 2027, growing at a compound annual growth rate (CAGR) of 3.3% from 2024.

— The Supermarket News

Personalization in Retail Media: Elevating the Grocery Experience



In today's fast-paced grocery landscape, personalization isn't just a competitive edge—it's an expectation. Shoppers are looking for more than convenience; they want experiences tailored to their preferences, behaviors, and needs. That's where retail media personalization comes into play, and RSA America is helping independent grocers lead the way.

By leveraging real-time customer data, our platform enables grocers to serve hyper-targeted promotions through digital channels— mobile apps, websites, and even in-store

touchpoints. Whether it's personalized digital coupons, recommended products, or dynamic pricing based on loyalty behavior, personalization increases relevance and boosts engagement.

Here's why it matters: According to industry studies, personalized experiences can increase customer spending by up to 40%. RSA America's data-backed personalization engine ensures that grocers can segment shoppers based on purchase history, brand preference, or basket size, making every interaction feel more meaningful. But personalization goes beyond the customer—it benefits retailers, too. Our AI-powered tools provide actionable insights into which promotions perform best, which products resonate with top shoppers, and how to adjust strategies to maximize redemption and ROI. This precision helps retailers move away from a one-size-fits-all approach and toward smart, scalable retail media campaigns.

The result?

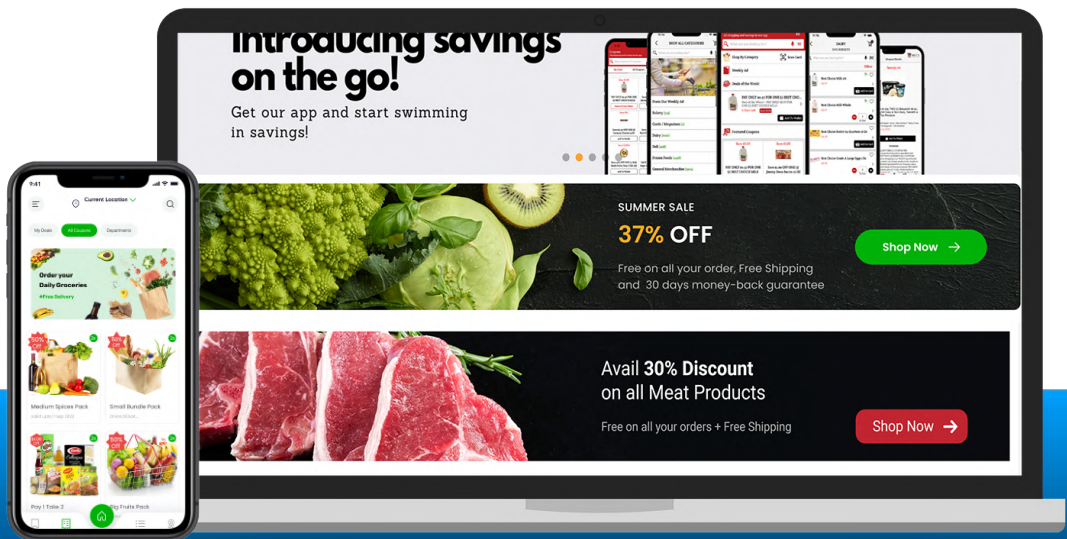
Stronger customer loyalty, increased basket sizes, and a measurable impact on digital revenue.

As personalization continues to reshape how grocers connect with their customers, RSA America is proud to provide the tools, support, and strategic guidance to turn every transaction into a tailored experience. Whether you're just getting started or looking to optimize your current strategy, we're here to help you drive meaningful engagement—at scale.

Let's make retail media personal.

Tap the button below to learn more about RSA America's Retail Media Solutions.

[Learn More](#)





RSA Recommends



Back-to-School's Coming — and So Are the Shoppers! Here's How Grocers Can Win Big

When summer winds down, families shift into school mode—and their shopping habits follow suit. July and August signal one of the busiest times for grocers, as parents prepare to tackle new routines, plan meals, and stock up on school essentials. For independent grocers, this is more than a seasonal rush; it's a chance to deliver value, convenience, and community support while boosting both revenue and loyalty.

Why It Matters

Back-to-school shopping isn't just about notebooks and backpacks. Grocery plays a critical role as families re-stock pantries with snacks, plan nutritious school lunches, and look for dinner shortcuts to ease weekday stress. According to industry data, parents tend to spend more during this period—but they also seek value, inspiration, and time-saving solutions. Tapping into these expectations can create deeper customer relationships and larger basket sizes.

Create a Back-to-School Hub

One way to meet shopper needs is by organizing a visible “Back-to-School” section in-store. Group kid-friendly items together—think individually packed snacks, deli meats, sliced cheese, fruit cups, and lunchbox-friendly beverages. Include signage with ideas like “Lunchbox Essentials” or “Snack Time Heroes” to guide shopping. If space permits, cross-merchandise with school supplies or reusable lunch containers to add value and convenience in one stop.

Highlight Smart Promotions

Parents are always looking to stretch their dollars—especially with multiple kids heading back to school. This is the time to push BOGO offers, bundle deals, and discount promotions on core items like breakfast cereals, peanut butter, sandwich bread, and after-school treats. Consider time-limited weekly specials to encourage repeat visits and impulse purchases.

Introduce Meal Kit Solutions

Weeknights get hectic fast during the school year. Offering pre-packaged, easy-to-make meal kits can be a game-changer for working parents. Think “Taco Night,” “Pasta Night,” or “Breakfast for Dinner” kits, complete with all ingredients and simple instructions. These solutions not only add convenience but also promote products across multiple categories—from produce and proteins to sauces and dairy. Promote your meal kits through in-store displays, weekly ads, and social media posts to drive awareness and trial.

Provide Helpful Content

Position yourself as a trusted resource. Share quick recipes, school lunch prep tips, or snack ideas via your website, social media, or newsletters. Feature themes like “5 Days of School Lunches” or “30-Minute Family Meals.” These kinds of bite-sized content pieces build shopper engagement and add educational value.

Engage In-Store Teams

Your staff plays a major role in customer experience. Brief your team on current back-to-school promotions and meal kits. Encourage them to share tips, answer product questions, and guide shoppers to high-value areas in-store. Small touches like this can make your store feel welcoming and reliable.

Adapt & Evolve

Track what’s working. Use sales data, feedback, and customer behavior to refine promotions and kit offerings as the season progresses. Flexibility and quick iteration help you stay aligned with evolving shopper needs.

Need help with promotions?

[Let's Connect](#)





Leveling Up Customer Experience: Digital Tools for Independent Grocers

Empowering Independent Grocers to Connect, Engage, and Grow

Today's shoppers expect more than just great products and prices—they want convenience, personalization, and a seamless experience across every interaction with your store. As an independent grocer, you have a unique opportunity to meet these expectations and build deeper loyalty by embracing digital tools. At RSA America, we're helping retailers like you make this transformation easier and more effective.

Meet Customers Where They Are

Your customers are online—and they're using smartphones daily to discover deals, clip coupons, place orders, and interact with brands. Through RSA America's white-labeled mobile app solution, you can meet shoppers exactly where they are. With features like real-time digital coupons, loyalty rewards, and personalized offers, your app becomes a one-stop shop that keeps customers engaged both in-store and online.

Drive Engagement through Personalization

Generic promotions are no longer enough. RSA America's solutions help independent grocers tap into shopper data to offer personalized promotions based on real purchase behavior. Our AI-driven Autopilot platform makes it easy to recommend the right products at the right time, creating a shopping experience that feels tailor-made. Personalization builds stronger connections—and stronger sales.

Streamline the Shopping Journey

Curbside pickup, home delivery, digital circulars, and e-commerce integration are no longer “nice to have”—they're expected. RSA America’s e-commerce and fulfillment partnerships allow you to provide flexible, convenient shopping options without the heavy lift. By offering multiple ways to shop, you remove barriers and encourage more frequent, larger purchases.

Boost Loyalty with Targeted Rewards

Our loyalty solutions do more than just track points; they strengthen the bond between you and your shoppers. Through customized rewards, shoppers feel recognized and valued—and are more likely to stay loyal to your store. Plus, with RSA’s real-time reporting, you can see exactly what’s driving repeat visits and refine your strategies continuously.

Make Data Your Superpower

Data doesn’t just belong to big chains. Independent grocers can leverage RSA America’s intuitive dashboards to gain insights into shopper behavior, product trends, and promotion performance. Knowing what your customers want—and when—means you can make smarter decisions faster, enhancing both customer satisfaction and profitability.

At RSA America, we see ourselves as more than just a technology partner—we're a part of your team. We're here to help you stay ahead, connect deeper with your shoppers, and celebrate your growth, one successful interaction at a time.

Let’s build a stronger, more connected grocery experience together. Your shoppers—and your community—are counting on it.





Best Practices

Align Your Digital Offers With Customer Buying Cycles

- by **Mark Osborne / VP Retail Execution**



Looking to boost basket size with minimal effort? Try aligning your digital offers with customer buying cycles. One proven strategy is to run hot digital deals on paper goods at the beginning of the month—right when EBT funds are typically disbursed. Depending on your state, this could fall between the 1st and the 10th. By launching a compelling digital offer or flash sale on essentials like paper products during this window, you're more likely to catch shoppers when their wallets are full and their carts are open. It's a simple timing tweak that can deliver measurable results in unit sales and total basket value.

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 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!

Let's Stay Connected!

Follow us on [LinkedIn](#) for real-time updates.

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