

RSA AMERICA | MONTHLY

NEWSLETTER

Industry News • The Rise of Retail Media • RSA Recommends • Company News • Best Practices

Industry News

[RSA America and IGA Empower Independent Grocers](#)

[Essential Questions Before Investing in Grocery Tech](#)

[Meeting Gen Alpha's Foodie Expectations](#)

[Tops Markets Integrates Food as Medicine](#)

[Shifting Consumer Priorities Impact Food and Beverage Growth](#)

The Rise of Retail Media Networks: A New Era for Independent Grocers



Insight



Private label popularity surges in 2025, now bought by 50% consumers.

Independent grocers have always had a unique advantage in their markets with deep community connections and loyal shoppers who value a personal experience. Now, with the rise of **Retail Media Networks (RMNs)**, that advantage is expanding into the digital world, opening doors to new revenue opportunities and stronger partnerships with brands.

What is a Retail Media Network?

A Retail Media Network transforms the channels you own, like your website, mobile app, loyalty program, in-

store displays, and even email campaigns into powerful advertising platforms. Through these channels, brands can deliver highly targeted, relevant promotions directly to your shoppers, right at the point of decision.

Why Does This Matter to You?

Here's what RMNs bring to the table for independent grocers:

- **New Revenue Streams:** Monetize your existing digital and in-store assets by giving brands direct access to your shopper base.
- **Stronger Brand Partnerships:** Work more closely with CPGs who want to connect with your customers in meaningful ways.
- **Better Shopping Experience:** Deliver personalized, relevant promotions that shoppers value rather than ignore.
- **Data That Works for You:** With the shift away from third-party cookies, your first-party shopper data becomes a powerful tool in creating campaigns that drive sales.

How RSA America Helps You Get There

At RSA America, we're helping independent grocers like you embrace retail media without the complexity. Our retail media solution, powered by Citrus Ads, makes it simple for brands to create and push targeted campaigns directly through your platforms. This means:

- **You earn incremental revenue.**
- **Brands gain measurable ROI.**
- **Shoppers enjoy a more personalized, rewarding experience.**

The Bottomline

Retail media isn't just for the big-box retailers anymore. Independent grocers are in the perfect position to leverage this trend—turning shopper trust into stronger brand relationships and new income opportunities.

With RSA America by your side, you don't have to navigate this transformation alone. We're here to equip you with the tools, technology, and partnerships to make retail media work for you.

Retail media isn't the future, it's already here. The question is, are you ready to capture the opportunity?



RSA Recommends



Your December Success Story Starts Here

The holiday season is more than just a busy time of year, it is a chance for independent grocers to shine. Families are gathering, traditions are unfolding, and shoppers are looking for the perfect mix of value, convenience, and memorable experiences. This is your opportunity to not only boost sales but also strengthen customer loyalty in ways that last beyond December.

At RSA America, we know how important this season is for your business. Our solutions are designed to help you capture every opportunity. With digital couponing, you can deliver instant savings that encourage bigger baskets. Personalized promotions powered by AutopilotAI ensure that the right offers reach the right shoppers at the right time. Always On Grocery gives your customers the flexibility to shop online, in-store, or for delivery, meeting them wherever they are. Add in loyalty rewards, and you create repeat visits and stronger connections.

The result? A shopping experience that feels seamless for customers and highly profitable for you. Instead of competing on price alone, you can differentiate with personalization, convenience, and engagement that truly matter during the holidays.

This December, don't just keep pace with the holiday rush, turn it into measurable growth. RSA America is here to help you maximize sales, delight your shoppers, and build momentum that carries into the new year.

Ready to make this season your strongest yet?
Connect with RSA America today and let us help you unlock holiday growth.



RSA America Partners with IGA to Drive Digital Transformation for Independent Grocers Nationwide

RSA America Joins Forces with IGA to Empower Independent Grocers Nationwide

At RSA America, we are driven by one mission to empower independent grocers with the tools, technology, and insights they need to thrive in today's rapidly evolving retail landscape. We're proud to announce our latest step in that journey: a strategic partnership with **IGA (Independent Grocers Alliance)**.

This collaboration is more than just an agreement. It's a commitment to deliver **game-changing digital solutions** that help independent grocers compete on the same playing field as national chains. Together, RSA America and IGA will bring next-level innovations from **AI-powered promotions** and **e-commerce capabilities** to **digital couponing, loyalty programs, and retail media opportunities** directly into the hands of community-focused grocers.

Independent grocers are the heartbeat of neighborhoods across the country, and this partnership ensures they have access to the very best in retail technology. With RSA America's proven track record of transforming data into growth, and IGA's unmatched network of local retailers, the future looks stronger, smarter, and more connected than ever before.

As Rob Belcore, Chief Customer Officer of RSA America, shared:

"Our partnership with IGA is about more than technology; it's about leveling the playing field for independent grocers. We're giving them the tools to not only compete but to lead in their communities with confidence."

At RSA America, we remain committed to **innovation, empowerment, and growth** always with independent grocers at the center of everything we do. This partnership with IGA marks an exciting new chapter, and we look forward to delivering transformative impact nationwide.

Best Practices

Smarter Strategies, Stronger Results

- By Mark Osborne, VP Retail Execution, RSA America



Rising tariffs are squeezing margins on meat and groceries, but you can fight back with smarter technology. Start by developing a digital transformation strategy that engages employees and integrates price optimization tools. This helps offset costs while boosting sales and profits around center-of-the-plate items like meat, which build bigger baskets. And don't forget loyalty, your app now lets shoppers use their phone number at checkout. It's fast, frictionless, and keeps customers coming back. Modern convenience plus optimized pricing equals stronger margins and happier shoppers.

Connect with your RSA America account manager to get started today. 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 success 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!

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!

