



Alliance Retail Group unveils new retail media network

The technology will be accessible to over 1,400 retailers members of the non-profit organization to improve their omnichannel strategies.

Alliance Retail Group is launching its retail media network, accessible to more than 1,400 independent retailers to engage with their 22 million customers.

In partnership with Swiftly, the solution will let shoppers interact with the retailer's brand through digital and in-store campaigns. Stores can now implement national omnichannel promotional campaigns quickly and cohesively as well as collect the sales data to create more effective and targeted promotions in the future.

Alliance Retail Group is a nonprofit organization that acts as a virtual chain to leverage their size, scale, and data rich environment to help independent retailers thrive in a competitive grocery environment.

"What sets our retail media network apart is that our retailers will receive 100% of the dollars we collect on their behalf for running the promotions. It is also at no cost to our retailers, we feel that is business critical in today's competitive grocery landscape," said Jena Sowers, Chief Executive Officer, Alliance Retail Group.

Founded in 2018, Swiftly is democratizing retail technology and giving retailers the tools they need to compete in today's marketplace.

Alliance's retail media network is the latest strategy implemented by partnering with CPG companies and providing independent retailers with access to technological advances to compete with national chains.