



Frequently Asked Questions

ScanApps, formerly known as Scanner Applications by Inmar, is now owned by the Independent Promotions Network, a subsidiary of the Independent Grocers Alliance. This document answers some of the most frequently asked questions by grocers about the acquisition.

What is ScanApps?

Founded in 1991, ScanApps is the original performance-based media company and serves independent and chain retailers across the United States with on-shelf offers.

ScanApps sets up scan-based retail promotions, adjudicates claims, and provides analytics and fraud control for manufacturers and retailers across the United States.

Why did the Independent Grocers Alliance (IGA) purchase Scanner Applications?

The goal of the acquisition is to make it easier, less expensive, and more efficient for independent retailers to execute promotions in their stores.

The complexity of loading promotions and running advertising efficiently across thousands of different locally owned grocery stores often means independent shoppers miss out on savings that shoppers in national retailers can access.

ScanApps allows a brand to pick its target audience, set up an offer, and have that offer run anywhere they want, right on the grocery store shelf, without worrying about technology, platforms, or point-of-sale systems.

What can scan-based offers provide my store and my shoppers?

Scan-based offers do not compete with trade funds; instead, they allow brands to stimulate sales across all retailers nationally, regionally, or locally, with discounts only going to shoppers who bought during the promotional period.

How will this acquisition impact pricing for independent retailers?

As part of the Independent Grocers Alliance's offerings, ScanApps will help lower costs.

How does this align with IGA's long-term strategy?

The acquisition is one of several made to enhance membership in the Independent Grocers Alliance, including the 2020 acquisition of ADvay Media Group, which makes Connected TV ads, marketplace analysis, and digital marketing affordable for independent grocers; and the 2023 acquisition of What Brands Want, a marketing consultancy focused on shopper marketing and brand strategy.

The Independent Grocers Alliance has relied on Scanner Applications to set up offers, adjudicate claims, and provide analytics and fraud control for brands since IGA launched their Retail Media Network almost eight years ago. Through the new partnership, ScanApps and IGA can lower costs.

What is the expected timeline for integrating Scanner Applications into IGA's operations?

We are currently integrating and hope to finish by December 31, 2024.

Will there be any disruptions to current systems or processes during the transition?

No, there will not be any disruptions to current IGA programs or systems during the transition. ScanApps clients will also not see any disruptions during the transition.

How will this acquisition impact IGA's current National Digital Ad support?

IGA will start integrating more ScanApps offers into the existing IGA digital ad. For the easiest experience at retail, stores should ensure they are fully participating in the IGA digital ad program, from ordering products to promoting offers on shelf, and automating offer reimbursement.

IGA stores can easily participate by automating these offers into their POS system with a variety of providers, including: AppCard, Accelitec, BRdata, GiveX, Inmar. Each of these providers can load the national offers into the store's POS system for minimal to no cost.

Don't have any of these providers? IGA offers programs that are very affordable (as little as \$50 per store, per month) with a variety of providers to automate these deals and give retailers additional benefits like digital coupons, store insights, and trends. [Schedule a call with IGA's Sarah Rivers here](#) to discuss the best option for your store.