Ahold Delhaize USA Launches Edge, a New Proprietary Retail Media Ad Platform Redefining Grocery Advertising

January 7, 2026

Now Available to CPG Partners, Edge Unifies Onsite Display, Sponsored Search and In-Store Digital Media to Drive Measurable Growth

SALISBURY, N.C. – Leading grocery retail group Ahold Delhaize USA today announced the official launch of Edge, a proprietary retail media platform designed specifically for the complexities of grocery retail. Built and operated by its retail media platform, AD Retail Media, Edge now powers Onsite Display, Sponsored Search and In-Store Digital Screens across Ahold Delhaize USA's brands. The platform enables consumer-packaged goods (CPG) partners to engage with the more than 26 million customers who shop Ahold Delhaize USA brands each week through a unified, transparent and measurable platform – delivering faster speed-to-market and optimized ad performance across both physical and digital channels.

"Edge represents the power of what's possible when deep grocery expertise meets cutting-edge technology," said Bobby Watts, SVP of AD Retail Media, Digital Merchandising and Marketing for Ahold Delhaize USA. "Built by grocers, for grocery, Edge combines first-party data, past purchase trends and e-commerce connectivity to empower CPGs to harness the full scale and local expertise of Ahold Delhaize USA brands, unlocking additional value through more relevant interactions with every customer."

Few retailers have built proprietary retail media technology designed specifically for grocery – and even fewer operate at a national scale across both digital and in-store environments.

Edge creates a frictionless omnichannel experience for both customers and CPGs by consolidating AD Retail Media's core capabilities – including audience insights, media planning, activation and optimization – into a single, intuitive ecosystem. Integration with loyalty programs across Ahold Delhaize USA's local brands, as well as the company's proprietary e-commerce platform, helps partners plan, launch and optimize campaigns more efficiently while driving incremental return on ad spend.

"We wanted to offer our partners a smarter, easier way to grow their business, and that's exactly what Edge accomplishes," said Watts. "With additional channels and capabilities already in development, Edge is evolving into a one-stop ad shop bringing our vision for customer engagement reimagined to life and helping partners connect with shoppers in more meaningful ways, today and tomorrow."

Now that Edge is live, its advanced AI-enabled capabilities are actively analyzing shopper behavior to uncover deeper clarity into the unique grocery path to purchase. As the platform continues to learn and evolve, partners will gain access to increasingly precise, actionable insights designed to improve relevance, performance and measurement across campaigns.

With direct ownership of the platform and its roadmap, Ahold Delhaize USA will continue to evolve Edge over time to enhance the customer experience and deliver long-term value for brand partners.

About Ahold Delhaize USA

Ahold Delhaize USA, a division of global food retailer Ahold Delhaize, is part of the U.S. family of brands, which also includes five leading omnichannel grocery brands: Food Lion, The GIANT Company, Giant Food, Hannaford and Stop & Shop. When considered together, the companies of Ahold Delhaize USA comprise the largest grocery retail group on the East Coast and the fourth largest in the nation, serving 26 million omnichannel customers each week. For more information, visit www.adusa.com.