



NEWS RELEASE

Iridio by RRD and Swiftly Announce the Retail Circular's Next Chapter — Print and Digital as One

2026-09-22

Collaboration pairs Iridio's national retail direct mail distribution with Swiftly's AI-powered SmartCircular™ for a unified strategy from the mailbox to the screen

CHICAGO--(BUSINESS WIRE)-- **Iridio**™ by **RRD** and **Swiftly**, a leading AI retail technology platform, today announced a collaboration that ends the either/or choice retailers have long faced with advertising circulars. By uniting Iridio's direct mail channel management and distribution capabilities with Swiftly's market-leading AI-powered SmartCircular™ platform, this collaboration enables a single, fully integrated advertising circular — one solution — that runs across the printed circular and a personalized digital experience, with measurable results on both.

Iridio by RRD and Swiftly collaborate to announce the retail circular's next chapter — print and digital as one. By uniting Iridio's direct mail channel management and distribution capabilities with Swiftly's market-leading AI-powered SmartCircular™ platform, this collaboration enables a single, fully integrated advertising circular — one solution — that runs across the printed circular and a personalized digital experience, with measurable results on both.

Iridio's **2026 State of Grocery & CPG Report** confirms that physical mail drives measurable engagement and sales conversion. To manage rising living costs, 30% of consumers actively seek out print and/or

digital coupons and 76% take action after receiving physical print offers at home. Of those who took action, 38% hold onto physical offers as a visual reminder for their next store visit, 27% compare physical mailers against retail apps to lock in savings and 22% report physical offers drive them to plan a specific store trip. For too long, retailers have been forced to treat print and digital media as separate, competing programs. Now they don't have to choose. Iridio can seamlessly plan and execute retailers' holistic circular strategy.

The reach and proof of print

Direct mail remains one of the most trusted and effective ways to reach shoppers at scale, and Iridio brings the infrastructure and data to prove it. Through RRD's shared mail network, Iridio reaches households at a scale few can match, reaching nearly 70 million households weekly and over 100 million households in a given month. This operational capacity allows regional merchants to target the specific local geographies that drive their business with measurable results. Retailers can tie their circulars to response data, traffic insights and in-store performance, drawing on decades of promotion measurement heritage.

The intelligence of digital

Swiftly's SmartCircular brings that same circular to life on the screen. Existing circular PDFs become interactive, shoppable experiences in minutes — shoppers browse deals, zoom in on products, and add items directly to a shopping list, while every click and save generates engagement signals that reveal which promotions resonate and drive trips. Swiftly's AI uses these signals to personalize the experience for each shopper. As a market-leading platform trusted by hundreds of retail partners representing tens of thousands of stores, SmartCircular transforms the retail circular into a personalized, performance-driven channel that helps retailers drive shopper engagement, loyalty, and measurable growth.

One solution, mailbox to screen

Together, retailers get the reach and proven impact of print alongside the personalization and measurable signal of digital — all planned, executed and measured as one.

"For decades, consumers and retailers have relied on direct-to-home savings to connect shoppers with deals, offers and value," said Al duPont, President of RRD. "Today, Iridio brings that longstanding expertise into a new era. Trust becomes a retail media channel — print and digital working as one, reaching shoppers as they plan their trip and unlocking new retail media network revenue for products that never made the circular. As a result, participating brands can now collaborate more fluidly than before."

"The circular is one of the most influential levers in retail, and it works even harder when print and digital reinforce each other," said Henry Kim, CEO, Swiftly. "Together with Iridio, we're giving retailers a connected, AI-powered circular that carries the signal from the mailbox all the way to the screen. Grocery is where we start. We're equally excited to bring this to the other categories Iridio serves, including quick-service restaurants, home improvement and other retailers where the offer still arrives at the door, but the decision happens on the phone."

To learn more, visit <https://experience.rrd.com/smartcircular>.

About Iridio by RRD

Iridio simplifies marketing complexity by unifying creative, media, and data and analytics in one platform. As a trusted marketing partner to top brands in retail, healthcare, financial services, and other industries, Iridio's data-driven solutions connect brands with their audiences at defining moments. Backed by RRD's legacy and global scale, Iridio offers a flexible suite of services that range from single-channel campaign activations to fully integrated programs, enabling brands to optimize the customer journey and achieve meaningful business results.

About Swiftly

Swiftly is the AI platform purpose-built for retail, serving retailers, wholesalers, and brands. Swiftly's AI agents unify data, automate workflows, and power the marketing that drives measurable growth, connecting shopper engagement, operations, and personalized experiences into one intelligent platform. Swiftly AI is built on the industry's largest proprietary retail dataset, live transactions, 9 million products, and the closed-loop campaign outcomes of 33,000 stores. That foundation powers faster decisions, smarter execution, and AI-native experiences across the retail ecosystem. Trusted by leading retailers, wholesalers, and hundreds of iconic brands, Swiftly accelerates growth, reduces operational drag, and sets a new standard for what AI can do in retail. Learn more at swiftly.com.

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Source: Iridio