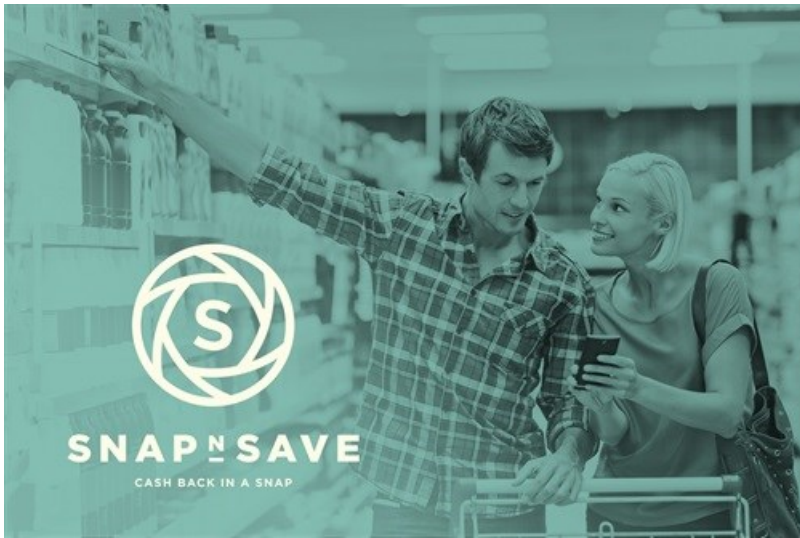


Win-win for brands and shoppers as SNAPnSAVE launches new mobile cash-back app

Issued by [SNAPnSAVE](#)

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Good news! South Africans will be able to get cash back for doing their everyday shopping and simply snapping their till slip.



Free web and mobile shopping app SNAPnSAVE launches in South Africa this week, allowing consumers to get cash back on FMCG products wherever they shop in-store.

SNAPnSAVE provides brands with a cost-effective marketing platform allowing them to engage with consumers looking to buy similar products. The Cape Town-based tech company is already working with some of South Africa's favourite brands to use this new technology to gain further exposure, increase market share and induce trial of their products.

The app has been developed by former brand marketers with a deep understanding of the challenges that face FMCG brands and an appreciation for the global rise in effective mobile shopping technology.

The launch of this platform comes in the wake of a surging global trend that will see over 100 million Americans redeeming digital coupons when shopping this year, and with 1 billion people globally expected to use digital coupons by 2019.

"Globally, we are seeing more and more mobile technology being developed and used to enable consumers to make smarter purchase decisions," says SNAPnSAVE CEO Mark Bradshaw.

"We've developed the platform specifically for the South African market and have made getting cash back for shopping easier, discrete and more convenient than ever before."

Shoppers don't need to worry about crumpled paper coupons, plastic cards, expiry dates nor confusion or embarrassment at the teller. As a SNAPnSAVE user, you select the offers you want, buy them in-store and send a snap of your



till slip to verify the purchase. It's that easy. The money is then credited back in your e-wallet account. Real cash to spend on the things you really want.

What makes SNAPnSAVE an attractive shopper engagement platform?

- SNAPnSAVE will enable brands to drive measurable sales - not just impressions or click-throughs.
- Digital coupons encourage shoppers to discover and try new products and can also be used to reward customers for their loyalty or engagement.
- Targeted marketing - opens a new channel of communication and creates a deeper engagement when connecting with customers who want to hear from you, when they want to hear from you.
- Analytics - allows brands to understand information about who, where and when their product was purchased, and to create personalised deals that are more effectively targeted.

"We've managed brands before and are tired of hearing the same buzzwords that deliver few results and cost the earth. We can help influence the pre-purchase decision and prove it afterwards," said SNAPnSAVE Marketing Manager Alex Band.

SNAPnSAVE has been developed in Cape Town with the support of TAT Ventures, an overseas-based investment house that backs start-up tech ideas that develop African solutions to African problems. Their aim is to utilise funds to invest heavily in media channels to build awareness for both SNAPnSAVE and their brand partners.

So how do you SNAPnSAVE?

Visit www.snapnsave.co.za to use the web and mobi version and keep an eye out for the SNAPnSAVE App which will be released on the Android and Apple app stores over the next two weeks.

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