

# Save up to £250 a year with Shop Scan Save® app

Submitted by: XL Communications

Monday, 21 May 2012

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- Free iPhone and Android app: just one scan to redeem exclusive money-off deals
- Shop Scan Save users can save up to £10 a fortnight on their shopping
- First national smartphone-based savings scheme available in 22,500 UK outlets

Android and iPhone users can now save extra money on their shopping all year using the innovative Shop Scan Save® (<https://www.shops cansave.co.uk>) app. This app delivers personalised real-time money off deals straight to a smartphone and is free to download now from Google Play and Apple's iTunes App Store.

Android and iPhone owners out shopping will get exclusive deals on well known products such as KitKat, Lenor, Ariel, Lurpak, Cravendale, Jack Daniels, Southern Comfort, and Bacardi Breezer with hundreds more products being added.

Shop Scan Save® holds a unique ID on a smartphone, allowing users to earn and redeem rewards and offers from 22,500 stores nationwide using PayPoint point-of-sale. This includes retailers such as Spar, Co-op, Costcutter, Londis, Nisa, and as well as thousands of independent convenience stores. The nearest PayPoint-supporting shops can easily be located using the app's Store Finder feature.

Uniquely, the app analyses shopping habits to deliver offers tailored to the user. Shop Scan Save® will also be offering free promotions and special one-off deals throughout the year to both new and first time redeemers.

The app is powered by Mobilize Systems, specialists in mobile marketing innovation. Claes Kockum, Mobilize Systems Commercial Director says "Shop Scan Save® will change the way people shop. Consumers benefit from personalised, real-time deals delivered straight to their mobile phone. Having top brand names on onboard and a nationwide presence through the PayPoint network provides consumers with a compelling and hassle free way to save money on their shopping."

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For more information about Shop Scan Save® visit [www.shops cansave.co.uk](http://www.shops cansave.co.uk)

Follow us on Twitter: @ShopScanSave

Follow us on Facebook <https://www.facebook.com/pages/Shop-Scan-Save>

## About Mobilize Systems

Mobilize Systems (Mobilize) is a marketing innovation partner helping retail clients to make stronger connections with a mobile audience, driving growth in loyalty, marketing effectiveness, revenue and profitability. Incorporated in 2002, Mobilize created with Sainsbury's the first mobile savings club – Shop Scan Save® - now available via PayPoint terminals in more than 22,500 UK & Ireland outlets. Mobilize works with leading international FMCG's and with leading retailers such as Go Outdoors. Any retailer can set up Mobilize's patented platform to work as a free standing mobile CRM engine or

alongside an existing loyalty scheme.

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