

SA's digital coupon uptake - SnapnSave reports R40m in sales for brand partners

South African cashback coupon app, SnapnSave, has reported over R40m in retail sales, 50 million impressions and 7 million engagements for its brand partners such as Reckitt Benckiser, Tiger Brands, Nestle and SAB.



The numbers serve as evidence of the exploding digital coupon industry in South Africa.

“1 in 8 South African smartphone users have already used a digital coupon,” says SnapnSave's CEO Mark Bradshaw. “Historically, the challenge in SA has been that digital coupons have been limited to specific retailers. SnapnSave till-slip technology allows shoppers to get cashback wherever they shop and in turn allows brands to promote wherever and whenever they want.”

The company claims it provides its brand partners with a unique marketing and promotion tool to engage with mobile-friendly shoppers. “Forget what you know about promoting with traditional paper coupons,” says Roger Bezuidenhout, head of marketing at SnapnSave. “SnapnSave can provide brands increased in-store sales while driving measurable engagement. That's very powerful.”

Promotional campaigns on SnapnSave can be used to address issues like overstocked and late dated items, or resemble a co-op advert but with “greater guaranteed sales returns, resulting in a risk-free promotional campaign for brands”.

In July 2017, SnapnSave [concluded an investment agreement](#) with Kalon Venture Partners and The Smollen Group, that will see them grow app downloads and expand into new markets.

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