



Media Release

Are You Ready For A Deals Revolution?

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Shopcade, the personal shopping app, has launched a 'Deals Revolution' that brings relevant deals directly to users based on what they want.

Users create lists of all of the products they want, and are then informed when they go on deal or when the prices drop. A deals list is automatically created in Shopcade so users can view all of their deals in one place. In the current cash-strapped climate, Shopcade is making it easier for buyers to purchase exactly what they want at the right price!

The 'Deals Revolution' expands on Shopcade's mission to create a streamlined, personalised, and social shopping experience for its users.

"At Shopcade our product is driven by our users, so being social is an integral part of what we do. By launching deals based on users' wants, we now provide even more value to our users. Not only do Shopcadars discover products and can recommend their favourites to friends, they can now also benefit from highly relevant alerts on new deals, some of which are exclusively negotiated with top retailers," Shopcade CEO, Nathalie Gaveau, said.

Shopcade has also launched into the mobile space with their first [mobile shopping app](#) now available for iOS users in the Apple store. Shopcade's mobile app is fun, easy to navigate and perfect for enabling users to add unique fashion, home and tech products to their Shopcade while on the go.

Established brands like ASOS and Apple are benefiting from the personalised exposure and highly targeted opportunities Shopcade provides. In addition, upcoming retail successes like Cath Kidston and Firebox are enjoying the level of personalised insight Shopcade offers their growing brands.

"Users promote both the biggest and the smallest brands on Shopcade - the most wanted products always win!" Gaveau said, "It's entirely user-driven so a great opportunity for any retailer regardless of size!"

Over 1 million products have been wanted by Shopcade users since January and 420,000 of these products are on deal. The most popular deals so far have been on fashion, electronics and beauty products. Shopcade made waves in March at SXSW, ranking third in ADWEEK's [list](#) of start-ups with the most social mentions during the festival and was trending on Twitter for consecutive days too!

Feel free to contact Shanna Gualtieri if you would like more information on 0203 327 3130 or follow us on [Twitter](#) or [Facebook](#).