

## Alpha Consumer



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## 12 New Shopping Apps for the Best Deals

By KIMBERLY PALMER

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Shoppers have a problem. We get too many coupons and discounts thrown our way. It's hard to sort through them all so we can locate the ones we actually want to use.

Luckily, a slew of new (and some old) apps are here to help us with this dilemma. They curate the coupon pages for us. They make it easier to search for the deals we actually want, and then share them with our friends. While many of them have corresponding websites, the apps are easy to use on smartphones or tablets, so we can pull them up while shopping in stores.

Indeed, shopping with a tablet is one of the biggest trends of the moment, with two in three shoppers using tablets to make purchases this season. One in four will use both tablets and smartphones, according to Catalog Spree – one of the many new shopping apps on the market.

**2. PriceBlink:** As a browser add-on, PriceBlink alerts you when you're online shopping (it's also available for iPads) and tells you if there's a lower price elsewhere. You might be considering a \$500 vacuum cleaner at Target, and PriceBlink might tell you that you can buy the same one for \$455 at Amazon, or even cheaper at another online retailer. According to the company, most users save an average of \$17 to \$20 for every \$100 they spend.