



## Flipp's New App Turns Store Flyers Into Shopping Lists, Helps Compare Prices

February 18, 2015 by Sarah Perez (@sarahintampa)



Among the over a dozen mobile shopping apps installed on my smartphone, Flipp has proved itself to be one of the more useful. Apparently, I'm not alone. The app, which digitizes retailers' circulars allowing you to locate the week's best deals on everything from groceries and household items to high-end electronics, has seen over 3.5 million downloads to date since its launch in late 2013. And today, Flipp is rolling out its first major upgrade, version 2.0, which now makes the app even more practical than before thanks to the addition of shopping lists.

Flipp for a long time has proved useful to those who no longer subscribe to the Sunday paper with all its inserts, but still wanted a way to see the week's sales from area retailers. The benefit to having these available in a digital format is that you could pull them up from anywhere right on your smartphone, and you can even search for specific deals and products, then clip your favorites.

With the update, out now on iOS (Android will follow later this month), Flipp becomes a better mobile companion for the discount shopper. The new "Shopping List" feature lets you add your weekly needs, including groceries, to an in-app list.

Flipp then scours all your local flyers to discover the matching offers from nearby stores, so you can find the best deals. Afterwards, while at the store, you can check the items off your list as you place them in your cart.