

WeChat partners with Stuff to offer Incredible Connection product deals

A partnership between WeChat, Stuff magazine and Incredible Connection offers readers product deals delivered to their doorstep by enabling e-commerce via smartphones, a first for Africa.

To make a purchase, readers need to download WeChat and set up a WeChat Wallet. Once they have done so, and have linked a bankcard to the Wallet, they are to scan a QR code alongside the product of their choice and follow the instructions to make the purchase.

Readers will not only get a discount on each item, but will get a cash rebate from WeChat straight back into their WeChat Wallet. This cash rebate can be used to buy other products on offer, purchase prepaid airtime or electricity, be sent to other WeChat users or used to make purchases at any SnapScan merchant.

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