



NEWS RELEASE

CONTACT: Bill Cowen, bill@metrospective.net, 888-875-2685

The Association of Coupon Professionals Announces New Multimedia Coupon Industry Resource Library

Drexel Hill, Pa. (August 8, 2017) – In furthering the **Association of Coupon Professionals (ACP)** mission to provide manufacturers and retailers with education and valued insights to effectively execute coupon promotions from development through settlement, the group is announcing the launch of the Coupon Industry Resource Library (CIRL).

This multimedia library is available to members through the ACP website. Combining content from conferences, webinars, committee guidelines, best practices, and white papers, the library presents the vast amount of ACP resources by topics, including:

EFFICIENCY BEST PRACTICES

- Planning
- Family Codes
- GS1 Databar
- Processing
- Coupon Fraud
- Digital Paperless Coupons – Digital Rebates
- Development of New Universal Paperless Coupon Process and Standard
- General Topics

EFFECTIVENESS BEST PRACTICES

- Consumer Trends & Insights
- Omnichannel
- eCommerce
- Shopper Marketing
- Case Studies

“This multimedia library was built by industry leaders over multiple years and now provides easy access in a safe environment,” said John Morgan, ACP Executive Director. “The content will be maintained, updated and expanded over time.”

The CIRL is a new “go to” resource for:

- Minimizing risk by following best practices
- Expanding industry expertise
- Monitoring consumer insight
- Staying abreast of changes in the industry
- Filling knowledge gaps for new employees or those new to coupons.

ACP members can access the library at <http://couponpros.org/industry-resource-library/> while non-member industry participants are invite to learn more about joining ACP at www.couponpros.org.

About the Association of Coupon Professionals

The Association of Coupon Professionals is an industry trade organization whose over 60 manufacturer, retailer and solution provider members, create a forum that fosters expertise, education, and leadership to enrich the development, distribution, and redemption of coupons, ensuring they remain a viable sales and marketing tool.

For more information, contact **John Morgan**, ACP Executive Director, at 610-789-1478, John.Morgan@couponpros.org, visit www.couponpros.org, or connect on [Twitter](#) and [LinkedIn](#).

###