



PRESS RELEASE:

**Market Dynamics Mambo Sprouts Marketing Research Thought Leadership at Coupon Professionals Annual Conference**

Boston, MA – Market Dynamics and Mambo Sprouts Marketing Research recently presented ***Natural Channel Coupon Trends, Case Studies and Best Practices*** at the Annual Association of Coupon Professionals (ACP) Industry Coupon Conference which took place April 22-24 in Orlando, Florida. Karen Herther and Bethany Stanley, Principals of Market Dynamics and Directors of Mambo Sprouts Marketing Research presented with Matthew Saline, CEO and Founder of Mambo Sprouts Marketing.

Themed "The Wonderful World of Coupons, Imagine: Innovation, Insight, Interaction," the conference was developed under the leadership of the Association of Coupon Professionals in collaboration with the Food Marketing Institute, the Grocery Manufacturers of America, GS1 US, Coupon Information Center and the Promotion Marketing Association.

At ACP, Herther and Saline talked about how the Natural Foods Channel is different and the value of targeting coupons to health and wellness consumers who are more affluent, educated and demand more information about health and natural products. Targeted healthy coupons and promotions are effective but reaching consumers can be elusive.

Showcasing natural channel case studies from Mambo Sprouts Marketing targeted coupon promotions, they shared how to reach and engage healthy natural and organic shoppers through targeted natural product coupons promotions online and through partner natural retailers, which account for 40% of natural product retail sales.

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About Market Dynamics and Mambo Sprouts Marketing Research. Market Dynamics is a brand marketing visibility and market research consultancy, which directs Mambo Sprouts Marketing Research MamboTrack health and conducts annual industry market research trend studies and customer surveys. For more information about Market Dynamics – Mambo Sprouts Marketing Research brand and market visibility and market research thought leadership and content marketing solutions, visit [www.marketdynamics.info](http://www.marketdynamics.info) or call 978-635-5411.