

Groupon buys online service CommerceInterface

December 21 2012

Online deals company Groupon says it will buy online retail manager CommerceInterface for an undisclosed amount.

Groupon said Friday that the acquisition of the [Salt Lake City](#)-based company will help it manage Groupon Goods, an e-commerce business that sells products from thousands of vendors.

CommerceInterface will no longer work with other customers that will transition to another service over the next six months.

Groupon Inc. pioneered the online daily deals market, offering subscribers deep discounts on everything from spa sessions to toe fungus treatments. To expand its business, and in an attempt to distinguish itself from copycat online deals websites, Groupon has tried to establish itself as a local e-commerce company. It now also sells [electronic gadgets](#) and other goods.

Groupon shares rose 3 cents to close at \$4.82.

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