

Coupons.com sizzles on Wall Street debut

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The digital coupon firm, which raised \$168 million in its public offering, had doubled at one point in trading but still ended with a remarkable

opening-day gain, closing at \$30 after its [offering price](#) of \$16 a share.

The gains on the New York Stock Exchange debut give the California group a market value of \$2 billion.

Coupons.com was founded in 1998 as a way to help shoppers find online deals with discount codes which are typed in as consumers complete a transaction.

The company says it had 1.3 billion transactions last year and revenues of \$168 million. But its [net loss](#) for the year was \$11 million.

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