



Etsy, the online marketplace for buyers and sellers of all things handmade, sold more than \$1.35 billion in creative goods last year. The Etsy Virtual Gift Card program managed by StoreFinancial makes it easy to give the gift of Etsy.

# e-Gift Card to the World

“We’re connecting people in fun and creative ways, and promoting economic empowerment at the same time,” said Grazioso. “Our gift card program directly contributes to this mission and the partnership with StoreFinancial is an important part of the program’s success.”

**Nicole Grazioso**  
Program Manager  
Etsy Gift Card Program



It’s not an exaggeration to say that almost anything you could possibly desire in the way of unique, hand-crafted products is available on Etsy. From Gold Bumblebee Bobby Pins, to Antler Rings, to Winged Scarves, it’s all there. The mix of makers and artisans – more than 1 million sellers strong now – is a dynamic community of connected and creative people.

Etsy’s plug-and-play platform has powered the maker movement for more than eight years now, providing infrastructure, exposure and support so sellers can easily set up online shops. These virtual storefronts help them promote and sell their

products to members around the world.

True to their roots and their mission, Etsy is always searching for ways to

make the seller and member experience more productive and enjoyable. One of the most recent enhancements to the Etsy platform is the Etsy Gift Card, designed and managed by StoreFinancial.

Nicole Grazioso is the program manager for the Etsy Gift Card and said the partnership with StoreFinancial has been a good one.

“The Etsy Gift Card is a great way for current sellers and members to share Etsy, not only with those that already love us, but also with those that don’t even know us,” said Grazioso.

“The gift card program from StoreFinancial fits our ecommerce goals and high quality standards. The collaboration with StoreFinancial continues to deliver above and beyond our expectations.”

## Values before Value

Since launching in 2005, Etsy has been careful to protect and nurture what makes it special: its community, and the direct, personal connections between

