



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.”

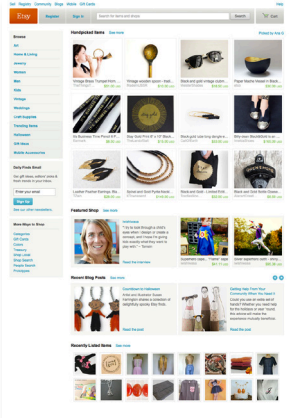
Values before Value

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

buyers and sellers. Etsy enables a true people-powered economy that has over 30 million members, in 200 countries.

Etsy continues to grow by focusing on a several key strategies. Number one: make it easy to transact anywhere and emphasize the person-to-person shopping experience.

Shoppers are more likely to buy when they have multiple payment options, and buyers can now checkout seamlessly using credit cards, debit cards, and Etsy Gift Cards.



"An Etsy Gift Card is one of the most unique shopping experiences that anyone can give which makes it fun for the shopper," said Grazioso. "For us, it opens a new channel for an entirely new group of members."

With the StoreFinancial white-label virtual gift card platform, the Etsy Gift Card is easy to buy and send, and is currently available in United States dollars (USD), British Pounds (GBP), Canadian dollars (CAD), and Euros (EUR).

"We studied gift card solution providers carefully and chose StoreFinancial for their track record of gift card program success and potential to grow with us in the U.S., Canada and Europe," said Grazioso. "They're a clear market leader in terms of expertise and capabilities."

The Etsy Gift Card is purchased online and the virtual card is sent to the recipient in a stylish email format that contains a 16-digit redemption code. The email can also be printed and used during checkout at Etsy.com.

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said StoreFinancial stood out for a few reasons.

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StoreFinancial is one of the largest private-label

Etsy Gift Cards Going Global

- > Etsy Virtual Gift Cards are available for purchase in U.S., Canada and most European countries.
- > 25% of all gift card purchasers have been completely new to Etsy.
- > Shoppers using an Etsy Gift Card often spend more than their gift card value.

program managers and processors in the world, serving more than 600 clients. The company is also a certified transaction processor for both MasterCard® and Visa®.

The Gift of Growth: New Member Attraction and Sales Boost

The Etsy Gift Card is a big hit.

And the Etsy Gift Card is supporting other strategic initiatives like new member outreach. So far, 25% of all gift card purchasers have been completely new to Etsy. And buyers with an Etsy Gift Card often spend more than their gift card value.

Etsy leaders emphasize that their mission is much bigger than driving growth. The Etsy model benefits millions of people around the world: sellers doing something they love and also making a living, and buyers finding one-of-a-kind products that delight and amaze.

Grazioso isn't just a payments expert; she's also a genuinely enthusiastic believer in the maker movement. This is more than a job for her.

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