

## **Ec card Designers Worldwide Prepare In Anticipation, On 123Greetings Studio, As The Holiday Season Begins**

**Sub-heading:** 123Greetings.com brings together the creations of artists from across the world through [123Greetings Studio](#), a unique platform for artists, to upload and monetize their ecards.

**New York, NY, Oct 1, 2013:** To meet the diverse needs of its massive user-base, 123Greetings.com provides users with a wide variety of ecards created by artists on [123Greetings Studio](#). Studio allows artists to participate in various incentive plans, so that they can earn while showcasing their talent to a large audience. Arvind Kajaria, Founder, 123Greetings.com, says, "Studio artists are central to our growth strategy. They enable us to present great localized content that users appreciate."

One such Studio artist, [Simpy Designs](#), has gained popularity through her beautiful creations. Over 100,000 people have chosen to send her ecards in the last five months. One particular [love ec card](#) received appreciation from both users and fellow artists. Universe lover, a fellow artist commented, "Absolutely beautiful! Keep up the great creations of your work. You will go far with cards like these."

When asked about the inspiration behind her work, Simpy Designs replied, "It lies in human relationships. It is important to understand the emotions the sender wants to convey to the receiver and reflect these in the ecards." She has also earned \$1,500 as part of the [Reward Plan](#), for being the top performer of the month.

Speaking about the relationship with 123Greetings Studio, Simpy Designs says, "The experience with Studio has been amazing. The tools provided are simple and I can easily upload my work without worrying about the back-end process. Through Studio I have gained recognition and monetary benefits. It couldn't get any better!"

Nearly five million ecards were sent by users of 123Greetings.com, last holiday season, from the Studio artists' collection.

### **About 123Greetings:**

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 39,500 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories. Its presence is ubiquitous with its Facebook App and Mobile Website catering to users on social media and on mobile respectively. Its Connect feature is a relationship management tool enabling users to actively manage their expressions to both personal and professional contacts. It has also introduced 123Greetings Studio, a unique platform for artists, to upload and monetize their own ecards.

For details, visit [123Greetings.com](#)