

Top Three Emotions For Sweetest Day Expressed Through Ecards From 123Greetings.com

Sub-heading: 123Greetings.com reveals the top three emotions for [Sweetest Day](#) expressed by 1.3 million users who viewed its collection of over 295 ecards for the holiday, in the past.

New York, NY, Oct 17, 2013: [Sweetest Day 2013](#) is associated with all things sweet- candies, chocolates, love, flowers, smiles, affection and care for people among others. For the holiday many choose online greetings as modes of expressions. An analysis, by 123Greetings, of the number of ecards viewed and sent by users from the website, last year, illustrates three most popular emotions for the day. These are:-

- 1) **Romance:** Romance has been the key emotion for the holiday as over 55% of Sweetest Day ecards sent from 123Greetings.com, in 2012, depicted love for partners and hugs and kisses. [Love](#) prevails to be the strongest emotion on the holiday.
- 2) **Gratitude:** Many people choose this day to thank their loved ones for their support and care or a general thank you to someone who has made their day. Users realize that it is important to acknowledge and appreciate others' efforts.
- 3) **Longing:** A large audience expressed longing to be with loved ones on Sweetest Day and chose to send '[miss you](#)' ecards for the holiday. Telling people that they are missed and remembered can add sweetness to their day.

Among the users who sent [Sweetest Day wishes](#) to their partners, one posted a message for her sweetheart - "Hey Baby I know you are not there today, but I couldn't resist sending you this special card to let you know just how much I miss spending these special days with you! I will be thinking of you today and loving you every minute of it."

Arvind Kajaria, Founder 123Greetings.com, says, "We are grateful to our users who choose our expressions to connect with loved ones. We are glad that through our service we are reaching out to people and contributing in making their day a great one, despite the distances."

123Greetings.com offers over 295 Sweetest Day ecards across nine categories for users to choose from.

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](#)