



## **Punchbowl® Introduces Capability to Add Video Messages to Digital Greeting Cards in time for the Holiday Season**

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*Digital Greeting Cards innovation enables consumers to record a video message in minutes.*

FRAMINGHAM, MA (PRWeb) November 23, 2020 – Punchbowl® (www.punchbowl.com), the Company behind the critically acclaimed technology platform for online invitations and digital greeting cards, today unveiled the capability to add a heartfelt video message to any digital greeting card. This latest innovation from the leader in digital social expressions enables consumers to effortlessly add a heartfelt video message inside a beautiful digital greeting card for the holiday season.

“The ability to add a heartfelt video to a beautiful Digital Greeting Card is the easiest and most thoughtful way to send holiday greetings to loved ones,” said Matt Douglas, CEO, Punchbowl, Inc. “As a result of our latest digital innovation, consumers will think twice about sending paper greeting cards this year.”

Paper greeting card sales in the U.S. continue to decline and digital innovation is a big reason why. Today, Punchbowl gives consumers another reason to choose digital greeting cards to send thoughtful messages for [Thanksgiving](#), [Christmas](#), [Birthdays](#), and more. Digital Greeting Cards, which have the look and feel of paper, make it easy to record or upload a video that recipients will see when they view the card on their phone, tablet or laptop. Senders can also personalize their digital cards with a photo and typed message, schedule cards to send later, deliver by text or email, and track when cards are viewed.

“I have never considered sending digital greeting cards for the holidays,” said Jennifer Lee-Clark, a Punchbowl user. “The ability to send my own video message to friends and family inside my holiday greeting cards changes everything.”

Highlights of Digital Greeting Cards with video include:

- A heartfelt video can be added to any Digital Greeting Card
- Videos can be up to 2 minutes in length
- Record videos from any device or upload a pre-recorded video
- Retake your video as many times as needed
- Send immediately or schedule in advance via text or email
- Include a written message and gift card alongside your video
- Available on the web and via the Punchbowl app

In addition to new video message capabilities, Punchbowl also offers the ability to include a gift card that can be delivered with your Digital Greeting Card. Available digital gift card retailers include Amazon, Target, Panera, DoorDash and Sephora.

To see a Digital Greeting Card example with a special video message, visit:

<https://www.punchbowl.com/ecards/share/29ac4a790b988df242a7>

To personalize and send your own Digital Greeting Cards with video, visit <https://www.punchbowl.com> or download the [free app in the App Store](#).

**About Punchbowl, Inc.**

Punchbowl is the company behind the critically acclaimed technology platform for online invitations and digital greeting cards. The company runs its platform on Punchbowl.com, best-in-class iOS and Android apps, and also licenses its technology to carefully selected consumer companies. More than 200 million online invitations and digital greeting cards have been sent on the Punchbowl platform. The company was founded by entrepreneur Matt Douglas and is located in Framingham, MA. To learn more, visit <https://www.punchbowl.com/company>