

# Envato passes customer and sales milestones

Envato, the world's leading community for creative assets and creative people, has started the new financial year on a high after officially passing six million unique paying customers.

Envato previously passed the five million customer mark in September 2016.

Total sales across Envato's seven unique marketplaces during the lifetime of the business also reached a new milestone of 40 million total sales, while Envato Studio - the company's creative freelancer hire service - marked the completion of 120,000 successful jobs.

These milestones come just a few months after [the company announced it had paid out more than \\$500 million to its global community of creatives](#) who sell items and services on Envato's online marketplaces.

Founded in 2006, Envato's creative community is on the cutting edge of digital asset creation, selling items as diverse as fonts and logo kits, graphic templates, WordPress themes and presentation templates through to stock video, stock audio, stock photos, Photoshop actions and After Effects animations.

Envato authors have seen their items used everywhere from [a Kanye West music video](#) to ads for [Sony](#) and [BMW](#).

Purchases on ThemeForest, Envato's dedicated marketplace for website templates and themes, remain the most popular for item sales in the last financial year, unsurprisingly so [given nearly 29% of all websites globally now run off WordPress](#).

Chief Commercial Officer Ben Chan said these latest milestones were a testament to the inspiration and hard work of the Envato creative community. "Our guiding principle from the start has been to establish a creative ecosystem of people making a living doing what they love, and we believe very strongly that when the community succeeds, we succeed."

"While milestones like this can often feel arbitrary, they are also important markers for validating the path we have taken over the last 11 years to ensure our creative community has the support to bring their ideas to life. These results from Envato's marketplaces are further proof of this."

“Envato continues to grow, our community continues to grow and as a result, we’re finding new and expanded opportunities in the digital creative industry to offer support and value to both our customers and our authors. We’re thrilled with the community’s achievements to this point and are excited about the journey ahead,” concluded Chan.

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#### ABOUT ENVATO

**Location:** Headquarters in Melbourne, Australia. Team located around the world.

#### What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than eight million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$500 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use graphic templates, fonts and assets available for unlimited download.

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