



MediaMate

The record fair that never ends

Shop Owner Guide

Contents

1. Welcome to MediaMate	3
2. Setting Up Your Shop	4
3. Adding Items to Your Inventory	5
4. Autofill: Discogs, OMDb & IGDB	7
5. Bulk Importing Your Catalogue	8
6. Managing Your Inventory	9
7. Your Dashboard	10
8. Enquiries & Want List Requests	11
9. Sell & Trade Submissions	12
10. Followers & Email Updates	13
11. Reviews & Your Reputation	14
12. Analytics	15
13. Your QR Code	16
14. Subscription & Billing	17
15. Tips for Getting the Most Out of MediaMate	18
16. Getting Help	19

1. Welcome to MediaMate

MediaMate is a platform built specifically for independent physical media shops — record stores, CD shops, video game stores, movie and TV dealers. It gives your shop three things at once:

- **A public storefront** where buyers can browse your entire live catalogue, ask questions, and follow your shop for updates.
- **An easy way to manage your inventory** — add items in seconds with autofill from Discogs, OMDb and IGDB, or import your whole catalogue at once from a spreadsheet.
- **Access to The Crate** — a free community of collectors who browse, follow shops, and discover new places to buy from across the whole platform, not just yours.

This guide walks through everything from setting up your shop for the first time through to using every feature available to you as a shop owner. You don't need to read it all in one sitting — treat it as a reference to come back to.

Your Free Trial

Every new shop gets a **14-day free trial** with full access to every feature — there's no limited "trial version." Use this time to get your inventory loaded, your shop profile looking good, and get a feel for how buyers will experience your storefront. You won't be charged anything until the trial ends, and you can subscribe whenever you're ready.

Tip: The busiest first impression a buyer gets is your storefront and your inventory photos. Spend your trial period getting these right before worrying about anything else.

2. Setting Up Your Shop

Shop Profile

Your Shop Profile page is where you control everything buyers see about your shop before they even look at your stock. Find it in the sidebar under **Manage → Shop Profile**.

What you can set:

- **Shop Name** — this also determines your storefront's web address (see below).
- **Bio** — a short description of what your shop specialises in. This is often the first thing a new visitor reads, so make it count.
- **Location** — shown on your storefront and used when buyers search by area.
- **Announcement Banner** — a short message shown at the top of your storefront to every visitor. Great for "We're at the Wellington Record Fair this Saturday!" type updates.
- **Opening Hours** — set hours for each day of the week, with an Open/Closed toggle per day.
- **Logo** — upload an image to represent your shop across the whole platform, including The Hub.

Your Storefront URL

Every shop gets a clean, shareable web address in this format:

```
mediamate.co.nz/shop/your-shop-name
```

This is the link to put on your business cards, social media, and anywhere else you want to send people to browse your stock directly. You'll find your exact URL on the Shop Profile page, with a one-click Copy button.

Note: Your storefront URL is based on your shop name when you set it up. If you're not sure yours looks right, check the Shop Profile page — the URL shown there is always live and correct.

3. Adding Items to Your Inventory

Click + **Add Item** from the top of your Dashboard or Inventory page to open the item form. The very first thing you'll choose is **Format** — this matters more than it might seem, because it determines which autofill tool becomes available (covered in the next section).

Available Formats

Category	Formats
Vinyl	LP, 7", 10", 12", EP
Audio	CD, Cassette, MiniDisc, 8-Track
Video	DVD, Blu-ray, VHS, Laserdisc
Games — Sega	Master System, Mega Drive, Saturn, Dreamcast
Games — Nintendo	NES, SNES, Nintendo 64, GameCube, Switch
Games — Sony	PS1, PS2, PS3
Games — Other	Handheld
Apparel	T-Shirt
Reading	Magazine, Book
Other	Collectible, Other

Filling In the Details

- 1 Format** — choose from the list above. This unlocks the right autofill tool automatically.
- 2 Title & Artist/Creator** — can be filled manually or pulled in automatically (see next section). For games, this field becomes "Developer."
- 3 Label, Catalogue Number, Year, Country** — optional but useful detail for collectors.
- 4 Condition** — grade the disc and sleeve separately using standard collector grading (Mint, Near Mint, Very Good Plus, and so on).
- 5 Price** — required. You can also set a "Was Price" to show a discount, and toggle "Also accept offers" if you're open to negotiation.

- 6 **Quantity in Stock** — how many copies you currently have.
- 7 **Photos** — upload your own, or let autofill pull one in for you automatically.

Tip: Real photos of the actual copy you're selling — including any wear — build far more buyer trust than a generic stock image, especially for higher-priced items. Autofill is a great starting point, but consider swapping in your own photo for anything valuable.

4. Autofill: Discogs, OMDb & IGDB

MediaMate can pull in title, artist, year, genre, description and cover art automatically from three different external databases, depending on what format you've selected. This can turn a two-minute manual entry into a ten-second search.

Discogs — Music

Appears automatically when you select any music format (Vinyl, CD, Cassette, etc).

- 1 Search using **artist + title** for the best results — e.g. "Motorhead Ace of Spades" rather than just "Ace of Spades."
- 2 Click a result to autofill Title, Artist, Label, Catalogue Number, Year, Country, Genre, and Cover Art.
- 3 Already know the exact Discogs release you want? Paste its URL directly into the "Or paste a Discogs URL" field for an exact match.

OMDb — Movies & TV

Appears automatically when you select DVD, Blu-ray, VHS or Laserdisc.

- 1 Search by title — this covers movies, TV series, and individual episodes together in one search.
- 2 Each result shows a badge (Movie / TV Series / Episode) so you can tell them apart at a glance.
- 3 Click a result to autofill Title, Director, Year, Country, Plot description, Genre, and the movie poster as your cover photo.

IGDB — Games

Appears automatically when you select any game console format.

- 1 Search by game title — IGDB's database covers everything from classic consoles like the NES and Mega Drive through to current releases.
- 2 Click a result to autofill Title, Developer, Year, Genre, description, and cover art.

Note: Metadata can be sparser for older or rarer titles across all three sources — if a search comes back empty or incomplete, filling the remaining details in manually is always an option.

5. Bulk Importing Your Catalogue

If you're moving your existing stock list onto MediaMate, you don't need to add every item one by one. The **Import CSV** button (top of your Inventory page) lets you upload a spreadsheet and bring in your whole catalogue at once — tested with imports of 500+ items at a time.

How It Works

- 1 Export your existing stock list as a CSV file (from Excel, Google Sheets, or your current point-of-sale system).
- 2 Click Import CSV and select your file.
- 3 MediaMate shows you a column-mapping step — match your spreadsheet's columns (however they're named) to the right fields (Title, Artist, Price, and so on).
- 4 Confirm the import. Large imports are processed in batches automatically and show a progress indicator.

Important: CSV files are plain text, so they can't carry photos directly. Every item imported this way will need a photo added separately — either manually, or using the Auto-Match Photos tool described below.

Auto-Match Photos

After a bulk import, you'll likely have a large number of items with no photo yet. Rather than opening each one individually, the **Auto-Match Photos** button in Inventory will attempt to find and attach a matching cover image automatically:

- Vinyl, CD and Cassette items are matched via Discogs.
- DVD, Blu-ray and VHS items are matched via OMDb.
- Game items are matched via IGDB.

This runs through your items one at a time and can take a while for a large catalogue — you'll need to keep the browser tab open while it works. A progress bar shows you exactly how far through it is.

Please read before using this: this tool works automatically without you confirming each match individually, which means occasional mismatches are possible — a common title could pull back the wrong release. Every item it successfully matches gets a **VERIFY** badge in your Inventory list, along with a dedicated filter to show only those items, so you can quickly spot-check them afterward. It only ever fills in fields that were empty — anything you've already entered yourself is never overwritten.

6. Managing Your Inventory

Filtering Your List

Your Inventory page includes filters to help you find what you're looking for quickly:

- **Live Stock** — everything currently for sale.
- **Sold History** — items you've marked as sold.
- **Staff Picks** — items you've featured.
- **Missing Photos** — a quick way to see what still needs an image.
- **Auto-Matched (Verify)** — items filled in by the Auto-Match Photos tool that are worth double-checking.

You can also search by title, artist or label, and filter by format or condition.

Editing & Removing Items

Click any item in your list to open and edit it. From there you can also:

- **Mark as Sold** — moves it out of your live stock into Sold History.
- **Feature** — highlights it as a Staff Pick on your storefront.
- **Delete** — permanently removes the item and its photos.

7. Your Dashboard

Your Dashboard is the first thing you see when you log in, giving you a quick snapshot of your shop's activity.

Stat	What it means
Live Listings	How many items are currently for sale.
New This Week	Items added in the last 7 days.
Enquiries	Unread messages from buyers.
Want Requests	Open requests from buyers hunting for something specific.

Below the stats, you'll find your most Recently Added items and Recent Enquiries, so you can jump straight into replying without digging through menus.

8. Enquiries & Want List Requests

Enquiries

When a buyer asks a question about an item on your storefront, it lands in your Enquiries tab with their name, email, and message. Reply directly from there — your response is sent straight to their inbox by email.

Want List

Buyers can also submit a "Want List" request describing something they're hunting for, even if you don't currently have it in stock — format, condition, maximum price, and any notes. This is a great source of leads for future stock you pick up, and appears in your Want List tab for you to review and respond to whenever it suits.

Tip: Replying quickly to enquiries matters — a buyer who's messaged three shops will often buy from whoever answers first.

9. Sell & Trade Submissions

Your storefront includes a "Sell or Trade to Us" option, letting buyers submit items they'd like to sell or trade directly to your shop — including their own photos and description. These land in your Sell/Trade tab for you to review at your own pace, complete with contact details so you can follow up.

10. Followers & Email Updates

Anyone browsing your storefront can choose to "Follow" your shop by entering their email — optionally noting a specific format they're most interested in (Vinyl, Games, etc). This builds you a genuine, opted-in mailing list of people specifically interested in your shop.

Viewing & Exporting Followers

Your Followers tab shows everyone who's followed your shop, with a one-click **Export CSV** button if you'd like to work with the list in a spreadsheet or another email tool.

Sending an Update

From the same tab, you can compose and send an email directly to your followers:

- 1 Write a subject and message.
- 2 Optionally filter to only followers who noted a specific format — handy for "just got a big vinyl restock" type updates that shouldn't go to everyone.
- 3 Review the recipient count shown, then send.

Note: Every email includes an unsubscribe link automatically, as required by New Zealand's email marketing laws. If someone unsubscribes, they'll no longer receive updates from your shop, though they can always follow again later if they choose to.

11. Reviews & Your Reputation

Buyers can leave a star rating and written review on your storefront after a purchase — no account or login required on their end. Your average rating and review count are shown on your storefront and in The Hub, and shops can be sorted by rating when buyers are browsing across the whole platform.

Why You Can't Delete a Review

This is intentional, and worth understanding: shop owners cannot delete or edit reviews about their own shop. A rating system only works as a genuine trust signal if it can't be quietly cleaned up by the business it's about — the same principle behind review systems on most major platforms.

Dealing With a False or Abusive Review

Every review has a **Report** link. If you believe a review is fake, abusive, or otherwise inappropriate, reporting it flags it for manual review by the MediaMate team — genuine issues can and do get removed, just not unilaterally by the shop itself.

12. Analytics

Your Analytics tab gives you visibility into how your storefront is performing:

Metric	What it means
Storefront Views	Total visits to your storefront, all time.
Items Viewed	Total individual item views across your whole catalogue.
Total Enquiries	All enquiries received, all time.
Followers	Your current email subscriber count.

A Most Viewed Items list shows exactly which of your listings are getting the most attention — useful for deciding what to feature or restock.

13. Your QR Code

Every shop gets a unique QR code linking straight to your storefront. Find it under **Manage → QR Code**, with a one-click Download PNG button.

Print it and stick it on your counter, include it on flyers, or display it at record fairs and markets — anyone who scans it lands directly on your live catalogue, ready to browse.

14. Subscription & Billing

After your 14-day free trial ends, continuing to use MediaMate requires a paid subscription, billed monthly. You'll see a clear prompt when your trial is ending, with a straightforward **Subscribe Now** button that takes you through a secure checkout.

Managing Your Subscription

Once subscribed, a **Manage Subscription** option lets you view invoices, update your payment method, or cancel — handled through a secure billing portal, so your card details are never seen or stored by MediaMate directly.

Note: Cancelling stops future billing but doesn't delete your data — if you decide to come back later, your shop, inventory and history are still there.

15. Tips for Getting the Most Out of MediaMate

- **Use real photos where it matters.** Autofill is a fast starting point, but your own photo of the actual copy — especially for anything valuable or rare — builds far more buyer confidence than generic stock art.
- **Keep your bio and announcement banner current.** These are often the first thing a new visitor reads.
- **Reply to enquiries quickly.** Buyers frequently message more than one shop for the same item.
- **Use follower broadcasts sparingly and well.** A focused "just restocked metal vinyl" email to people who specifically follow that format will perform far better than a generic blast to everyone.
- **Check your Auto-Matched items.** The "Verify" badge exists because bulk automatic matching occasionally gets it wrong — a five-minute check after a big import saves confusion later.
- **Respond to reviews the right way.** You can't delete a bad one, but a shop with genuine, honest reviews — including the occasional less-than-perfect one — is generally trusted more than one with none at all.

16. Getting Help

If you run into an issue, have a question this guide didn't cover, or have a suggestion for something you'd like to see added, we'd genuinely like to hear from you.

hello@kiwicode.net.nz

Thanks for building your shop on MediaMate.
We're glad to have you.