

1 Piece, 2 Storefronts, 0 Double Sales

How Rejewelvinations synced 1,106 one-of-a-kind jewelry listings across Etsy and Squarespace, eliminated manual cross-posting, and reclaimed more than 150 hours.

950

listings migrated

7×

catalog growth

19manual steps
eliminated**0**

double sales

THE CHALLENGE

Rejewelvinations sells one-of-a-kind antique and vintage jewelry through Etsy and its Squarespace website, rejewelvinations.com. Managing the same inventory across two storefronts created two major problems.

1: Double Posting

Each Etsy listing also had to be recreated on Squarespace. The process required 19 manual steps and 7–10 minutes per piece. As a result, Etsy had 1,106 active listings while Squarespace had only 156.

2: Double Sales

When a piece was sold on one platform, it had to be manually removed from the other, which took two to three minutes per piece. Delays could stretch to 3 weeks, creating the risk of selling the same one-of-a-kind item twice.

THE SOLUTION

Three connected automations now manage the inventory:

1. **One-time migration:** Automatically moved 950 existing Etsy listings to Squarespace, increasing the website catalog from 156 products to 1,106.
2. **Live inventory sync:** Marks a sold item unavailable on the other storefront within minutes, preventing double sales.
3. **Automated cross-posting:** Adds each new Etsy listing to Squarespace without manual entry.

Intentional Guardrails:

The system only touches inventory data, and a human still approves every step.

**“This is life-changing! It has made such a difference in how efficient it has made my job.
1000% recommend Mandy and mosAlc!”**

— Shelly, Gem Sourceress & Co-Owner, Rejewelvinations

THE RESULTS

950 listings migrated automatically

110–158 hours saved through the initial migration

7× growth in the Squarespace catalog

19 steps eliminated per listing

~2.5 hours saved each month on new listings

20+ hours saved annually on manual delisting

0 double sales since launch

Less time maintaining the catalog. More time growing it.