

Mockup Generator - Setup Guide

Mockups, print files, AI listings and store integrations

Quick Start

1. Create a free account and log in.
2. Drag & drop your artwork - the aspect ratio is detected automatically.
3. Pick mockup scenes from the template browser (scenes whose frames fit your art).
4. Generate single mockups, a Full Package (mockups + print files + AI listing), or use the Bulk Mockup Generator for many artworks at once.

Full Packages

One ZIP per artwork: mockups/ (Etsy-ready listing photos), deliverables/ (print-ready PNGs in every matching ratio and size: 2x3, 3x4, 4x5, ISO-A), plus an AI-generated Etsy listing.

DPI: 300 is standard print quality but most files exceed Etsy's 20MB upload cap (fine when Dropbox hosts your bundle). 150 keeps every file under the cap.

Packages are downloadable for 24 hours; print files are cached on the Deliverables page per your plan's retention.

Bulk Mockup Generator

The orange button next to the app title. Select multiple images, step through mockup categories (use all / none / hand-pick thumbnails), and hit 'Generate & Push to Etsy' at any step.

Each image automatically uses only the selected scenes that fit its aspect ratio. Per image: package + AI listing -> Dropbox bundle (if connected) -> Etsy draft listing. Nothing goes live until you activate drafts in Etsy.

Etsy Integration

Publishes packages as DRAFT listings: mockups become photos, print files attach as the digital product, AI text fills title/description/tags.

Quickest path: generate mockups, edit them to taste, then hit the orange 'Etsy' button on any card - every mockup of that artwork joins the same listing as photos (clicked card = cover, max 10), the AI describes it, and one draft appears in your shop.

Setup: 1) Apply for an app at etsy.com/developers (a personal app is approved fastest). 2) Note BOTH the Keysting and the Shared Secret. 3) Add the callback URL in the app's 'Callback URL(s)' field: `<your-app-url>/etsy/callback` (`http://localhost:8000/etsy/callback` for local testing; add your production URL too when deployed - multiple can be registered). 4) Integrations > Etsy > paste both values > Save Keys. 5) Connect Etsy Shop > authorize > wait for the success page.

Drafts appear in Shop Manager > Listings > Drafts. Etsy charges its \$0.20 listing fee when you activate, not on draft creation.

Dropbox Integration

Etsy caps digital files at 5 x 20MB. With Dropbox connected, every published listing gets its own private full-resolution bundle uploaded to your Dropbox (Apps/<app>/Etsy Bundles/), and buyers receive the link in a PDF attached to the listing.

Creating the Dropbox app, step by step (one time, by the app operator): 1) dropbox.com/developers/apps > Create app. 2) Choose 'Scoped access'. 3) Choose 'App folder' access - uploads stay sandboxed in Apps/<name>/. 4) Name the

app (globally unique - add a suffix if taken) and Create. 5) Permissions tab: tick files.content.write AND sharing.write, then click Submit at the bottom - unsubmitted scopes are the #1 mistake, and this must happen BEFORE anyone connects (earlier tokens never gain permissions; disconnect and reconnect to fix). 6) Settings tab > OAuth 2 > Redirect URIs: add <http://localhost:8000/dropbox/callback> (and your https production URL when deployed - both can be registered). 7) Copy the App key (not the secret) into .env as DROPBOX_APP_KEY and restart. 8) Verify: Integrations > Connect Dropbox > Allow; the header button turns 'Dropbox' blue and opens Apps/<name>/Etsy Bundles after the first publish.

No Dropbox? Manual delivery: publishing still attaches every file that fits Etsy's 5x20MB limits (generate at 150 DPI and usually all fit). For the full bundle: 1) unzip the auto-downloaded package (deliverables/ holds every size; also on the Deliverables page). 2) Upload the folder to any cloud storage and get an 'anyone with the link' share link (Google Drive: New > Folder upload > Share). 3) Make a one-page PDF containing the link and export it. 4) On Etsy: Listings > Drafts > your listing > Digital files > attach the PDF. 5) Test the link in a private browser window. 6) Keep the hosted files alive as long as the listing sells.

Connecting: Integrations > Dropbox > Connect Dropbox > authorize. From then on it is automatic - leave the 'download link' prompt empty when publishing. Mind your Dropbox storage quota (bundles run 50-500MB each) and keep links alive as long as listings sell.

Buyer access: links are 'anyone with the link' - buyers need no Dropbox account, and the URLs are unguessable so other bundles stay private. Exception: Dropbox Business/team admin policies can restrict links to team members, which breaks buyer downloads - personal accounts are unaffected.

Printify Integration

Sell physical canvas prints: one click creates a Printify product with all sizes matching your art's aspect ratio, retail prices set automatically (30% margin after Etsy fees).

Setup: Printify > My Profile > Connections > API > Generate token. Then Integrations > Printify > paste token (Shop ID optional) > Connect.

Printful Integration

Same idea on Printful's catalog. Setup: 1) printful.com/dashboard/store > 'Connect via API' > name your store (the API can only create products in API-platform stores; marketplace stores are rejected). 2) developers.printful.com > Tokens page > token name + expiration date > access level 'Account (all stores)' > tick ALL scopes > copy the API key. Account-level access matters - a token scoped to one marketplace store cannot see your API store. 3) Integrations > Printful > paste the API key - the API store is picked automatically.

Note: Printful downloads print files from this server by URL, so pushes only complete when the app runs on a publicly reachable URL.

Social Promotion

The purple 'Promote' button on Etsy-published result cards posts the mockup + an AI advertising blurb to every connected platform at once, each post linking to the Etsy listing. Platforms: Pinterest (pins with outbound links - the strongest funnel; app at developers.pinterest.com), Facebook Pages + Instagram Business (one Meta app at developers.facebook.com; Instagram needs a Business account linked to the page and a public app URL), TikTok (photo posts; public posting requires TikTok's app audit). Snapchat has no organic-posting API and cannot be supported. Connect in Integrations > Social promotion; activate the Etsy listing first so the funnel link works.

What Buyers Receive

Buyers download from Etsy, never from this server: the order confirmation page and etsy.com/your/purchases. They get the attached files (max 5 x 20MB) plus DOWNLOAD-YOUR-FILES.pdf with the full-bundle link when Dropbox or a

manual link is used. The Etsy mobile app cannot download files - buyers must use a browser (the generated description tells them).

Troubleshooting

'The requested redirect URL is not permitted' (Etsy): the callback URL is missing from the app's Callback URL(s) field or differs by a character. Fix, save, wait 2-3 minutes, retry.

'The application is not recognized' (Etsy): keystring belongs to a different app than the one you edited, or the app is still pending review.

'Shared secret is required in x-api-key header': save BOTH the keystring and shared secret in Integrations.

Publish button missing: it appears when your Etsy shop is connected and you have completed packages from the last 24 hours.

'None of the selected mockups fit aspect ratio X': that artwork's shape does not match any selected scene's frame (7% tolerance).

Files skipped when publishing: Etsy's 5-file/20MB limits - connect Dropbox or generate at 150 DPI.