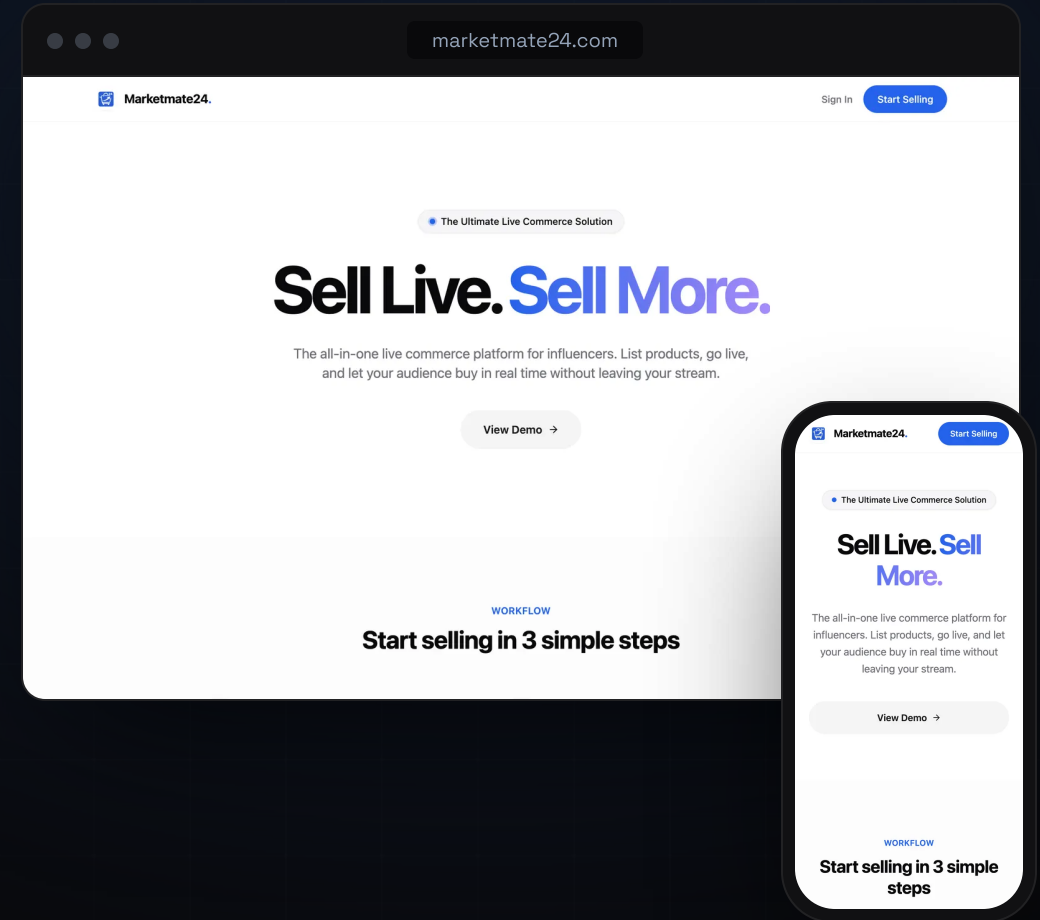


MarketMate24 · Live commerce

Go live. Sell out. Never oversell.

A live commerce platform for Korean influencers. One link lets viewers buy during an Instagram, TikTok or YouTube stream without leaving it, while stock locks in real time and KakaoTalk handles every order update.



The challenge

THE CLIENT

A Korean commerce startup serving creators who sell products live on social platforms and were running orders through DMs, comment threads and spreadsheets.

SECTOR

Social & live commerce

MARKET

South Korea

PRICING

33,000 KRW / month

Orders came in through comments

Sellers took orders from chat and DMs mid-stream, then spent hours afterwards matching names to payments.

Popular drops oversold in seconds

When a stream spiked, several buyers claimed the last unit. Refunds and angry messages followed every big sale.

Buyers had no idea what was happening

Without confirmations or shipping updates, sellers answered the same 'where is my order' question hundreds of times.

Platforms kept buyers inside their walls

Each social network had its own shop rules. Creators needed one checkout that worked wherever they went live.

A storefront that lives inside the stream



One link, every platform

A single share link works on Instagram, TikTok and YouTube. Buyers browse, add to cart and pay without leaving the live.



Real-time stock locking

Redis-backed reservations hold each unit for two hours, so traffic spikes never sell the same item twice.



Automated KakaoTalk alerts

Order confirmations, shipping updates and cart reminders sent straight to KakaoTalk, from as little as 12 KRW each.



Live analytics

Viewers, add-to-carts and conversions update while the stream is running, so sellers know what to push next.

Three steps to selling live

Built for creators, not developers.

01

Connect and set up

Link a Kakao account and add products in minutes, with no technical skills needed.

02

Go live anywhere

Share one MarketMate24 link on Instagram, TikTok or YouTube.

03

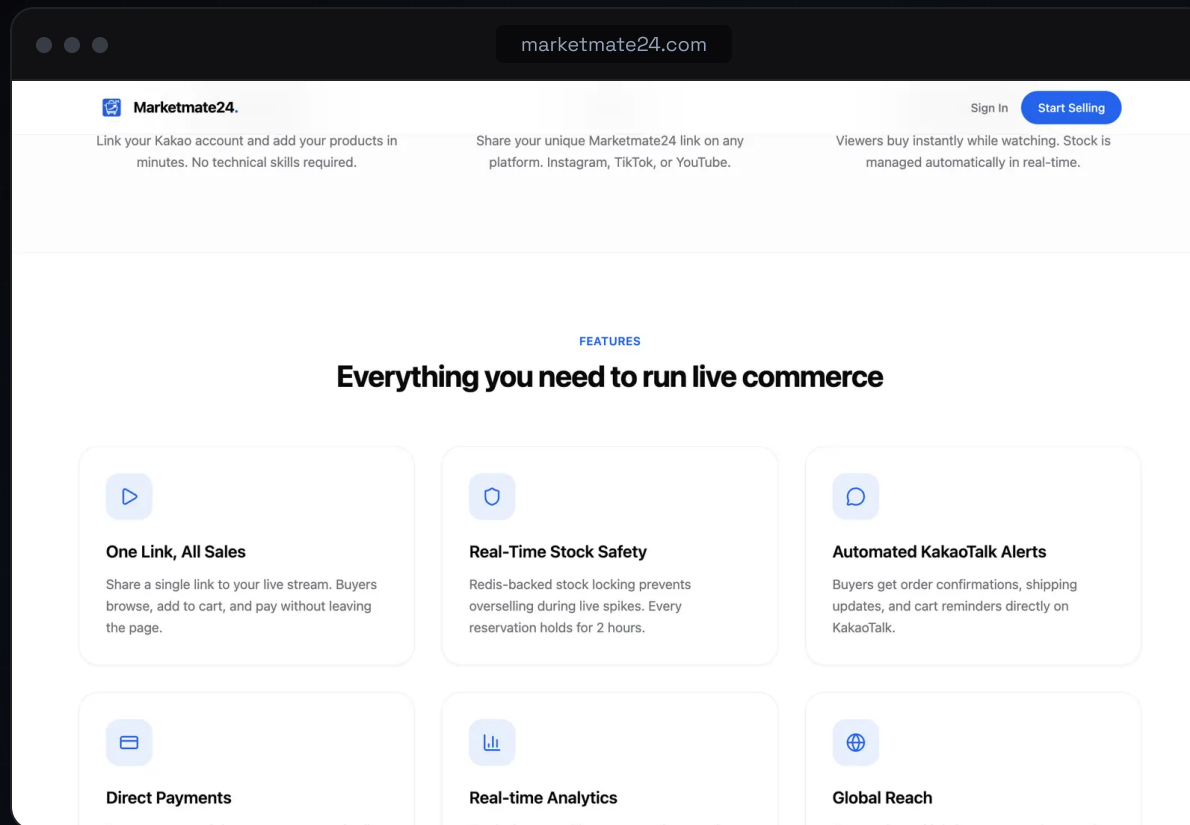
Buyers check out

Stock is reserved instantly and payment goes straight to the seller's gateway.

04

Fulfil in bulk

Shipping data exported as CSV and customers updated automatically on KakaoTalk.



STACK

NEXT.JS

NODE.JS

REDIS

POSTGRESQL

KAKAO ALIMTALK API

KOREAN PG INTEGRATION

What changed after launch

OVERSELLING

0

double-sold units since stock locking went live

ADMIN TIME

-80%

less post-stream order matching for sellers

CONVERSION

+34%

more viewers completing checkout than DM ordering

SUPPORT LOAD

-65%

fewer 'where is my order' messages

Figures reflect seller data from the first months of live streams on the platform.

BEFORE

Creators took orders from comments, oversold hot items and spent evenings reconciling payments and answering delivery questions.

AFTER

Viewers buy mid-stream from one link, stock can never be double-sold, and KakaoTalk keeps every buyer informed automatically.

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DELIVERED IN THIS ENGAGEMENT

- ✓ Live commerce storefront
- ✓ Real-time inventory engine
- ✓ KakaoTalk notification service

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