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Apr. 05, 2022

[Marketplacer](#), a global technology platform that enables brands, retailers, suppliers, communities and innovators to easily build and grow successful online marketplaces at scale, has partnered with [Avalara](#) (NYSE: AVLRL), a leading provider of tax compliance automation software for businesses of all sizes.

Marketplacer is now part of Avalara's "Certified for AvaTax" program, which features integrations that perform at the highest level to provide the best possible customer experience. The new partnership with Avalara gives both marketplace operators using Marketplacer's front-end service, and their sellers, confidence in navigating complex marketplace facilitator tax rules and regulations. Marketplacer's customers can choose [Avalara's AvaTax](#) to calculate sales and use tax in real time within their existing business applications at checkout or billing.

The Marketplacer platform makes growth simple, from implementing marketplace strategies such as shipment from drop-ship sellers, to adding new categories or third-party range extension, consolidating markets, and rolling out modern revenue models such as recurring memberships, allowing businesses to grow faster and beyond the constraints of capital inventory.

Navigating the complexities of digital marketplace facilitator laws can add an additional burden to marketplace operators. Marketplacer creates integrations that make it easier for marketplace operators to launch, leveraging providers like Avalara for streamlined onboarding and added efficiencies in the quest for growth.

“Managing the tax aspect that comes with operating a digital marketplace can be a

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fast, accurate, and easy tax compliance solutions to our shared customers.”

Marketplacer is now an [Avalara Certified](#) partner. Certified partners pass a series of criteria developed by Avalara to develop the expertise to deliver an optimal experience with Avalara's tax compliance solutions to mutual customers.

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