# MARKETPLACER™ | BIGCOMMERCE

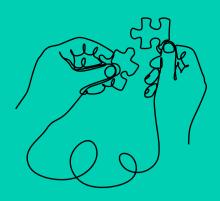# Instantaneous syncing with Marketplacer and BigCommerce Connector

Deliver a shopping experience your customers love while driving industry-leading eCommerce growth. The Marketplacer BigCommerce Connector makes it fast and cost-effective for BigCommerce customers to launch a third-party marketplace and grow.

## Increase selling footprint
Connect BigCommerce to Marketplacer to launch and scale a 3rd-party product strategy geared towards entering new markets, growing sales and outsizing your competition.

## Fast syncing
Near real-time synchronization automatically shares seller profile, products, inventory, pricing, orders, promotions, shipping, and more to provide a streamlined experience for sellers, buyers and operators.

## No need to re-platform
Cover all angles of commerce by pairing the built-in functionalities of BigCommerce with all the marketplace features needed to transform into a break-out retailer ideally positioned for growth.

---

The Marketplacer BigCommerce Connector acts as a bridge connecting the strengths of BigCommerce's e-commerce platform store with the limitless opportunities presented by Marketplacer's marketplace technology.

### Minimal code
The connector's low code, point and click approach minimizes the need for extensive and costly development work, accelerating implementation, reducing costs, and forging a quicker path to market.

### MACH aligned API
A best-of-breed integration, adhering to the tenets of the MACH (Microservices, API-First, Cloud-Native SaaS and Headless) Alliance to ensure agility, innovation and a high level of interoperability.

### Rapid data exchange
Webhooks deliver near real time updates to ensure that data changes, product details, pricing, inventory levels, and vendor information, are reflected across platforms almost instantly.

### Cross-border scalability
Cross-border capabilities allow operators to manage multi-site, multi-currency and multilingual experiences for different markets.

### Vendor management
Each vendor maintains their own unique product catalog, pricing structure, and shipping policies while the connector ensures that everything is accurately reflected on both platforms.

### Order flow, dispatching & shipment
To support efficient management of fulfilment and shipping, orders originating from your BigCommerce store are synced with Marketplacer so third-party vendors can handle dispatching and shipment.

---