



AWS Marketplace Seller Go-To-Market Program Guide

About this guide

Audience

This guide is for independent software vendors (ISVs), channel partners (CPs), and data providers selling products, services and data in AWS Marketplace or AWS Data Exchange (ADX). For the purposes of this guide, we will refer to ISVs, CPs and data providers as “Sellers”. The guide is designed to demonstrate to Sellers how they can grow their business in AWS Marketplace by driving demand generation activities independently or as part of the AWS Marketplace Seller Go-To-Market (GTM) Program. In this guide, Sellers will find essential information to help navigate each step of their GTM journey. Sellers should also note that the program requirements, policies, and processes outlined in this guide will serve as the governance.

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AWS Marketplace Seller GTM Program overview

The **AWS Marketplace Seller GTM Program** offers Sellers GTM support and GTM best practices to generate demand and drive awareness for their solutions and product listings in AWS Marketplace. This invitation-only program offers different GTM engagement packages to Sellers that AWS selects based on [pre-defined criteria](#). Sellers that are not part of the AWS Marketplace Seller GTM Program can access the GTM resources on a self-service basis in the [AWS Marketplace Seller Management Portal](#) or [APN Marketing Central](#) (login required).

Benefits of participation

Why participate in the program?

The AWS Marketplace Seller GTM Program assists Sellers—from large software vendors to startups—in growing demand for their solutions in AWS Marketplace. The program is designed to accelerate GTM execution and activate demand generation campaigns with selected Sellers, while offering self-service GTM resources to all Sellers. The program helps Sellers:

- 1 Accelerate GTM execution** by working with AWS Marketplace GTM Leads or using APN Marketing Concierge Service.
- 2 Improve GTM return on investment (ROI)**, by utilizing AWS Market Development funds (MDF) investments and access to AWS-led GTM Programs.
- 3 Grow business by reaching a global audience** by customizing campaign messaging, executing demand generation campaigns in multiple regions¹, and by targeting AWS audiences through integration into AWS-led demand generation.

Available GTM Packages

AWS Marketplace offers four distinct GTM Packages to support Sellers, depending on their focus and support for listings in AWS Marketplace:

Premium GTM Package

To qualify for this invitation-only package, Sellers should have a history of demonstrated revenue growth and have made a sizeable commitment to building demand for their listings in AWS Marketplace. They should also be able to demonstrate robust feature adoption and ensure their solutions are in alignment with AWS Marketplace sales motions. AWS will provide a GTM Lead to develop a deep GTM relationship with Sellers. Sellers offered this package are expected to provide the same level of commitment. For instance, it is expected that the Seller (Chief Revenue Officer /Sales Leader /Chief Marketing Officer) will sponsor this partnership and own the AWS Marketplace revenue goal, dedicate GTM resources and budget, and commit their time to review performance in Quarterly Business Reviews (QBRs). Sellers must also commit to share monthly GTM funnel data on Seller-led GTM activities in the [format and process](#) described in this guide. For details, please refer to [Program Requirements](#) section.

Advantage GTM Package

To qualify for this invitation-only package, Sellers need to demonstrate growth potential, have a strong AWS Marketplace feature adoption, and have made commitments to building demand for their listing(s) in AWS Marketplace. Sellers must meet specific requirements for this package such as assigning a GTM resource for AWS Marketplace GTM execution and GTM investments. GTM support for Sellers participating in this package will be offered through the AWS Marketplace Module of the APN Marketing Concierge Service. In 2021, the [APN Marketing Concierge Service](#) – an agency-led GTM engagement model with flexible GTM packages available to Sellers – will serve Advantage Sellers. A virtual partner marketing manager (vPMM) from the AWS-recruited agency will work with Sellers to help them onboard, select GTM packages, execute, and track performance. Sellers in this package must report GTM funnel data to AWS on a monthly basis using the AWS Marketplace Seller Reporting process as described in this guide. For details, please refer to [Program Requirements](#) section.

Select GTM Package

To qualify for this invitation-only package, Sellers need to have a paid listing in AWS Marketplace. These Sellers are typically laying the foundation to scale their GTM strategy by building AWS Marketplace into their sales compensation plan and adopting AWS Marketplace features to effectively support their customers. Sellers must meet specific requirements for this package, such as having an assigned GTM resource for AWS Marketplace GTM execution, committing a minimum budget of \$20K in 2021 to spend on Seller-led and AWS-Seller “joint” GTM motions, and providing one or more AWS customer references. Sellers in Select GTM package will use APN Marketing Concierge Service to execute campaigns. For details, please refer to [Program Requirements](#) section.

Listed GTM Package

This package is designed for Sellers that are new to AWS Marketplace and in the early stages of building their listings in AWS Marketplace. Sellers get prescriptive guidance on messaging development, campaign assets, and performance management modules, delivered through the self-service AWS Marketplace Seller GTM Academy. Additionally, Sellers will be able to buy GTM packages offered by the APN Marketing Concierge Service. Sellers will not have virtual partner marketing manager services and they must fund, execute, and track campaign performance on their own.

Program requirements

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
1. Business and Operational Alignment				
Invitation-only program	✓	✓	✓	
Revenue commitment: AWS Marketplace Gross Software Sales (GSS) commitment in 2021	\$30MM+	\$10MM+	\$2MM+	
Revenue ownership: CRO/Sales Leader and CMO ownership of AWS Marketplace revenue target	Required	Required		
Sales compensation: Sales and Channel teams have compensation parity for all AWS Marketplace revenue	Required	Required		
Private offer: Minimum number of Private Offer transaction(s) executed	2 or more	1 or more		
Channel activation: Seller participation in Consulting Partner Private Offers (CPPO)	Required	Required		

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
2. Go-To-Market (GTM) Readiness				
Minimum Investment GTM strategy: Seller has a defined AWS Marketplace GTM strategy, aligned to the sales goals documented in Seller sales plan	Required	Required	Required	
GTM investment: Budget commitment to invest in Seller-led and AWS-Seller “joint” GTM motion	Minimum \$300K	up to \$140K	up to \$20K	
GTM data sharing: Share GTM performance data, on a monthly cadence, through AWS Marketplace Seller GTM Reporting process ¹	Required	Required	Required	
GTM resourcing: GTM resource allocated for AWS Marketplace GTM execution	Assigned	Assigned	Assigned	
GTM execution capacity: Minimum capacity to execute demand generation campaigns around AWS Marketplace	10+	5+	2+	
Note: ¹ Refer to AWS Marketplace Seller GTM Program Guide for details on AWS Marketplace Seller GTM Reporting Process, pages 23-25				

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
3. Foundational Readiness				
Customer success: Publicly referencable customer reference(s)	3 or more	2 or more	1 or more	
Landing page: AWS landing page on Seller website with call-to-action to AWS Marketplace	Required	Required	Required	
Content: GTM content to educate prospects on Seller’s solution in AWS Marketplace (e.g., Solution brief, eBook, Demo video)	Required	Required	Required	
AWS Partner Network (APN): APN Tier Requirement	Advanced or higher	Select or higher	Registered or higher	
Paid listing in AWS Marketplace	Required	Required	Required	Required
Enrolled in AWS Marketplace Enhanced Data Sharing Program	Required	Required	Required	
Free trial (for AMI listing)	Required	Required	Required	
Offer Annual Pricing or Multi-year Contracts	Required	Required		
Private Offers	Required	Required		
Enrolled in Enterprise Contract for AWS Marketplace (ECMP)	Required	Required		

Program benefits

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
1. Investment and GTM Benefits				
Market Development Funds (MDF)^{2,3}	Up to \$600K	Up to \$160K	Up to \$30K	
1.1. Eligible for AWS Marketplace investment in Seller-led and AWS-Seller "joint" GTM activities (seller investment required) ²	(up to \$300K)	(up to \$60K)	(up to \$10K)	
1.2. Eligible for AWS Marketplace investment in AWS-led demand generation programs (no seller investment required) ³	(up to \$300K)	(up to \$100K)	(up to \$20K)	
Access to AWS Credits to support lead generation and free trial activities	Up to \$100K	Up to \$25K	Up to \$5K	
Joint annual GTM planning, with 2H'2021 funding contingent on meeting 1H'2021 milestones	✓			
Eligible for AWS-Seller "joint" case study	✓	✓	✓	
AWS-Seller "joint" sales follow-up on Marketing Qualified Leads (MQLs) sourced from AWS-led campaigns	✓	✓	✓	
2. AWS-led Demand Generation				
Inclusion in AWS Marketplace Solutions	Prioritized	Eligible	Eligible	
Inclusion in Thematic Webinar Campaign	Prioritized	Eligible	Eligible	
3. Accelerate Seller-led and AWS-Seller "Joint" GTM				
AWS Marketplace Module of APN Marketing Concierge Service: GTM services, offered by a third-party resource (virtual Partner Marketing Manager ⁴) to help accelerate Seller-led GTM - from onboarding Sellers into the program and providing guidance as you define your GTM goals, to selecting standardized third-party demand generation packages and tracking campaign performance	✓	✓	✓	

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
4. Scale with Self-service Resources				
<p>The AWS Marketplace 180-day GTM Academy is an online portal that provides self-service GTM resources to help AWS Marketplace Sellers build, activate, and measure demand generation campaigns for your offerings in AWS Marketplace. It offers a six-phase learning framework, which starts 90 days prior to the launch of Sellers' listing in AWS Marketplace and goes through 90 days post listing with actionable information from messaging to GTM campaign development, and performance management. Access from AWS Marketplace Management Portal (AMMP)</p>	✓	✓	✓	✓

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
5. GTM and Business Enablement				
AWS Marketplace GTM Lead	Assigned	Assigned	vPMM ⁴	
AWS Marketplace Category Lead or Business Lead (BD)	Assigned	Assigned	Assigned	Variable

Note:

² Funds to be invested in Seller-led and AWS-Seller "joint" GTM activities. Sellers will be reimbursed as per below guidelines:

- **Premium GTM Package:** AWS Marketplace will reimburse 50% of the total eligible spend by the Seller, up to an amount of \$300K in 2021
 - » Regional Investment and MDF Allocation Requirements: Sellers with a regional GSS goal, as outlined in annual AWS Marketplace Sales plan, need to meet following requirements to qualify for AWS MDF:
 - › Local ownership of GSS goals by Seller's regional Sales and Marketing leader.
 - › Combined Seller and AWS MDF investment should be allocated in proportion to the regional GSS goal.
 - › GTM execution must start latest by 4/15/2021.

Failure to meet these requirements may result in Seller losing the regional portion of AWS MDF investment. For example, if a Seller has 20% GSS goal in EMEA, Seller's regional Sales and Marketing leader must commit to allocate approx. 20% of combined Seller and AWS GTM investment in EMEA and start GTM execution by 4/15/2021, otherwise it may lose 20% of AWS MDF investment allocated for the region.
 - » Timeline requirements: Minimum 70% of MDF should be spent in 1H'2021 and the remaining 30% should be spent in 2H'2021. Failure to meet spending goals may result in MDF being reduced or being ineligible for MDF.
- **Advantage GTM Package:** AWS Marketplace will reimburse 30% of the total eligible spend by the Seller, up to an amount of \$60K in 2021
- **Select GTM Package:** AWS Marketplace will reimburse 30% of the total eligible spend by the Seller, up to an amount of \$10K in 2021
- **Timeline:** Minimum 70% of the MDF should be spent in 1H'2021 and the remaining 30% should be spent in 2H'2021. Failure to meet spending goals may result in MDF being reduced or being ineligible for MDF

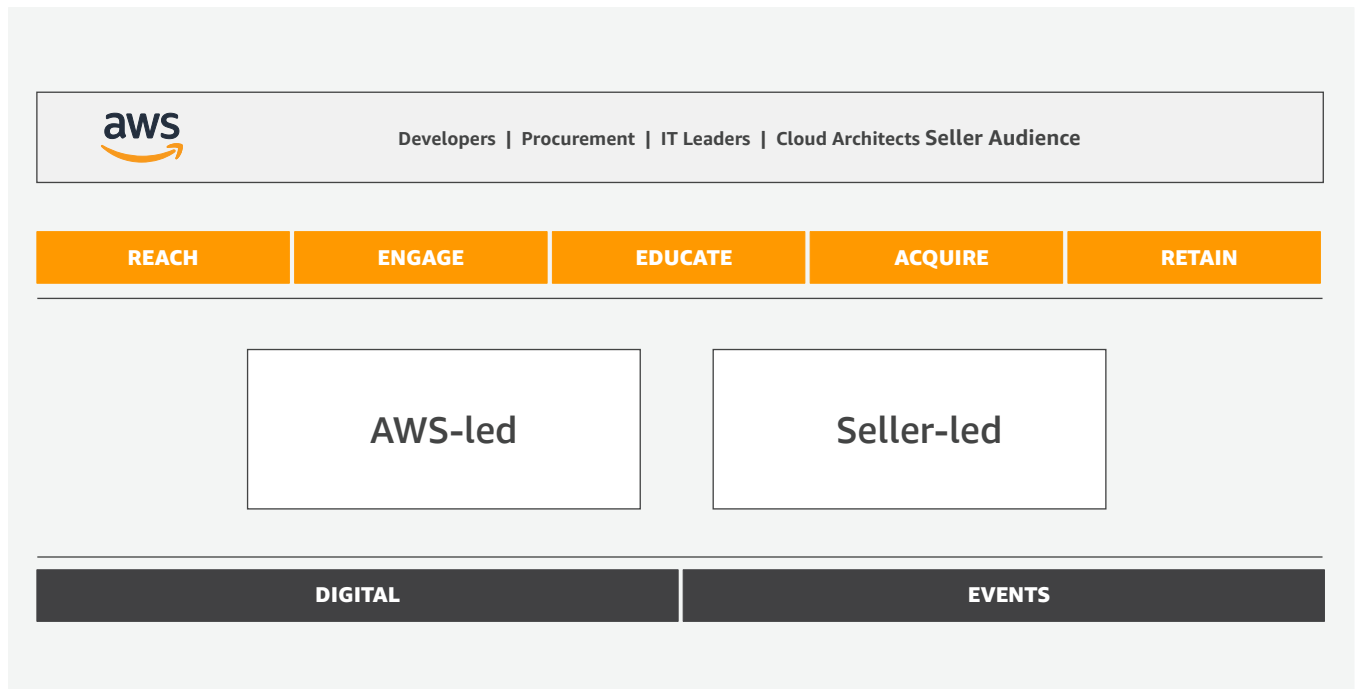
³ Funds are invested by AWS Marketplace Demand Generation team to promote ISVs featured in AWS-led campaigns, such as Thematic Campaigns and AWS Marketplace Solutions. Seller is not required to match the investment for AWS-led campaigns.

⁴ Virtual Partner Marketing Manager (vPMM) is an AWS-commissioned, third-party agency resource who helps Sellers onboard into the program and activate, execute, and report on GTM campaigns.

How does AWS Marketplace collaborate with Sellers?

AWS Marketplace works with Sellers to build and execute high-value GTM campaigns that align with AWS customer journeys to the cloud. To this end, the AWS Marketplace Seller GTM Program enables Sellers to drive demand, engage and assist buyers with choice, selection, and purchases, while increasing business impact through a two-pronged approach:

- AWS-led campaigns, and
- Seller-led GTM campaigns



AWS-led GTM Campaigns

AWS Marketplace campaigns and demand generation programs drive awareness and demand for Seller listings in AWS Marketplace. These campaigns target and are promoted across relevant AWS digital channels at key touch points spanning the AWS Marketplace buyer's journey. Sellers with solutions listed in AWS Marketplace are eligible for inclusion in AWS-led demand generation campaigns based on their relevancy to AWS-defined customer use cases. Highly customizable, co-invested (Seller + AWS Marketplace funded) programs that include Seller-specific propensity targeting and/or account-based marketing elements are also available to qualified Sellers. Below you'll find more information on key campaign opportunities available to Sellers in 2021.

AWS Marketplace Solutions

AWS Marketplace Solutions is a foundational GTM program that facilitates solution discovery and education for AWS customers by aligning Sellers and AWS Partner Network (APN) Consulting Partner solutions in AWS Marketplace to key customer use cases. Current solution topic areas include Business Applications, Data and Analytics, DevOps, Internet of Things, Infrastructure Software, Machine Learning, Media and Entertainment, Migration, Security, and industry solutions such as, Financial Services, Public Sector, Healthcare and Life Sciences, Telecommunications, and [Media and Entertainment](#). AWS will continue to expand the topic areas and use cases in 2021. AWS promotes these solutions to customers through the AWS Marketplace website solutions experience (<http://aws.amazon.com/marketplace/solutions>), which features educational assets, rich media, and prescriptive guidance on launching solutions. An "always-on" promotional campaign brings a high volume of potential buyers to AWS Marketplace Solutions pages most relevant to them, based on their demographic and engagement profile.

Targeted Thematic Campaign Series

This demand generation program will run throughout the duration of 2021 to engage and educate AWS customers with persona-relevant training on how to execute on key use cases with AWS and Seller solutions. Educational tracks for the 2021 campaign series are:

- Security (Security Buyers)
- Ops (IT Buyers)
- Dev (Developer Buyers)

Customers are provided with access to a rich mix of educational content including live webinars, whitepapers, buyer guides, proof-of-concept offers, analyst contributions, newsletters, and more. The content is delivered jointly by AWS subject matter experts and industry thought leaders. Seller inclusion into the core curriculum is based on relevance to the use cases covered in the educational paths. Joint investment opportunities are available to a select group of Sellers (minimum \$80K joint AWS + Seller investment). Sellers who invest in a customized educational program must have solutions that align across use cases and will receive crafted content relevant to their offerings, including an implementation guide and a joint AWS + Seller co-hosted webinar, as well as promotion to relevant AWS customers.

AWS Marketplace Site Merchandising

The AWS Marketplace home page is the primary destination for AWS customers to discover and get information on Seller solutions available in AWS Marketplace. The Site Merchandising program promotes eligible Seller products to customers via high-visibility placements on this page. A number of different placement types are available—each curated by category to provide customers with a variety of selections, including popular products and those that are newly listed. Site merchandising placements feature calls-to-action driving traffic to Seller Product Detail Pages within the AWS Marketplace website. Eligible Sellers should work with their AWS Marketplace GTM Lead to request placement.

Seller-led GTM campaigns

Seller-led GTM campaigns allow Sellers to build awareness and generate demand for their solution(s) in AWS Marketplace. These campaigns are Seller-driven and include various demand generation tactics, such as landing pages, emails, banner ads, webinars, content syndication tactics, social media posts, and physical events. AWS Marketplace offers Sellers self-service resources and GTM services to help them accelerate Seller-led GTM execution and grow their AWS Marketplace business. Below you'll find information on key resources and GTM services available to Sellers.

APN Marketing Concierge Service

AWS Marketplace Module

The APN Marketing Concierge Service AWS Marketplace Module offers GTM services to eligible Sellers to grow demand for listed solution(s) in AWS Marketplace. Leveraging these services, you can accelerate GTM execution and extend your reach to prospective buyers globally*, while improving GTM ROI.

Sellers in Select, Advantage, and Premium Sellers GTM packages can select standardized demand generation packages, offered by third-party agencies, to help activate your Seller-led demand generation. Throughout this engagement, a third-party resource (virtual Partner Marketing Manager or vPMM), will support you to onboard into the program, help define GTM goals, and select standardized demand generation packages best suited to meet those goals – from generating leads and building pipeline, to growing revenue in AWS Marketplace.

How it works

Sellers in the Advantage and Select GTM packages of the AWS Marketplace Seller GTM Program are assigned a vPMM who provides GTM support and will act as the primary point of contact throughout your engagement in APN Marketing Concierge Service. Your assigned vPMM will assist you to build a quarterly GTM plan by defining the target market, GTM goals, and selecting relevant GTM packages offered through the APN Marketing Concierge Service. You will select and launch standardized third-party agency demand generation packages to build your GTM foundation in AWS Marketplace. Your assigned vPMM will assist in tracking campaign performance and KPIs against your GTM goals.

If you are a Seller in the Advantage GTM package, you will also have consultative assistance available from an AWS Marketplace GTM Lead throughout your GTM engagement. If you are a Seller in the Select GTM package, you should consult your AWS Marketplace Category Lead, if you need assistance beyond what your vPMM provides.

Seller participation and engagement in APN Marketing Concierge Service is governed by AWS Marketplace Seller GTM Program, which is detailed in the Seller GTM Program Guide.

What is a vPMM?

A vPMM is a third-party resource who will act as the primary point of contact throughout your GTM engagement in APN Marketing Concierge Service and help you accelerate your GTM execution in AWS Marketplace. Your vPMM will onboard you into APN Marketing Concierge Service, provide guidance as you define GTM goals, and select from standardized and economically priced GTM packages offered by third-party agencies. Once you select GTM packages, your vPMM will oversee the execution and regularly review performance metrics with you.

*Service availability: US, Canada, United Kingdom, Ireland, Germany, France, Denmark, Finland, Norway, Sweden, Australia, New Zealand, and Singapore.

Eligibility

- AWS Marketplace Sellers in Select, Advantage, and Premium GTM packages

What's included

- Dedicated support from your vPMM throughout your GTM engagement in APN Marketing Concierge Service
- AWS MDF investments and standardized, economically priced GTM packages offered by third-party agencies
- Support from your vPMM in connecting with the third-party agencies to select relevant GTM packages
- Monthly reporting on campaign performance and KPIs
- Integration into relevant AWS-led demand generation programs (Advantage Sellers only)

What's not included

- Your vPMM's assistance is strictly limited to onboarding, activation, execution, and tracking for Sellers in Premium, Advantage, and Select GTM packages
- Your vPMM does not define your GTM goals or develop any messaging. You are responsible for defining goals and developing messaging
- Your vPMM does not select demand generation agencies for you. You are responsible for selecting the agencies that best meets your GTM needs
- Your vPMM does not commit to any revenue or pipeline goals. Your selected agency is responsible for the agreed upon GTM KPIs

Seller engagement phases

Your vPMM will onboard you to APN Marketing Concierge Service and educate you on available GTM packages, AWS investments, and execution timings. Once you select the GTM packages, your vPMM will oversee the execution and regularly review performance metrics with you.

Program Onboarding	Activation	Execution	Tracking
Sellers are invited to the program and educated on the self-service tools and resources, building Seller GTM foundation in AWS Marketplace.	A vPMMs will guide Sellers as you define GTM goals and select from standardized, third-party agency demand generation packages.	A vPMM will work with Sellers and chosen agency to launch GTM campaigns specific to Seller objectives.	A vPMMs will work with Sellers and chosen agency to consolidate metrics and track campaign performance against Seller GTM goals.

Phase: Program onboarding

During this initial phase, you will confirm your participation in the program and view an introductory webinar about the APN Marketing Concierge Service. Following the webinar, your vPMM will lead a 1:1 follow-up call to walk you through next steps and ensure that you are aware of GTM Academy and understand the available programs to help with your GTM journey.

Key activities

① Participation confirmation

Confirm your participation and consent to be contacted by your vPMM before the vPMM can initiate GTM engagement.

② Initiate GTM engagement

Your vPMM will set up a kickoff call to brief you on the service and start your GTM engagement in the service.

③ Self-service resource introduction (GTM Academy)

Self-service resource introduction (GTM Academy): Your vPMM will provide guidance on AWS Marketplace Seller GTM Academy and how it helps you build and execute GTM campaigns.

④ MDF and payment walkthrough

Your vPMM will brief you on MDF utilization and payment as part of the campaign closure.

Seller role

- Provide a marketing point of contact (POC) who will work with your vPMM for the duration of the program and be part of ongoing reviews
- Review program requirement/benefits and align on roles and responsibilities
- Participate in regular communications and meetings with your vPMM
- Familiarize your team with the tools and resources required for GTM planning and execution, as outlined by your vPMM

vPMM role

- Kickoff GTM engagement
- Brief you on program and self-service resources
- Set up ongoing check-ins

As a result of the onboarding phase, Sellers will receive

- Access to your vPMM, who will be your primary point of contact throughout the GTM engagement in APN Marketing Concierge Service

Phase: Activation

After onboarding, your vPMM will host planning sessions to help define a quarterly or half yearly GTM plan. You need to ensure your vPMM is aware of the GTM goals previously established with your Business Development (BD) or Category Lead. After a plan has been agreed upon, your vPMM will provide a list of standardized GTM packages from third-party agencies, available through APN Marketing Central, with MDF to partially fund these packages. If you choose to work with a third-party agency, your vPMM will facilitate introductions.

Key activities

① Create GTM plan

Your vPMM will work alongside you to document your target market and GTM goals, and build a demand generation plan to meet those goals.

② Audit content

You will review your content inventory and assess gaps to determine messaging needs for the campaign.

③ GTM package identification

Your vPMM will direct you to a list of GTM packages offered by third-party agencies to meet the GTM goals outlined in your GTM plan. You are responsible for selecting the agency that best meets your GTM needs..

Seller role

- Define your target market and GTM goals
- Ensure your vPMM is aware of the defined GTM strategy and goals established with your Category Lead
- Audit content and build messaging
- Work with agency (if using one) to create co-branded content needed for the execution of GTM packages
- Work with your vPMM to identify and select self-service campaigns that drive the GTM plan

vPMM role

- Assist with building GTM plan
- Recommend self-service resources to address any content and messaging gaps
- Brief you on available third-party demand generation packages

As a result of the activation phase, Sellers will receive

- A clearly defined GTM plan, with assistance from your vPMM
- Access to self-service programs and content creation resources
- Guidance from your vPMM on choosing GTM packages best suited to drive desired outcomes
- A third-party agency to create content and messaging

Phase: Execution

During execution, your vPMM will support you in the chosen campaign, based on agreed upon roles and responsibilities.

If using a third-party agency, you will work with the agency to develop content in alignment with the GTM plan. Throughout the duration of the campaign, your vPMM will act as support between you and the agency to ensure GTM plans are being executed.

You will receive campaign execution support regardless of whether you are executing internally or with an external agency. Your vPMM will collect KPIs and metrics from the agency or your team and create consolidated reports to be reviewed during check-in calls. Throughout the campaign, and beyond, your vPMM is available to answer questions, participate in agency check-in meetings, handle escalations, and provide suggestions for upcoming campaigns.

You are required to fully participate in the campaign execution. If you decide to choose your own agency outside of the agencies available through the program to execute demand generation campaign, then you are responsible for introducing your vPMM to the agency..

Key activities

① Execute GTM plan

Agencies will execute GTM packages selected by Sellers.

② Monitoring campaign progress

Your vPMM will coordinate marketing activities between you and the chosen agency to ensure GTM plans are being executed, monitor progress, and provide feedback as necessary.

③ Optimize execution

Your vPMM will host regular meetings with you at an agreed upon cadence to review campaign development, timeline, outcomes, address concerns, and work with agency to adjust campaigns based on your feedback.

Seller role

- Engage with the selected agency and your vPMM to execute the defined GTM campaign
- Monitor campaign progress and provide feedback as necessary and raise concerns about campaign execution to your vPMM as soon as possible
- Designate a lead nurture and sales follow-up process for leads obtained during the campaign

vPMM role

- Connect you with the third-party agency to execute demand generation campaigns
- Coordinate between you and the third-party agency for campaign execution plan
- Update you regularly on campaign progress and provide optimization guidance

As a result of the execution phase, Sellers will receive

- Assistance in executing GTM plans using AWS MDF and/or Seller investment
- Timeline, budget, and campaign health monitoring by your vPMM
- Regular check-in calls run by your vPMM to monitor campaign progress and MDF usage

Phase: Tracking

Throughout the duration of the campaign, your vPMM will meet with you regularly on an agreed cadence to review current campaigns and outcomes. As campaigns conclude, your vPMM will review campaign performance and track outcomes against the GTM plan. You are encouraged to provide feedback around campaigns, workflows, agencies, or general APN Marketing Concierge Service functions. Your vPMM will work with you to determine any potential lead nurture activities to follow the campaign.

Key activities

① Assess campaign performance

Your vPMM will set up formal reviews of campaign performance metrics to ensure progress is made to achieve your defined GTM goals.

② Final campaign assessment

Your vPMM will conduct a final campaign assessment to wrap-up the current engagement, review learnings and provide guidance for future engagements.

③ [Provide campaign assessment](#)

your vPMM will conduct a final campaign assessment to wrap up the current engagement, review learnings, and provide guidance for future engagements.

④ [Provide campaign feedback](#)

You are encouraged to provide feedback on campaign success or functions within the overall APN Marketing Concierge Service.

⑤ [Review payment process and MDF](#)

Your vPMM will walk through the payment process and [MDF utilization](#).

⑥ [Submit opportunities](#)

You should submit sales opportunities through [APN Customer Engagements \(ACE\) Pipeline Manager](#).

Seller role

- Participate in final campaign assessment and wrap-up call with your vPMM
- Provide visibility on GTM outcomes to your vPMM that will be critical to maintaining an accurate picture of campaign status
- Share GTM metrics through the [Seller GTM Reporting](#) process
- Determine lead nurture follow-up plan (if any) with your vPMM
- Submit opportunities/wins through ACE Pipeline Manager

vPMM role

- Consolidate metrics from you and the third-party agency executing the package to track campaign performance
- Update you and AWS stakeholders on campaign progress and performance
- Conduct final review with you and AWS to assess overall campaign success

As a result of the tracking phase, Sellers will receive

- Visibility on campaign performance
- Access to consolidated campaign metrics from the agency executing your GTM packages
- Suggestions for lead nurture campaigns. After the campaign has ended, you may choose the lead nurture follow-up option or begin a new campaign. Your vPMM will provide support across both options, taking into consideration available MDF and the larger GTM strategy for the Seller's organization

How the MDF reimbursement process works

The APN Marketing Concierge Service drives demand generation with Sellers with joint AWS MDF and Seller investments. Sellers in Advantage and Select GTM packages (Startups are part of Select GTM package) will work on a 70%/30% co-funded model, where Sellers will pay 70% of the total demand generation spend. bChannels⁵, through funds provided by AWS Marketplace, will pay the remaining 30% at the time services are delivered. Sellers in Advantage GTM package can get up to \$60,000 in MDF. Sellers in Select GTM package can get up to \$10,000 in MDF. Please note that these amounts cover campaigns in all regions - NAMER, EMEA, and APAC. bChannels will maintain a log of GTM activities for Sellers across all regions and keep a running total of AWS investments globally. Once the total committed amount in GTM activities hit the maximum amount of AWS MDF (\$60,000 for Advantage GTM package and \$10,000 for Select GTM package), the vPMM will communicate this to the Seller and the AWS Marketplace GTM Lead. Any new campaigns must be funded 100% by the Seller.

⁵ bChannels is a third-party agency that acts as an aggregator for AWS Marketplace MDF program and they will coordinate funding disbursement and audit for Sellers participating in AWS Marketplace module of APN Marketing Concierge Service.

Payment will be made to third-party agencies, only on the eligible marketing activities mutually agreed between Sellers and the AWS Marketplace GTM Lead, as per the [MDF benefits](#) detailed under Program Benefits. If the Seller uses their own agency, which is not part of APN Marketing Concierge Service, bChannels, on behalf of AWS, will reimburse the Advantage and Select Sellers only. bChannels, on behalf of AWS, will review campaign performance and proof of execution to ensure that the campaign has been delivered as per the original agreement before final payment to the agency or the Seller is made. Premium Sellers are reimbursed directly by AWS Marketplace with the MDF funds they are entitled to.

[List of eligible MDF activities.](#)

Funding process

For Advantage and Select Sellers using agencies offered through APN Marketing Central

Note: Premium Sellers are reimbursed directly by AWS Marketplace with the MDF funds they are entitled to. Premium Sellers will cover the total cost of the campaign and will invoice AWS Marketplace through Amazon Payee Central for the MDF funds they are eligible to receive.

1. You, the Seller, assisted by your vPMM, will define the GTM goals and select demand generation packages, offered through APN Marketing Concierge Service, to meet those goals
2. You will confirm the total investment in demand generation packages. Your AWS Marketplace Seller GTM Lead will confirm and approve the AWS portion of the total investment in demand generation packages
3. After you and your AWS Marketplace GTM Lead agree on respective investment in demand generation campaigns, the third-party agency will create a scope of work, which sets out each party's responsibilities. Your vPMM will provide you and the agency with the exact split on funding based on the GTM package available to you and how the agency will be reimbursed

Note to third-party agencies: The funding split must be included in the SOW and agencies must include the following verbiage in the SOW: "<Agency Name>", on the signing by both parties of the scope of work, will invoice AWS the agreed funding for the service, addressed to "AWS Inc c/o bChannels Inc", 1411 W 1250 S Suite 102, Orem, Utah 84058, United States and email to accounts@bchannels.com"

4. Once the scope of work is signed by both parties, your vPMM will get final approval from AWS to begin executing the campaign. The third-party agency will begin to execute the defined campaigns
5. Once the third-party agency has delivered the campaign as required, the agency will invoice you and AWS c/o bChannels for the respective investment amounts set out in the scope of work as two separate invoices, one to you and one to AWS c/o bChannels
6. You will reimburse the agency for your portion of the agreed investment as agreed in the SOW and stated in your invoice from the agency. bChannels, on behalf of AWS, will reimburse the agency for AWS's portion of the investment based on their invoice from the agency

For Advantage and Select Seller campaigns

Seller will cover 70% of the campaign cost and AWS c/o bChannels will cover the remaining 30% of campaign costs:

- Seller will pay the agency 50% of the campaign cost upfront before services are delivered
- Seller will pay the agency 20% at the time services are delivered
- bChannels will pay the remaining 30% at the time services are delivered

For Premium Seller campaigns

Seller will cover 100% of the campaign cost and will invoice AWS Marketplace through Amazon Payee Central:

- Seller will pay the agency 50% upfront before services are delivered
- Seller will pay the remaining 50% at the time services are delivered

For Advantage and Select Sellers using agencies outside APN Marketing Central

1. You, the Seller, assisted by your vPMM, will define the GTM goals and plan GTM tactics, to meet those goals
2. You will confirm the total investment in demand generation packages. AWS Marketplace Seller GTM Lead will confirm and approve the AWS portion of the total investment in demand generation packages after which you and the selected third-party agency/agencies will sign a scope of work, which sets out each party's respective responsibilities and that the agency will be reimbursed by you
3. At the same time, you will sign a scope of work with AWS c/o bChannels that sets out the MDF funds you are entitled to and how they are to be claimed, based on your GTM package. The scope of work will state that you will pay the agency/agencies the full costs of the campaign
4. Once all parties have signed their respective scopes of work, your vPMM will get final approval from AWS to begin executing the campaign. The third-party agency/agencies can then be instructed to execute the defined campaigns
5. Once the defined campaigns have been delivered in full, you will pay the agency/agencies directly for 100% of the campaign costs and raise an invoice to AWS c/o bChannels for the agreed MDF funding
6. Your invoice to AWS c/o bChannels should be submitted together with proof of delivery of the campaign by the agency/agencies
7. bChannels, on behalf of AWS, will review the campaign performance and proof of execution to ensure that the campaign has been delivered as per original agreement, before approving the payment of your invoice
8. Once approved, bChannels will organize, on behalf of AWS, to pay via bank transfer, the agreed MDF funds you are entitled to based on the GTM package

For Premium Sellers using agencies outside APN Marketing Central

Premium Sellers are reimbursed directly by AWS Marketplace with the MDF funds they are entitled to. Premium Sellers will cover the total cost of the campaign and will invoice AWS Marketplace through Amazon Payee Central for the MDF funds for which are eligible.

Getting Started

To participate in this service, complete the consent form in [APN Partner Central](#) (log-in required.) Once you sign the consent form, your assigned vPMM will set up the kick-off call to start onboarding.

AWS Marketplace 180-day GTM Academy

The AWS Marketplace 180-day GTM Academy is an online portal that provides self-service GTM resources to help AWS Marketplace Sellers to build, activate, and measure demand generation campaigns for their offerings in AWS Marketplace. It offers a six-phase learning framework, which starts 90 days prior to the launch of the Sellers' listing in AWS Marketplace and goes through 90 days post listing with actionable information from messaging to GTM campaign development, and performance management. Sellers will leverage the GTM best practices, exercises, and templates to quickly put their demand generation into action.



How Sellers benefit

- Fast track demand for Seller listing in AWS Marketplace
- Improve marketing ROI by leveraging proven marketing tactics
- Enhance customer message by integrating AWS and AWS Marketplace value proposition pillars

Sellers can access content on [AWS Marketplace Management Portal \(AMMP\)](#)

How Sellers access the 180-day GTM Academy

Step 1: Login to AWS Marketplace Management Portal (AMMP) using your Seller account.

Step 2: Click on the 180-day GTM Academy link in the “Marketplace Resources” or the “Announcements” section to register.

Step 3: Once registered, you can sign in at www.180dayGTMAcademy.com

Benefits details

Co-marketing with AWS Marketplace

The AWS Marketplace Seller GTM Program provides funding opportunities to help Sellers build their own GTM campaigns to promote their AWS Marketplace listings.

- Market Development Funds (MDF) are available from AWS for a variety of different marketing activities with cash disbursements through the Seller GTM Program. Sellers should talk to their AWS Marketplace Category Lead for details on how to qualify for MDF opportunities. It is important to note that Sellers do not have immediate, automatic access to the cash fund and cannot request credits before their first successful campaign. A successful campaign is quantified as one that can deliver a minimum of 200 leads over the period of three months. The deadline to submit all forms and necessary paperwork is November 15, 2021.
- [List of eligible MDF activities.](#)
- AWS Promotional Credits help accelerate adoption of AWS Marketplace listings across all Sellers. Opportunistically offering credits to offset infrastructure costs can accelerate cloud adoption for strategic customers and workloads. All Sellers with the exception of those that are part of the Listed GTM Package are eligible to receive credits.

Note: funding is subject to AWS tax and legal approval

What are the requirements for using MDF and how do I request them?

MDF require a go-to-market plan/strategy centered on AWS Marketplace for approval (geographic restrictions apply). To apply for MDF, a Seller needs to take the following steps:

① Develop an AWS Marketplace Seller GTM plan

Premium Package: Work with AWS Marketplace GTM Lead to fill out AWS Marketplace Seller GTM Plan Template. Advantage and Select Packages: Using the APN Marketing Concierge Service, work with vPMM to define GTM goals. Sellers in these packages are not required to develop an annual GTM plan, however, they must start execution on a minimum of one GTM package within 60 days of onboarding by a vPMM to APN Marketing Concierge Service. Failure to start execution within this period, the Seller will forfeit Advantage or Select GTM package and associated AWS MDF. At that time, AWS reserves the right to invite other Sellers to the program.

② Get set up in the Payee Central system

In order to claim AWS Funds, Seller must be set up in the AWS account payable System, Payee Central. If you do not have a Payee Central account, please contact your AWS Marketplace Category or GTM Lead and provide the following information to set up your account: company name, vendor contact name, and email address.

Note: this process is required by AWS to remit payment of MDF co-funding and is separate from the financial setup process Sellers follow to receive payments for an AWS Marketplace listing

③ Submit specific activities for pre-approval

Seller should present the marketing activities that they want to use to drive demand to their AWS Marketplace product listing to their AWS Marketplace GTM Lead (for Sellers in Premium GTM package) or to vPMMs (for Sellers in Advantage or Select GTM package). Requests for MDF are approved based on the following considerations:

- Agreed upon ROI
- Funding percentage and campaign performance metrics
- Program eligibility requirements
- Spending within defined timeline (70% of MDF spent in 1H'2021 and the remaining 30% spent in 2H'2021)
- Sharing KPIs from GTM activities

④ Build assets and execute campaign

Seller follows the guidelines described in this guide to develop the assets outlined in their plan and executes the GTM campaign.

⑤ Share KPIs

To qualify for MDF reimbursement, it is mandatory for Sellers to share metrics generated from co-funded campaigns on a monthly basis. Premium, Advantage, and Select Sellers that receive AWS MDF investments, must share GTM funnel metrics by using the [AWS Marketplace Seller GTM Process](#) as outlined in this guide.

⑥ Submit for reimbursement

Once the activities outlined in the plan are completed, the Seller should send campaign results and proof of expenditure to the AWS Marketplace GTM Lead. If MDF requirements, including ones outlined above, are met, Sellers can receive expense reimbursement as indicated within their seller GTM package. **The deadline to submit all forms and necessary paperwork is November 15, 2021.**

Note: Once expenses are approved to be paid, payment will be remitted in accordance with Amazon's payment terms.

Before Sellers request MDF funding, they should consider the following guidelines:

- [List of eligible MDF activities](#)
- All upfront costs associated with agency packages or campaign fees are to be covered by the Seller
- Only external third-party costs can be covered; AWS cannot reimburse for any internal costs
- After the activity is complete, AWS will provide the Seller with reimbursement funds
- AWS will only pay a claim based on actual results or costs, and can decrease (or increase) the payment to the Seller based on these factors (results/costs)
- Sellers are expected to share GTM performance data on Seller-led and AWS-Seller "joint" GTM activities (see "[Seller data reporting requirements](#)" section below) with AWS Marketplace GTM Lead

AWS credits

AWS credits are another way in which the AWS Marketplace GTM program can support a Seller's AWS Marketplace-specific marketing activities with co-funding. Sellers can use AWS credits as an incentive to get AWS Marketplace customers to try their AMI-based product. Codes are typically good for 6 months from the issue date.

AWS credits (as it is a credit to the account) are used to cover future AWS infrastructure usage fees up to the credit amount available. It is only possible to get monthly usage available when the customer bill is generated. AWS credits offset all or part of the AWS infrastructure costs associated with using a product listed in AWS Marketplace. They can be used as incentives in lead generation and product adoption activities such as free trials and webinars. AWS credits can only be applied to infrastructure costs associated with use of AWS services. AWS credits are available for Sellers to provide customers and potential customers with a free trial of their product listing at various Seller and AWS events, including re:Invent and AWS Summits. Sellers can request AWS credits from their AWS Marketplace GTM Lead.

In addition, AWS credits are available for Sellers to enable their customers to pursue new technology projects on AWS. It does so by reimbursing an AWS Marketplace Seller for the costs incurred in connection with completing a Proof of Concept (POC) project for an AWS customer. This helps customers move forward on projects that they may not have pursued otherwise. To request AWS credits for Proof of Concept projects, Sellers should submit requests to their AWS Marketplace Category Lead.

The Seller's AWS Category or GTM Lead must approve AWS credits for distribution, including where and how the AWS credits are distributed.

All planned activities requiring the use of credits should be submitted and approved by November 15, 2021.

Seller data reporting requirements

Sellers participating in AWS Marketplace Seller GTM Program in Premium, Advantage, and Select GTM packages, are required to share GTM performance data on Seller-led and AWS-Seller “joint” GTM activities with AWS on a monthly basis. AWS Seller GTM team consolidates this data with the AWS-led GTM and shares the combined GTM performance metrics with Sellers. This data also helps both the Seller and AWS to continuously monitor GTM performance and optimize GTM campaigns and tactics to achieve Marketing Return On Investment (MROI) goals. Please note, participation in the program and MDF reimbursement are contingent on meeting this data sharing requirement, without exception.

Who is responsible for what?

The Sellers and AWS Marketplace will share the following campaign metrics for each co-funded campaign in the format outlined below:

- Number of Marketing Accepted Leads and/or Marketing Qualified Leads from AWS Marketplace campaigns
- Number of Sales Qualified Leads or Opportunities for AWS Marketplace
- AWS Marketplace pipeline value associated with AWS Marketplace opportunities
- Number of deals won (new AWS Marketplace Subscriptions) or lost
- AWS Marketplace revenue generated (GMS and/or TCV)
- Seller investment amounts per campaign

Sellers will report these metrics on a monthly cadence through the AWS Marketplace Seller GTM Reporting process. Sellers must commit to share GTM funnel data from their CRM systems in the format and process described in this guide.

- Report all AWS campaigns (Seller-led, AWS-led or AWS-Seller “joint”) you are running or for which you are managing lead follow up
- Provide 19 fields of KPI data defined in the template (see below) to include campaign, lead, opportunity, win, pipeline revenue, billed revenue (GMS) and investment
- Provide aggregate data by the 2nd of every month from January 1, 2020 to present
- Use required file naming convention and defined field level requirements
- Run validations on your file before submitting it to AWS Box location

Seller campaign, lead, opportunity and win data

Seller Company Name*	GTM Campaign Source*	Campaign Name*	CRM System Campaign ID*	Campaign Create Date*	Lead ID*	Create Date*	Lead Country*	Lead Type*	Lead Status*	Opportunity ID	Convert Date	Opportunity Type	Opportunity Status	AWS Marketplace Opportunity	Pipeline Revenue	Win Date	Billed Revenue
Blackcomb	Seller-led	Security migration 2019	SECMIG022019	2/14/2019	45269021	02/15/2019	Japan	MQL	Valid	4567234	03/15/2019	SOO	Closed	Yes	50,000	05/15/2019	40,000

Seller campaign and investment data

If a Seller needs help in data extraction, preparation, and delivery to AWS, AWS offer free-of-cost assistance from a third-party

Seller Company Name*	GTM Campaign Source*	Campaign Name*	CRM System Campaign ID*	Campaign Create Date*	Investment*
Blackcomb	Seller-Led	Security migration 2019	SECMIG022019	2/14/2019	100,000

agency to Premium and Advantage Sellers. To engage with the third- party agency, please contact your vPMM for next steps.

Definitions:

- **Marketing Accepted Leads:** Contacts that convert through marketing activities with valid information that marketing has accepted and approved
- **Marketing Qualified Leads:** A contact or website visitor whose engagement levels indicate they are more likely to become a customer than other MALS
- **Sales Qualified Leads or Opportunities:** A contact that has been researched and vetted, first by the organization's marketing department and then by the sales team and is deemed ready to hand off to sales
- **AWS Marketplace pipeline value associated with AWS Marketplace opportunities:** The revenue expected if the opportunity is won
- **Number of deals won (New AWS Marketplace Subscriptions):** Closed won deals
- **AWS Marketplace revenue generated (GMS and/or TCV):** The revenue generated in AWS Marketplace from the won billed deals (Don't include AWS Services revenue). Revenue should be reported in Gross Merchandise Sales (GMS) or Total Contract Value (TCV)
- **Seller Investment amounts per campaign:** The amount a Seller invested into a campaign, not including AWS investments

- **Number of deals won (New AWS Marketplace Subscriptions):** Closed won deals
- **AWS Marketplace revenue generated (GMS and/or TCV):** The revenue generated in AWS Marketplace from the won billed deals (Don't include AWS Services revenue). Revenue should be reported in Gross Merchandise Sales (GMS) or Total Contract Value (TCV)
- **Seller Investment amounts per campaign:** The amount a Seller invested into a campaign, not including AWS investments

What systems are used to report?

AWS will track Buyer traffic and conversions through following two key mechanisms:

① Seller Reporting

Seller reporting allows Sellers that are part of the Premium GTM package to track the performance of marketing activities that drive traffic to their listing(s) in AWS Marketplace. The reports show traffic volumes and resulting subscription activity whether the traffic came from AWS Marketplace campaigns or Seller-driven campaigns. To include Seller driven campaign traffic, Sellers must append a tracking code to the link that points to the intended listing in AWS Marketplace. The tracking code will be provided by the Seller's AWS Marketplace GTM Lead, if they are part of Premium GTM Package, or by the vPMM if they are part of Advantage or Select GTM Package. Adding a unique tracking code to each link in demand generation activities, such as landing pages, emails, banner ads, and social media posts, will allow AWS to accurately attribute a listing's traffic, usage, and revenue to specific marketing tactics. Example of URL tracking code:

```
https://aws.amazon.com/marketplace/seller-profile?id=9f7a8f2b-c239-4c66-b6a8-7f79e772f23c&trk=ba_a131L000005uLJ5QAM
```

② Marketing Analytics Dashboard:

All Sellers can use Marketing Analytics Dashboard, an analytics tool, available in the Marketing tab of [AWS Marketplace Management Portal](#). The AWS Marketplace Management Portal is a sales and marketing management dashboard, offering many capabilities including marketing, reporting, and support functions. The dashboard provides Sellers with data showing the Seller-driven traffic, usage, and revenue generated by each of their marketing activities. To use the Marketing Analytics Dashboard, Sellers must assign unique Referral Tags (ref tags) to each link in all marketing activities (landing pages, banner ads, social media, etc.) that direct customers to their AWS Marketplace listing. For more information on using the Management Portal and the Marketing Analytics Dashboard, see the following section.

Eligible Market Development Funds (MDF) Activities

Please review below for a list of eligible MDF activities. Your AWS Marketplace Seller GTM Lead will approve the activity before you start the execution.

Eligible MDF Activities	Description	Best Practices for MDF Activity
Content development	Case study, e-book, whitepaper, solution brief, technical brief, messaging, video	<ul style="list-style-type: none"> Tell us how you are going to use this content Will the whitepaper be displayed on your website as gated content? Through an e-mail marketing campaign? What's the plan beyond the creation of the content/literature?
Paid media	Content, copy and creative for Display ads, banners, Search ads, SEO	<ul style="list-style-type: none"> Execute your own campaigns and use MDF to support your marketing costs from search, social media platforms and display advertising. (i.e. Google AdWords, LinkedIn, print) Targeted website content about your AWS solution with clear call-to-action to your listing in AWS Marketplace
Email	* Content and copy,* email design and template,* Email drop execution via Marketo, Eloqua etc.	<ul style="list-style-type: none"> Keep your subject line short and concise Consider your target audience: what will be compelling to them? What will resonate? Include a clear call-to-action to your listing in AWS Marketplace Include an unsubscribe button and a link to your privacy policy Think about the timing of the campaign. When do you think sending out the campaign will be most effective? Keep the email short and clear
Webinar, online events	<ul style="list-style-type: none"> Slideware Webinar set up, hosting, platform management Landing page, registrations page, web copy Email copy for invite and follow up mail, template, execution Social media, copy, banners, creative 	<ul style="list-style-type: none"> Include a clear call-to-action or promotional offer Consider recording your webinar for future use in marketing campaigns Keep the length around 30-60 minutes
Industry conference event (in person or virtual)	Seller sponsors a third-party industry or technology conference to showcase your solutions in AWS Marketplace	<ul style="list-style-type: none"> Look for third-party conferences where you can showcase your unique value These events could be industry specific (e.g., Healthcare), aligned to job role (e.g., CMO), solution focused (e.g., DevOps), location (e.g., Atlanta small business), or some combination of these Look for events where you have the opportunity to engage customers at a physical or virtual booth or through a speaking / workshop session
Seller-led customer event	Customer in-person or virtual networking events run by Seller focused exclusively on Seller's solution(s) in AWS Marketplace	<p>The event content is primarily centered around the Seller's solution in AWS Marketplace</p> <p>*** Social/recreational costs will not be covered</p>

Eligible MDF Activities	Description	Best Practices for MDF Activity
Social Media	<ul style="list-style-type: none"> • Content and copy for social posts • Organic social • Paid social media • Social post copy, creative, banner 	<ul style="list-style-type: none"> • Run your own campaign and use MDF to support your advertising costs from Google AdWords, LinkedIn, etc. • Hire a third-party agency to execute an end-to-end campaign on your behalf
Telemarketing	<ul style="list-style-type: none"> • Battlecard, sales call script, first call deck • Telesales outreach (call down execution) • Contact database (if offered by agency) 	
List purchase list development/enhancement	<ul style="list-style-type: none"> • List purchase • List enhancement or enrichment 	Consider industry specific or role-based lists
Demonstrations and workshops	Demo booths and workshops to showcase the Seller offerings in AWS Marketplace	The activity enables end customers to try the solution for a specified time period
Video	<ul style="list-style-type: none"> • Story boarding, script writing • Editing and production • Promotion (e.g. social media, paid media, email, syndication, etc.) 	Video created to showcase your solution or offering in AWS Marketplace through a demo, customer success story, use case etc.
Content lead syndication	<ul style="list-style-type: none"> • Content development • Paid digital ads, syndication via digital media publication • Landing page for gated asset • Leads associated with marketing campaigns 	
Web development	Web page, landing page, registrations page HTML development	
Customer event	When a Seller is participating in a customer event	The event showcases your solution or offering in AWS Marketplace to end customers
Gifts/giveaways	<ul style="list-style-type: none"> • Individual gifts and/or giveaways cannot exceed a total dollar value of \$5 USD per unit (max reimbursement is \$2.50 USD per unit) • This includes swag, raffle items, thank you gifts 	

Accessing the AWS Marketplace Seller Management Portal

The AWS Marketplace Management Portal is a sales and marketing management dashboard, offering many capabilities including marketing, reporting, and support functions. This guide focuses on the Marketing and Reporting tabs of the portal, which provide traffic, usage, and revenue growth data to help Sellers manage and improve their GTM campaigns.

Marketing Analytics Dashboard

The Marketing Analytics Dashboard is available in the Marketing tab of the AWS Marketplace Management Portal (see figure below). This dashboard provides Sellers with campaign results for Seller-driven traffic, usage, and revenue generated by each of their marketing activities. To use the Marketing Analytics Dashboard, Sellers must assign unique Referral Tags (ref tags) to each link in all marketing activities (landing pages, banner ads, social media, etc.) that direct customers to their AWS Marketplace listing. For more information on ref tags see the referral tags section.

Marketing Analytics Dashboard in AWS Marketplace Seller Management Portal

Sell on AWS Marketplace

AWS Marketplace is a sales channel that makes it easy for Software Vendors to offer software solutions that run on the AWS cloud.

We are focuses on the building low-friction tools, and offering powerful business, technical, and marketing programs to help our partners establish, manage, and grow a successful business on AWS.

Featured Benefits

- Streamlined Software Delivery**: Offer software as a managed Amazon Machine Image (AMI) and take advantage of our 1-Click purchasing feature. Customers can launch pre-configured software in minutes.
- Discover New Customers**: Capitalize on the growth of cloud computing. By launching directly from AWS Marketplace, customers can run software instantly, decreasing the length of your sales cycle. Partners can also offer free trials with no additional engineering effort.
- Simplified Billing & Payments**: Customers pay for AWS Marketplace software as part of the regular AWS billing cycle. AWS manages the complexity of metering, billing, payment collection and financial reporting so partners can focus on building and selling core products.

Marketing Analytics Dashboard

Use ref tags to track the performance of different marketing activities

Clicks show the # of times customers clicked on a specific link

Conversions show the # of new subscriptions generated by each link

Ref Tag	Weekly Totals			Overall Totals
	Week 15, 2014	Week 16, 2014	Week 17, 2014	
ads_goog_jun				
Clicks	233	253	139	4,427
Conversions	3	5	1	94
Conversion Rate	1.29%	1.98%	0.72%	2.12%
Usage Hours	5,702	5,506	3,136	53,943
Revenue	\$1,311.46	\$1,266.38	\$721.28	\$12,406.89
Revenue Per Conversion				\$131.99
ads_partner_site				
Clicks	360	384	220	5,799
Conversions	11	4	5	173
Conversion Rate	3.06%	1.04%	2.27%	2.98%
Usage Hours	12,864	12,895	8,026	122,321
Revenue	\$2,958.72	\$2,965.85	\$1,845.98	\$28,133.83
Revenue Per Conversion				\$162.62
ads_yho				
Clicks	413	409	213	6,764
Conversions	12	8	7	187
Conversion Rate	2.91%	1.96%	3.29%	2.76%
Usage Hours	15,310	18,338	10,151	155,679

Referral tags

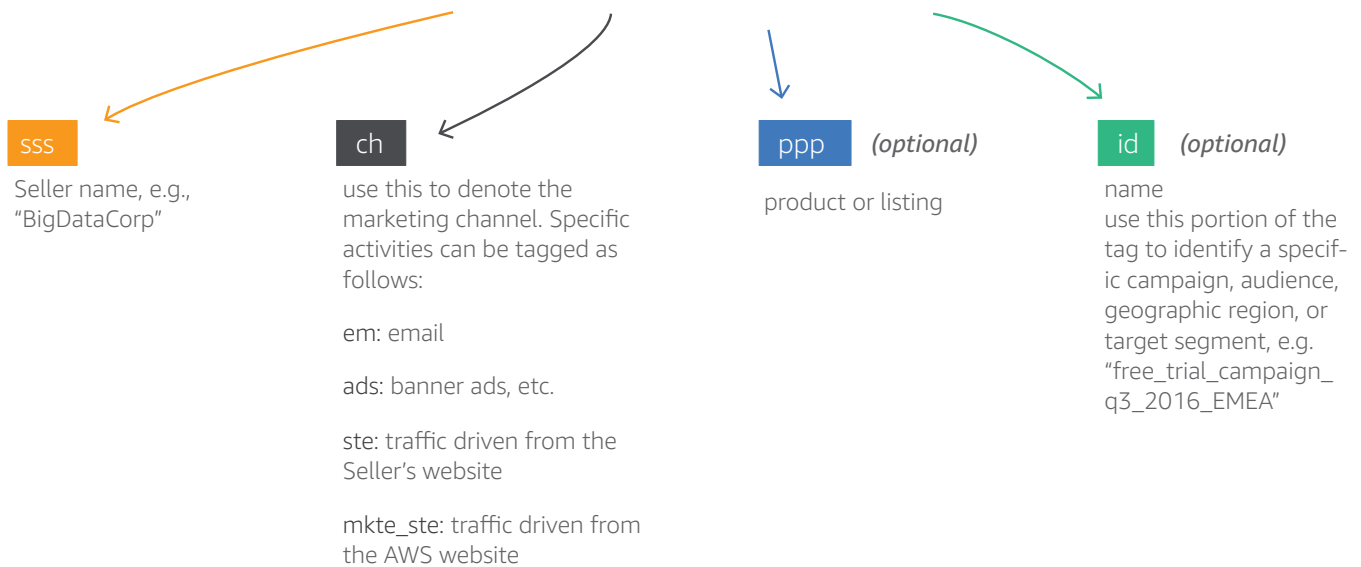
Referral tags (also known as ref tags) allow Sellers to track how well each of their marketing activities performs. Adding a unique ref tag to each link in demand generation activities, such as landing pages, emails, banner ads, and social media posts, allows the AWS Marketing Dashboard to accurately attribute a listing's traffic, usage, and revenue to specific marketing tactics.

For example, a Seller might create a link from a landing page on their website to their AWS Marketplace listing page. To add a ref tag to the link, they need to include a string of text in the URL that looks like the following:

"ref=_ptnr_sss_ch_ppp_id"

The "ref=_ptnr" part of the tag is fixed and should always be used. The rest of the tag is up to the Seller to define, and each component of the tag should be separated by an underscore ('_'). AWS recommends using the following tagging structure for complete, consistent campaign tracking:

ref=_ptnr_sss_ch_ppp_id



URL example

Here is a URL from an actual AWS Marketplace listing:

https://aws.amazon.com/marketplace/pp/B01M0AXXQB/ref=_ptnr_awsmp_email_q12018

This URL can be broken down as follows:

- › “ref=_ptnr”: This is fixed and should always be used.
- › “awsmp”: This is the “sss” part of the tag, and represents the name of the Seller. In this case, the Seller is AWS Marketplace.
- › “email”: This is the “ch” part of the tag, and represents the marketing channel. In this case the marketing channel was email. Note that you can use “pe” instead of “email” to represent the email marketing channel.
- › “q12018”: This is the “id” part of the tag and represents a specific campaign, audience, geographic region, or target segment. In this case, the campaign is Q1 of 2019.

By building unique ref tags for every link and call-to-action (CTA) in a campaign, Sellers can A/B test different messaging for an ad and discover which messaging works better by comparing ref tag results. Or if a Seller has different links on their landing page that point to an AWS Marketplace product listing, they can test which CTA yields the best results, in the form of click-through-rates (CTR) and conversions, by using a unique ref tag for each CTA. The Daily Ref Tag Report, found under the Reports tab of the AWS Marketplace Management Portal, shows Sellers the clicks and conversions generated by each of their referral tags.

DATE_TIME_DAY	TITLE	PRODUCT_CODE	ASIN	REFTAG	CLICKS	CONVERSION	USAGE_Hours	REVENUE
9/4/2013	Amazon Server Cluster	000000000000000000000000	B0078UXVQU	ads_Amazon_CA000	1	0	0	0
9/8/2013	Amazon Server Cluster	000000000000000000000000	B0078UXVQU	ads_Amazon_UK000	1	0	0	0
9/12/2013	Amazon Server Cluster	000000000000000000000000	B0078UXVQU	ads_Amazon_UK000_B	1	0	0	0

Note: Measuring campaign conversions and revenue is currently limited to a 24-hour window from first click to conversion.

Standard AWS Marketplace reports

The Reporting tab on the AWS Marketplace Management Portal offers a variety of reports to help Sellers track adoption, traffic, and financial data including:

DAILY CUSTOMER SUBSCRIBER REPORT

The Customer Subscriber Report is sent daily and provides a list of AWS Customer IDs for those AWS Customers that subscribed to a Seller's products, including the number of current and new annual subscriptions for each day. Using this report, a Seller can see how their subscriptions have increased over time and which versions of a product perform best. A Seller can use this data to adjust ad spends for each edition or version of a product to increase traffic and subscriptions.

DAILY BUSINESS REPORT

The Daily Business Report gives a daily snapshot of a Seller's business in AWS Marketplace. In this report, a Seller can find data on how customers are using its products, the expected revenue due to that usage, how many new customers subscribed to its products, and how many customers are converting to paid usage from a free trial for its products. Sellers can see spikes in usage to help identify what type of user has subscribed. The Seller can also identify spending by region and product, to better target marketing and increase subscriptions. This report also shows whether certain customer IDs use a Seller's product continuously or only in intervals, which could be used to help shape how that Seller optimizes their campaign.

WEEKLY REF TAG REPORT

Marketing ref tags are the standard way marketing campaigns can be tracked across the web. Each Weekly Ref Tag Report includes a detailed view of the ref tags that a seller has configured and the results those ref tags have generated for a Seller. These reports are generated every week.

MONTHLY BILLED REVENUE REPORT

The Monthly Billed Revenue Report shows billable usage to a Seller's AWS Marketplace customers. This is the revenue from product usage, monthly fees, and annual subscriptions. This data can help a Seller report AWS Marketplace revenue in financial statements. This revenue has not necessarily been collected from customers yet. The Seller may also want to consider using the Monthly Disbursement Report, which shows how much revenue has been disbursed to the Seller. These two reports differ in that the revenue report shows how much has been billed, whereas the disbursement report shows what was actually collected.

MONTHLY DISBURSEMENT REPORT

The Monthly Disbursement Report provides a breakdown of all funds collected on a Seller's behalf during the settlement period. The total settlement amount reflected in the report should match the amount deposited to a Seller's bank account. The usage section summarizes the hours used that contributed to the amounts billed and collected on a Seller's behalf for the period. Monthly Disbursement Reports are generated every 30 days, starting from the day a Seller joined AWS Marketplace.

U.S. SALES AND USE TAX REPORT

The U.S. Sales and Use Tax Report shows U.S. sales and use tax collected by AWS Marketplace for a Seller's tax-enabled software products.

Note: the disbursement report is not generally sent to Sellers when AWS Marketplace does not owe any disbursements. AWS Marketplace reports do not provide identifiable customer data in order to protect AWS Marketplace customers' identities, but some customer information might be available for product support purposes.

GTM best practices

Site merchandising

The AWS Marketplace home page is the primary destination for AWS customers to discover and get information on Seller products available within the AWS Marketplace catalog. The Site Merchandising program exists to promote select Seller products to customers via high-visibility placements on this page. A number of different placement types are available — each curated topically to provide customers with a variety of selection, including popular products and those that are newly listed. Site merchandising placements feature calls-to-action driving traffic to Seller Product Detail Pages within the AWS Marketplace website. All Sellers enrolled in the program are eligible to participate and should work with their AWS Marketplace GTM Lead to request placement. More information on specific placement opportunities is available below:

The AWS Marketplace carousels

AWS Marketplace features select products on the home page carousel banners of the AWS Marketplace website. This opportunity is only offered to Premium and Advantage Sellers and is based on a commitment of marketing resources, revenue, and AWS Marketplace specific goals. Sellers should work with their AWS Marketplace GTM Lead during annual GTM planning to reserve banner inventory for the year. Sellers who qualify must adhere to brand and image guidelines. Image guidelines differ between the desktop and mobile devices.

On the desktop:

FORMAT

PNG

GRAPHICS

No pictures, illustrations only

SIZE

1100px × 300px

RESOLUTION At

least 300 dpi

CONTENT

Follow AWS PR Guidelines

On mobile devices:

FORMAT

PNG

GRAPHICS

No pictures, illustrations only

SIZE

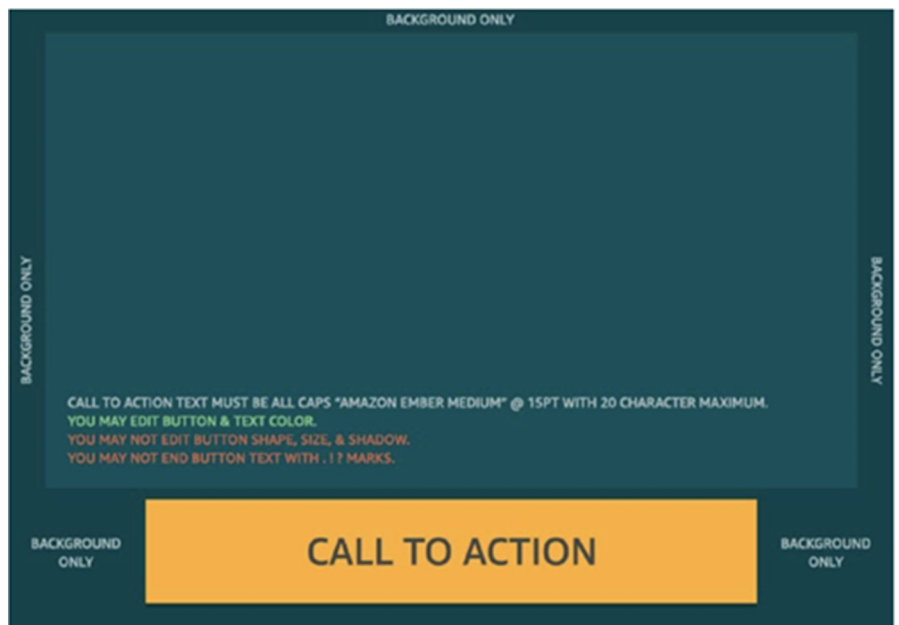
768px × 540px

RESOLUTION

At least 300 dpi

CONTENT

Follow AWS PR Guidelines



The call-to-action (CTA) button should be “Launch Now” or “Free Trial Available.” If the “Free Trial Available” CTA is used on an AMI based listing, the Seller should include “*AWS usage fees apply” underneath. The CTA should only link to a Seller’s AWS Marketplace listing. The CTA text must be all capital letters, in Amazon Ember Medium 15-point font, with a maximum of 20 characters. You can modify the color of the button and the text, but you cannot modify the button’s shape, size, or shadow. You also cannot end the button’s text with a period (‘.’, exclamation point (‘!’, or a question mark (‘?’).

Banners may be rejected for any of the following:

- The claims are difficult to demonstrate or use superlatives like “the best”
- It does not follow Amazon branding and PR rules
- The CTA is not simple and/or there is more than one CTA
- If the banner mentions a free trial, the banner must note that the free trial is only for the AWS Marketplace product listed, not for the AWS service

Sellers should ask their AWS Marketplace GTM Lead for more information on whether their business qualifies or for additional guidelines for carousel submissions.

Other marketing options with AWS Marketplace

Featured products

The Featured Products section provides another opportunity for qualified Sellers to showcase their products on the AWS Marketplace website. The Seller’s AWS Marketplace Category Manager determines the calendar dates and frequency of listings for chosen products. Featured products are selected based on a commitment of marketing resources, revenue, and AWS Marketplace-specific goals.

Featured SaaS products

The Featured SaaS Products section showcases AWS Marketplace SaaS products. The Seller’s AWS Marketplace Category Lead determines the calendar dates and frequency of listings for chosen products. Featured products are selected based on a commitment of marketing resources, revenue, and AWS Marketplace-specific goals.

New product spotlight

The New Product Spotlight section highlights products that have been added to AWS Marketplace. All new, paid products are eligible; however, they are subject to prioritization by an AWS Marketplace Category Manager. To have a new product listed in this section, Sellers should contact their AWS Marketplace Category Lead.

Popular products

The Popular Products section showcases AWS Marketplace top products, based on page views. Products are chosen and rotated regularly. Sellers who want to be featured in the popular products listing should focus on GTM marketing activities that drive customers to their product listing page.

Email nurture through AWS Marketplace

AWS Marketplace provides Sellers with the capability to reach out to customers via automated emails triggered by real-time AWS Marketplace usage data. Sellers can configure the following three types of emails:

- › First-use/Welcome emails, which are delivered to customers when they first subscribe to product(s)
- › New-version emails, which are delivered whenever a Seller releases a new software version
- › Declining usage emails, which are delivered when customers do not use a product for a certain period of time. The time period is configurable by the Seller.

For all three email notification types, Sellers can define and continuously refine the content being sent. Once a Seller provides the content and defines some simple rules for delivery, AWS Marketplace will take care of the rest.

Automated emails are a great way for Sellers to provide links directing customers to helpful websites, documentation, and other resources. Emails support both text and HTML, so if a customer's email client does not support HTML, they will receive a text based version. HTML emails are sent in Arial 15-point font.

Sellers submitting emails will need to provide the metadata necessary to build the product listing. Sellers should submit text or HTML code, along with their automated email content, to [AWS Marketplace Seller Catalog Operations](#) team. See below for recommended content to include in each type of email.

First use/welcome email – content recommendations

	AWS Marketplace
TO	Customer@email.com
SUBJECT	Thank you for using <Product Name>
<p><Dear AWS Marketplace customer,></p> <ol style="list-style-type: none"> 1. <i>Introductory sentence such as “Thank you for subscribing to Big Data Analytics! See below for resources to help you get up and running quickly.”</i> 2. <i>Information and links on how to deploy and configure the software Example: “Launching the software is easy. Step-by-step instructions for configuration and deployment are available at www.companyname.com/productname/install.”</i> 3. <i>Information and links on documentation, additional resources such as community forums, blogs, wiki, FAQ. Example: “You can find additional resources, including documentation, community forums and FAQs, at www.companyname.com/productname/userdocumentation”</i> 4. <i>Details on available support with links and how to contact you directly. Example: “Your subscription comes with free email support, available by contacting us at: support@companyname.com. Additional support resources are available at: www.companyname.com/support”. 24/7 phone paid phone support is also available for AWS users. Contact 1-800-999-9999 for more information. Please have your AWS Account ID available.</i> 5. <i>Closing statement if desired. Recommend adding a customer review and provide a link to review page.</i> <p><i>If you have any questions about any of your AWS services or AWS account please contact AWS customer service (add contact link to AWS Support)</i></p> <p><i>Thank you again for your subscription, we appreciate your business</i></p> <p><i>The <Product Name> Team and Amazon Web Services</i></p>	

New product version email – content recommendations

	AWS Marketplace
TO	Customer@email.com
SUBJECT	<Product Name> <Version> released and now available
<p><i><Dear AWS Marketplace customer,></i></p> <ol style="list-style-type: none"> 1. Introductory sentence explaining the release of the product and the pricing models it applies to (Hourly, Monthly, BYOL). 2. Clearly list the main benefits of the new release which may include: <ul style="list-style-type: none"> • New features, benefits and use cases • Increased performance and benefits • Support for new AWS instances or regions 3. Instructions on how to upgrade: <ul style="list-style-type: none"> • Resources and documentation available with links <i>Example: "Upgrading the software is easy and more information including configuration and deployment steps is available at: www.companyname.com/productname/upgrade"</i> • Support available for upgrading <i>Example: If you have any questions about upgrading, please us at: upgrade@companyname.com</i> <p><i><If you have any questions about your AWS services or account please contact AWS customer service.></i></p> <p><i><Thank you,></i> <i><The AWS Marketplace Team></i></p>	

Declining usage email – content recommendations

Please note, to trigger the automated declining usage email, Sellers will need to provide AWS Marketplace Seller Catalog Operations team with the amount of time a customer stops usage.

	AWS Marketplace
TO	Customer@email.com
SUBJECT	<Product Name> resources and support available
<p><Dear AWS Marketplace customer,></p> <p><Product Name> offers a broad range of resources and support to help you.</p> <p>1. Short introduction on the resources available to your customer to help them deploy, configure and use the product.</p> <p><i>Example: (Product name) configuration guides are available to help you. For more information on how to deploy on AWS you can find best practices and deployment steps at: www.companyname.com/productname/configure"</i></p> <p>2. Details on available support with links and how to contact you directly</p> <p><i>Example: "Support is available to help troubleshoot issues and ensure your product is running correctly on AWS. Contact us at support@companyname.com. or <Company Name> provides paid 24/7 phone support to <Product Name> users on AWS. You can contact support at: www.companyname.com/support. Please have your AWS Account ID available.</i></p> <p><If you want to adjust or modify your subscription go to 'Your Software' page under 'Your Account'.></p> <p><If you have any questions about your AWS services or account please contact AWS customer service.> Link</p> <p><Thank you,></p> <p><The AWS Marketplace Team></p>	

It is very important that the email align with messaging on the Seller’s website and on the product’s AWS Marketplace listing page.

Blog posts

The AWS Marketplace blog reaches a wide base of AWS customers, AWS Marketplace customers, and AWS Marketplace sellers globally. Sellers can increase their visibility to AWS customers by contributing blog posts that provide thought leadership and teach customers how to solve common business challenges. For examples, visit the [AWS Marketplace blog channel](#) and the [AWS Partner Network blog channel](#).

A successful blog post is one that teaches customers how to do something that will improve their AWS experience. Sellers should focus on giving step-by-step instructions on how to achieve a specific outcome that your customers need or want. Posts should be educational in nature, provide 200-level information on a topic relevant to customers, and involve the voice of at least one of your customers. Blog posts should be about 500-1,000 words (shorter is better), including relevant images, graphics, citations, links, next steps, or resources. Blog posts must be original; we do not accept content that has previously been published elsewhere or re-purposed from marketing materials or documentation.

Additionally, when writing, Sellers should use accessible, plain language, addressing the reader as “you” and referring to your company as “we.” It helps to think of a specific customer and imagine speaking just to that person. Use the active voice rather than the passive voice (“you can perform this task” rather than “this task can be performed”). People tend to skim online content, so blogs should have a clearly stated purpose in the introduction and use consistent key words throughout the post. Sellers must provide written permission for any company logo use.

Social media

Sellers can also use the following steps to increase their chances of gaining exposure in AWS Marketplace social media properties:

- » Follow or like AWS Marketplace and/or AWS social media accounts.
- » Sellers can increase their chances of having a tweet re-tweeted on the AWS Marketplace Twitter page by following these guidelines for their tweets:
 - › Follow the guidelines for AWS Carousel banners, but size tweets at 800x400, with no black border.
 - › Tweets can link to the Seller's AWS Marketplace listing page, a PR announcement, educational blog, landing page, webinar, etc.
 - › Include an image, ideally one that is technical, such as an architectural diagram or how to video (see example below). Mention the AWS Marketplace Twitter handle: [@awsmarketplace](https://twitter.com/awsmarketplace)
 - › Tweets should link to paid offerings. It is possible to promote free offerings if a content review validates the value to customers.
 - › All tweets should be in English.

Example of a Seller re-tweet on the AWS Marketplace Twitter feed

AWS Marketplace Retweeted

Matillion @matillion · Sep 5

Launch Matillion ETL for Redshift from [@awsmarketplace](https://twitter.com/awsmarketplace) and be up and running in under 5 mins aws.amazon.com/marketplace/pp...

ENSURE YOUR HIGHLY SENSITIVE DATA STAYS SECURE.

FREE TRIAL

DATA GUISE DETECT AUDIT PROTECT MONITOR

Featured Products

Operating Systems

Popular Products

SOPHOS HPE LoadRunner HPE Alert Logic Log Manager for AWS

ubuntu® Ubuntu Server 14.04 LTS (64-bit)

SUSE SUSE Linux Enterprise Server (SLES) 11 SP4

0:00 / 0:15

Annotations:

- AWS Marketplace Twitter handle is mentioned in the tweet
- Link to Seller's AWS Marketplace listing
- Short video showing how to get started quickly using the Seller's product

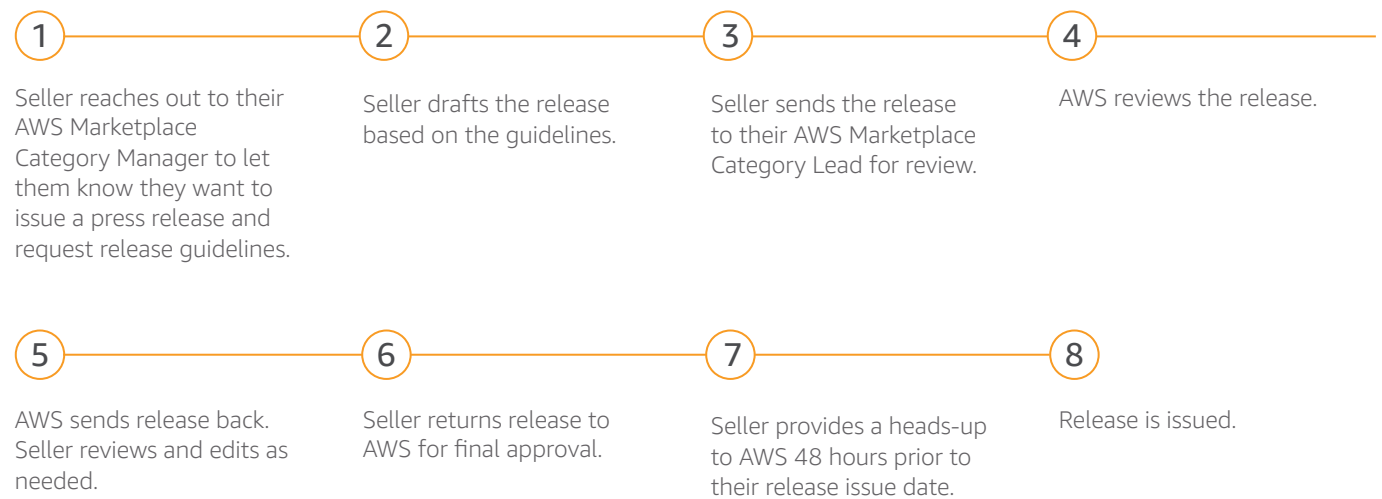
GTM guidelines

Sellers should follow these guidelines for all GTM activities.

Working with AWS communications (PR/AR):

- › AWS must approve all press releases or external documents that mention AWS or any of our products
- › AWS reserves the right to alter and/or decline any proposed mentions or quotes per our guidelines
- › Each request is evaluated individually by AWS PR Review timeline and process:

Review timeline and process:



Sellers must always follow all applicable guidelines contained in this document.

Briefing press and analysts on AWS news:

- » If the Seller is participating in an AWS-led announcement, they should not discuss their participation in the launch with press or analysts until after the AWS announcement has gone live (via press release or blog post)
- » We ask that Sellers do not conduct pre-briefs, have embargoed discussions on the news, or share their release under NDA with members of the press or analyst community
- » Once the AWS release has gone live, Sellers are more than welcome to coordinate press and analyst briefings discussing their announcement and success with AWS. We encourage them to do so! As a courtesy, Sellers should inform their Category Lead of the interviews ahead of time.

Press release messaging guidelines

To streamline the press release review process, please keep the following guidance from our PR team in mind.

THE RELEASE SHOULD NOT:


- DO NOT use the terms “partners” or “partnership” or “alliance” to describe the AWS relationship. We prefer the terms “agreement,” “teamed,” “in cooperation with,” or “relationship”
- DO NOT use the name “Amazon” when referring to Amazon Web Services or AWS.
- DO NOT include a quote from an Amazon or AWS executive unless previously agreed upon and approved.
- DO NOT include any sales projections.
- DO NOT disclose proprietary information about Amazon or AWS.
- DO NOT refer to our stock ticker symbol.
- DO NOT use the “About AWS” boilerplate. These are reserved for AWS releases only.
- Use of the terms “hybrid”, “hybrid architecture”, “hybrid cloud”, “public cloud”, “private cloud” or “on-premises environment” may be approved, but those terms should NOT be used to describe AWS. For example, it is not approved to say “AWS hybrid cloud” or the “AWS public cloud”. But you may describe how your solution enables a hybrid cloud architecture connecting AWS to an on-premises environment.

Additional points to keep in mind on AWS requirements:

- The release should highlight a clear call to action and the customer benefit. PR will not provide an AWS quote for a future service or for releases that are merely stating that the two companies “will be working together.”
- We will not approve any declarative statements about someone being “the best”, “the first”, “the only”, etc. without substantiation of the claim.
- Please do not use the term “partnering” in your press release because it could insinuate that there was co-development done. Its fine to say that we are “working with so and so”, but the term “partner” will often get rejected.
- AWS Marketplace does not endorse any AWS Marketplace Seller feature, product, or benefit. You may say that your feature or product is available in AWS Marketplace.
- Do not include statements that could be interpreted to imply that AWS is not secure, not scalable, not cost effective, not accessible, etc.... without your product or service. When it comes to security, it is best to look at the messaging on the [Security page of the AWS Website](#) and the [AWS Shared Responsibility Model](#).
- We recommend including customer quotes in your press release submissions.
- Lastly, make sure it does not sound like a solution runs “in” AWS. It is more appropriate to reference that it runs “on” AWS, or supports AWS. Stating that something runs “in” AWS makes it sound more integrated than it actually is. For this reason, please also avoid language that says that your solution is tightly “integrated” with AWS.

 **Approved language:**

- “The engagement with Amazon Web Services (AWS) builds on an existing relationship. Together, the companies are providing a complete cloud services and cloud management portfolio that will give enterprise customers fast, flexible access to the cloud.”
- “XYZ application runs on the flexible, scalable, pay-as-you-go AWS Cloud.”
- “...while using the company’s existing on-premises environment.”
- “XYZ and Amazon Web Services are working together to....”

 **Not Approved language:**

- “XYZ announces a strategic partnership with Amazon Web Services.”
- “The Amazon Web Services alliance with XXX significantly extends what is already a clear and dramatic leadership position for both companies. No other company currently can match the flexibility and power of this offering.”
- “XYZ is the first to provide these capabilities for enterprise customers.”
- “XYZ will speed the adoption of the AWS cloud.”
- “XYZ application protects organizations from the risks of cloud systems.”
- “XYZ application is designed for enterprise workloads and runs in the AWS Cloud.”
- “...”while using the company’s existing private Cloud environment.”

AWS Marketplace Messaging Guidelines

Amazon Web Services is particular about our messaging and how we and AWS Marketplace Sellers communicate with customers. Following these guidelines will help ensure content or collateral is approved as quickly as possible.

Referencing AWS Marketplace

1. When referring to AWS Marketplace, always include “AWS” before Marketplace. At no time, should the term “Marketplace” be used as a stand-alone term. You must always spell out AWS Marketplace in every instance it is referred. Do not abbreviate to AWS MP, AWSMP, MP, or any other variation. When referencing AWS Marketplace, the word “Marketplace” should always be one word and have a capital “M.”
2. AWS Marketplace does not endorse any AWS Marketplace Seller, feature, product, or benefit. You may say that your feature or product is available in AWS Marketplace.
3. When referring to AWS Marketplace Sellers, features, products, or benefits, you must use the phrasing “in” AWS Marketplace, not “on” AWS Marketplace.
4. Do not use the term “3rd-party” when referring to sellers in AWS Marketplace. Instead, please use “independent software vendors” (preferred) or “software sellers.” You can abbreviate “independent software vendor” to “Seller” as long as it’s not the first reference in the document.

General Reminders

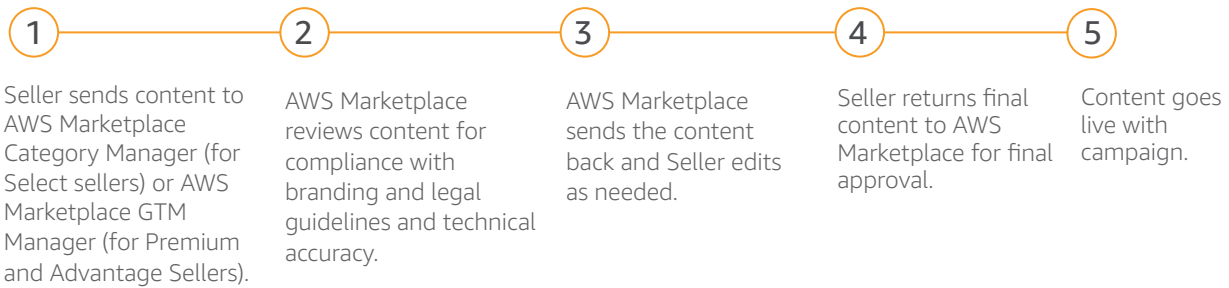
1. Content should be relevant to the audience and highlight a clear customer benefit.
2. Be factual and back up all claims with supporting data and sources.
3. APN Partners and AWS Marketplace Sellers are responsible for obtaining approval to use logos or copyrighted creative material from 3rd-party companies in their marketing materials.
4. Make sure to use the correct AWS Logo, icon, or badge in your marketing material. Reference the most up-to-date messaging and branding resources to learn about the logos, icons, badges, use cases, and design requirements. [Download and review APN Messaging and Branding Guide.](#)

GTM Content Review Guidelines

GTM content that references AWS or uses AWS branding, is used in joint campaigns with AWS Marketplace, and/or is co-funded by AWS Marketplace, must be reviewed by AWS Marketplace.

Review timeline and process (refer to [PR guidelines section](#) for press release review timeline and process):

Review timeline and process:



Sellers must always follow all applicable guidelines contained in this document.

Using the AWS Marketplace Logo

Sellers are encouraged to highlight the fact that their product is available for purchase in AWS Marketplace on their websites and other GTM materials. The AWS Marketplace Logo is an easy way for Sellers to inform customers that their software is available in AWS Marketplace. The AWS Marketplace Logo is AWS trademark and any use is subject to our usage guidelines.

Color

Use the AWS Marketplace Logo in one of the provided color combinations. The multi-color versions are preferred. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast.

Squid ink is our primary dark color. Black versions of the logo are available but should only be used in cases where maximum contrast is needed or the use is primarily only black and white.

AWS Marketplace Logo

[Download the AWS Marketplace logo in .eps \(vector\) format here.](#)



AWS Marketplace Logo: design and usage guidelines

AWS Marketplace Logo restrictions

To maintain brand integrity, do not alter the AWS Marketplace Logo. There are versions of the AWS Marketplace Logo available that will work for most scenarios. If you still have questions, or encounter a scenario not covered in these guidelines, contact your AWS Marketplace representative for assistance.



DO NOT use unapproved colors



DO NOT outline the logo



DO NOT disproportionately resize the logo



DO NOT remove any part of the logo



DO NOT use a registered trademark symbol



DO NOT re-typeset the logo



DO NOT use the logo in a sentence or within text



DO NOT add visual effects to the logo, like a drop shadow



DO NOT modify any part of the logo



DO NOT distort, skew, or put the logo on an angle



DO NOT layer content over the logo

Keep backgrounds simple, clutter free, and as neutral as possible. Ensure a high degree of contrast to maintain separation from the background. Additionally, the area surrounding the AWS Marketplace Logo needs to be clear, without any visual distraction.



DO NOT place the logo on a background that makes any part of the logo disappear



DO NOT put the logo over imagery that is visually busy and makes the logo difficult to read



DO NOT put the logo on a background that has low contrast



Use the preferred multi-color logo on appropriate contrasted backgrounds



When using a background image, ensure that there's appropriate contrast



Choose the light logo to ensure high contrast on a dark background



Choose the multi-color logo to ensure high contrast on a light background



Choose the dark logo to ensure high contrast on a light background



Choose the appropriate dark or light logo to ensure high contrast on a medium background

The AWS Marketplace Logo usage matrix

Reference the usage matrix below to view restrictions on where you can and can't use the AWS Marketplace Logo within your marketing material. For information and usage guidelines related to the AWS Logo and Icons, Powered by AWS Logo, and APN Badges see [AWS Partner Network \(APN\) Messaging and Branding Guide](#).

Use of the AWS Marketplace Logo

Websites and Landing Pages	<p>✔ Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.</p>
Email Marketing	<p>✔ Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.</p>
Marketing Assets	<p>✔ Permitted. You may use the AWS Marketplace Logo in marketing assets to easily tell your customers that your software runs on AWS and is available in AWS Marketplace. Marketing assets include, but are not limited to: Brochures, leaflets, data/sales sheets, white papers, case studies, or event promotions (such as ads or event invites).</p>
Event Assets	<p>✔ Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.</p> <p>You may use the AWS Marketplace Logo in event assets. This includes, but is not limited to: Booth graphics, promotional items, session presentations, demos, architectural diagrams, or in any printed or digital marketing assets (as noted above).</p>
Online Ads	<p>✔ Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.</p>
Social Media	<p>✘ Not permitted. You may refer to "AWS" in copy when describing your solutions.</p>
Promotional Items	<p>✔ Permitted. Use the AWS Marketplace Logo to easily tell your customers that your software runs on AWS and is available in AWS Marketplace.</p>

AWS Marketplace logo on websites and landing pages

You're permitted to use the AWS Marketplace Logo on websites and landing pages. Please use them correctly as noted in the DO's and DON'Ts below.

DO place your logo above the AWS Marketplace logo, and do make your branding elements more prominent than the AWS Marketplace logo.

DO be creative with your own design. Create your own icons to represent your company and products.

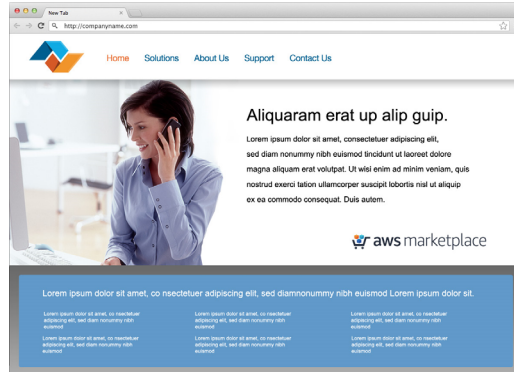
DO put your icons and logos on a plain background, and make sure there's plenty of white space around them.

DON'T put the AWS Marketplace Logo next to your own logo, or use ampersands, pluses, x signs, equal signs, or any other design elements to denote that you have listings in AWS Marketplace.

DON'T put any the AWS marketplace Logo on top of other images (such as patterns or textures). Do not use the AWS Marketplace Logo as decoration, or alter its shape or design.

DON'T include any crude humor or inappropriate messaging that could potentially insult customers.

DON'T place your logo lower on the page than the AWS Marketplace Logo.



AWS Marketplace Logo in email marketing

Use the AWS Marketplace Logo in email marketing campaigns as noted in the DO's and DON'Ts below.

DO place your logo above the AWS Marketplace logo, and do make your branding elements more prominent than the AWS Marketplace logo.

DO be creative with your own design. Create your own icons to represent your company and products.

DO put your icons and logos on a plain background, and make sure there's plenty of white space around them.

DON'T put the AWS Marketplace Logo next to your own logo, or use ampersands, pluses, x signs, equal signs, or any other design elements to denote that you have listings in AWS Marketplace.

DON'T put any the AWS marketplace Logo on top of other images (such as patterns or textures). Do not use the AWS Marketplace Logo as decoration, or alter its shape or design.

DON'T include any crude humor or inappropriate messaging that could potentially insult customers.

DON'T place your logo lower on the page than the AWS Marketplace Logo.



AWS Marketplace Logo in social media

The use of the AWS Marketplace Logo in social media is not permitted.

DO use the copy “AWS Marketplace” to describe solutions you sell in AWS Marketplace.

DO make your branding elements prominent.

DO create a unique design to make your company stand out.

DO put your icons and logos on a plain background for best readability.

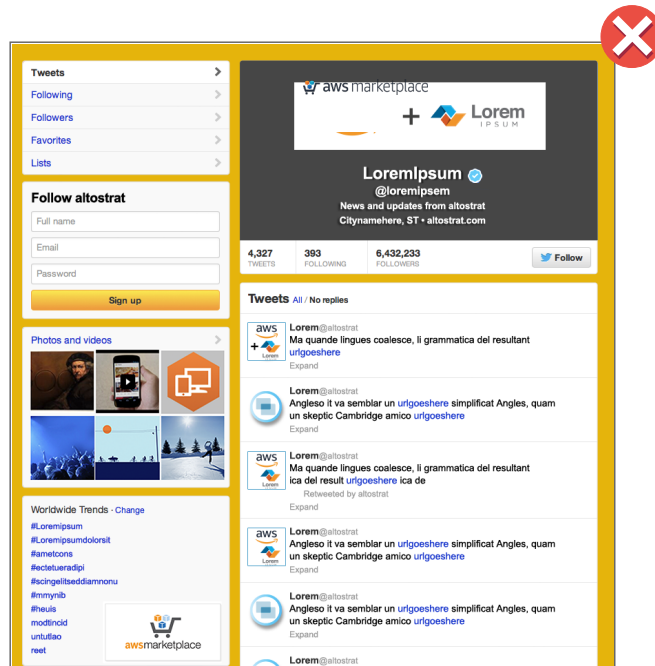
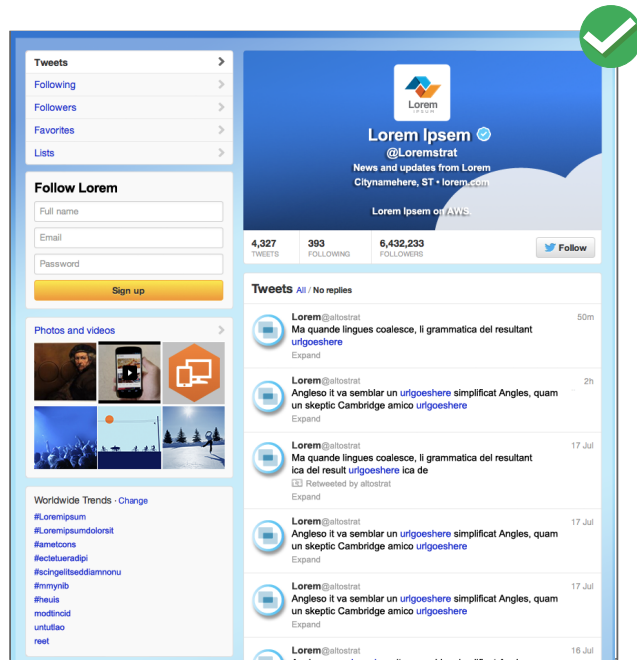
DON'T imply that your social post is endorsed by AWS.

DON'T use the AWS Marketplace Logo in social media.

DON'T create an illustration using AWS products or service icons.

DON'T use logos or copyrighted creative material from 3rd-party companies without approval.

DON'T include any crude humor or inappropriate messaging that could potentially insult AWS customers.



AWS Marketplace Logo in event assets

Use the AWS Marketplace Logo in event assets. Event assets include: Booth graphics, promotional items, session presentations, demos, architectural diagrams, or any printed or digital marketing assets. Reference the examples and DO's and DON'Ts on the following pages for design guidelines.

DO place your logo prominently, and put your logo on a plain background for best readability.

DO create a unique design to make your company stand out.

DO remember that Seller led events must be clearly branded and messaged as events delivered by Sellers.

DO follow the messaging guidelines outlined in this guide.

DO feel free to use the AWS Marketplace Logo as long as your logos and branding are prominent and the AWS Marketplace Logo is used correctly, as shown here.

DON'T use logos or copyrighted creative material from 3rd-party companies without approval.

DON'T use "Amazon," "Amazon Web Services," or "AWS" in the name of the event in any way so that it appears that the event is an AWS event.

DON'T claim that your company is "the best," "the first," "the only," "the leader," etc. unless it can be clearly substantiated by 3rd-party research.

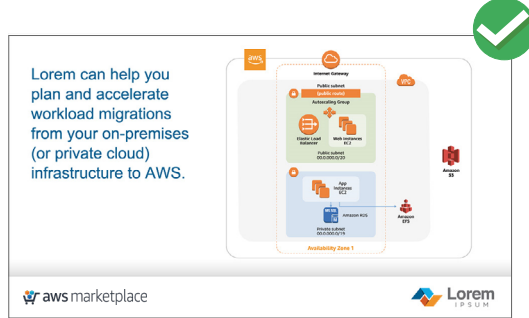
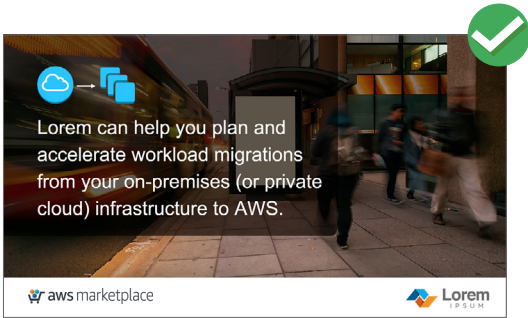
DON'T use ampersands, pluses, x signs, equal signs, or any other design elements to denote that you sell solutions in AWS Marketplace.

Booth Graphics

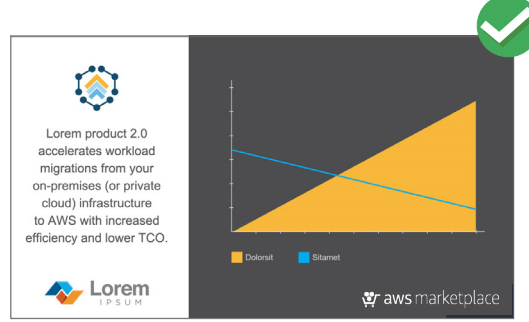
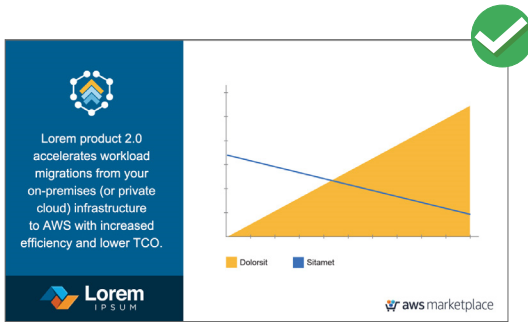


AWS Marketplace Logo in event assets

Session Presentations



Demos



Promotional Items



AWS Marketplace Logo in marketing assets

You can use the AWS Marketplace Logo within your AWS marketing assets. Marketing assets include, but are not limited to: Brochures, leaflets, data/sales sheets, white papers, case studies, or event promotions (such as ads or event invites). Reference the examples and DO's and DON'Ts below for design guidelines.

DO make your branding elements prominent, and place your logo above the AWS Marketplace Logo.

DO make the design creative to reflect your company branding.

DO use your own icons and logos to represent your company, products, or events.

DO follow the messaging guidelines outlined in this guide.

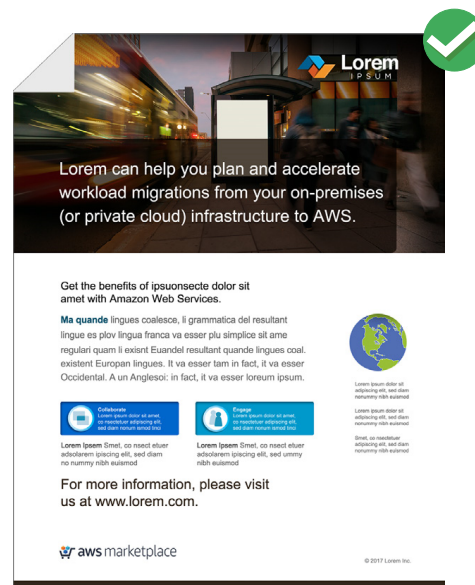
DO feel free to use the AWS Marketplace Logo (if needed) as long as your logos and branding are prominent and the AWS Marketplace Logo is used correctly, as shown here.

DON'T use "Amazon," "Amazon Web Services," or "AWS" in the name of the event in any way so that it appears that the event is an AWS event.

DON'T claim that your company is "the best," "the first," "the only," "the leader," etc. unless it can be clearly substantiated by 3rd-party research.

DON'T use ampersands, pluses, x signs, equal signs, or any other design elements to denote that you have listings in AWS Marketplace.

DON'T include the names or logos of other public clouds in marketing assets presented at AWS events.



AWS Marketplace Logo in online ads

Use the AWS Marketplace Logo and the Powered by AWS Logo in online ads correctly as noted in the DO's and DON'Ts and the examples below.

DO use simple language.

DO use a white background to let your message, graphics, and logos stand out.

DO have a clear, concise, and prominent call-to-action.

DO make the design creative and reflect your company.

DO refer to "AWS Marketplace" as text in copy to describe your listing in AWS Marketplace.

DO follow the messaging guidelines outlined in this guide.

DON'T bury your prospect's next steps with too many calls-to-action.

DON'T overwhelm your prospect with multiple images or colors, and do not use the AWS Marketplace Logo to create an illustration.

DON'T use technical jargon.

DON'T claim that your company is "the best," "the first," "the only," "the leader," etc. unless it can be clearly substantiated by 3rd-party research.

DON'T use ampersands, pluses, x signs, equal signs, or any other design elements to denote that your solutions are available in AWS Marketplace.



ONE CLICK GETS YOU THERE.
Dolor sit amet, erat voluet.

 aws marketplace



AWS Marketplace Logo in promotional items

Use the AWS Marketplace Logo in promotional items correctly as noted in the DO's and DON'Ts and the examples below.

DO make the design of your promotional items creative and reflect your company.

DO place your logo prominently, and put your logo on a plain background for best readability.

DON'T include any crude humor or inappropriate messaging that could potentially insult customers.

DON'T create an illustration using the AWS Marketplace Logo.

DON'T use the logos or copyrighted creative materials from 3rd-party companies without approval.

DON'T include the names or logos of other public clouds in promotional items at AWS-hosted events.

DON'T claim that your company is "the best," "the first," "the only," "the leader," etc. unless it can be clearly substantiated by 3rd-party research.



Resources

[AWS Marketplace 180-day GTM Academy »](#)

Self-service online portal providing GTM campaign guidance. Access from [AWS Marketplace Management Portal \(AMMP\)](#).

[AWS Marketplace Seller Management Portal »](#)

Sales and marketing management dashboard, offering many capabilities including marketing, reporting, and support functions.

[APN Messaging and Branding Guide »](#)

Provides guidance on building assets for campaigns, including AWS logos, icons, badges usage guidelines, general branding, and co-marketing guidelines to position your solution.

[APN Marketing Central »](#)

Provides marketing tools for Select tier (formerly Standard tier) and above APN Partners to generate demand for their solutions on AWS. (Log into the APN Partner Central and visit the Marketing Tab)

[APN Registration Portal »](#)

Register for the AWS Partner Network via the APN Registration Portal.



About AWS Marketplace

AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to find, test, buy, and deploy software that runs on AWS.