# aws marketplace

# AWS Marketplace Seller Go-To-Market Program Guide

# About this guide

#### **Audience**

This guide is for independent software vendors (ISVs) 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, 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 180-day GTM Academy (Self Service GTM) from 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.
- Improve GTM return on investment (ROI), by utilizing AWS Market Development funds (MDF) investments and access to AWS-led GTM Programs.
- Grow business by reaching a global audience by customizing campaign messaging, executing demand generation campaigns in multiple regions<sup>1</sup>, 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, also supported by an AWS Marketplace GTM Lead. In 2022, the APN Marketing Concierge Service – an agencyled 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 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. AWS Marketplace Readiness				
Invitation-only program	<b>✓</b>	<b>✓</b>	<b>✓</b>	
AWS Marketplace revenue commitment in 2022:				
Infrastructure Sellers: Gross Software Sales (GSS) commitment	\$50MM+	\$15MM+	\$2M+	
Vertical Sellers: Total Contract Value (TCV) commitment	\$50MM+	\$10MM+	\$2M+	
ADX Sellers: Total Contract Value (TCV) commitment	\$30MM+	\$3MM+		
<b>Revenue ownership:</b> CRO/Sales Leader and CMO ownership of AWS Marketplace revenue target	Required	Required	Preferred	
<b>Sales compensation:</b> Sales and Channel teams have compensation parity for all AWS Marketplace revenue	Required	Required	Preferred	
Paid public listing in AWS Marketplace <sup>1</sup>	Required	Required	Required	Required
<b>ACE participation:</b> Must participate in APN Customer Engagements (ACE) Program	Required	Required	Required	

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
2. Go-To-Market (GTM) Readiness				
<b>GTM strategy:</b> Seller has: 1) defined AWS Marketplace GTM strategy, aligned to the AWSMP sales goals documented in Seller sales plan and, 2) operational plan to progress GTM-driven leads and opportunities for transacting in AWS Marketplace	Required	Required	Preferred	
<b>GTM investment:</b> Budget commitment to invest in Seller-led and AWS-Seller "joint" GTM motion <sup>2</sup>	\$300K or more	up to \$75K	up to \$20K	
<b>GTM data sharing:</b> Share GTM performance data, on a monthly cadence, through AWS Marketplace Seller GTM reporting process <sup>3</sup>	Required	Preferred	Preferred	
GTM resourcing:				
GTM resource for AWS Marketplace GTM execution	Assigned	Assigned	Assigned	
Business Intelligence (BI) resource to track and share full-funnel performance data on GTM execution	Assigned	Assigned		
Sales resource to follow-up on GTM-driven leads for conversion to pipeline and wins	Assigned	Assigned		
<b>Customer success:</b> Publicly referencable customer reference(s)	3 or more	2 or more	1 or more	
<b>Joint Messaging and Promotion:</b> Must develop joint Seller and AWS Marketplace messaging <sup>4</sup> and commit to driving Seller-led/ioint GTM traffic to AWS landing page on Seller's website with call-to-action to AWS Marketplace	Required	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) <sup>2</sup>	Up to \$600K	Up to \$150K	Up to \$40K	
1.1a) Eligible for AWS Marketplace investment in Seller-led and AWS-Seller "joint" GTM activities (matching seller investment required) <sup>2</sup>	(up to \$200K)	(up to \$50K)	(up to \$10K)	
1.1b) Performance-based funds: Seller unlocks additional MDF in 2H'22, contingent on meeting 1H'22 GSS and execution milestones	(up to \$100K)	(up to \$25K)	(up to \$10K)	
1.2a) Eligible for AWS Marketplace investment in AWS-led demand generation programs (no seller investment required) <sup>5</sup>	(up to \$200K)	(up to \$50K)	(up to \$10K)	
1.2b) Performance-based funds: Seller unlocks additional MDF, contingent on converting Partner Shared Leads (PSLs) to opportunities and wins	(up to \$100K)	(up to \$25K)	(up to \$10K)	
Access to AWS Credits to support demand generation and free trial programs	Up to \$100K	Up to \$25K	Up to \$5K	
Joint annual GTM planning	✓			
Eligible for AWS-Seller "joint" case study	✓	✓	$\checkmark$	
AWS-Seller "joint" sales follow-up on Marketing Qualified Leads (MQLs) sourced from AWS-led campaigns	✓	✓	✓	

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
2. AWS-led Demand Generation				
Inclusion in AWS Marketplace Solutions	$\checkmark$	$\checkmark$	$\checkmark$	
Eligible for Thematic Webinar Campaign	$\checkmark$	$\checkmark$	$\checkmark$	

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
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 <sup>4</sup> ) to help accelerate Sellerled GTM - from onboarding Sellers into the program and providing guidance as you define your GTM goals, to selecting standardized third-party 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				
<b>180-day Go-to-Market (GTM) Academy:</b> Prescriptive guidance to AWS Marketplace Sellers on messaging development, campaign assets, and performance management modules, delivered through a self-service portal	✓	✓	✓	✓

	Premium GTM Package	Advantage GTM Package	Select GTM Package	Listed GTM Package
5. GTM and Business Enablement				
AWS Marketplace GTM Lead	Assigned	Assigned	vPMM <sup>6</sup>	
AWS Marketplace Category Lead or Business Development Lead (BD)	Assigned	Assigned	Assigned	Variable

#### **Notes:**

- 1. Transactable Paid Listing in AWS Marketplace for Sellers in Industry Verticals, BizApps, and Public Sector.
- 2. AWS Marketplace will reimburse 50% of the total eligible GTM investment by the Seller. Funds to be invested in Seller-led and AWS-Seller "joint" GTM activities.
- 3. Refer to AWS Marketplace Seller GTM Program Guide for details on AWS Marketplace Seller GTM Reporing Process (pages 23-25).
- 4. As outlined in AWS Marketplace 180-day Seller GTM Academy Messaging Positioning Framework (MPF) identifies target audience, key value proposition, customer pain points, and AWS product integrations.
- 5. 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.
- 6. Virtual Partner Marketing Manager (vPMM) is a third-party agency resource that helps Sellers onboard into the program and build, 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 three-pronged approach:

- AWS-led campaigns,
- · AWS-Seller "joint", 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 2022.

Participation in this program is based on AWS prioritization of category, solutions, customer use cases, and Seller's relevance to those. Please contact your Category Lead for more information.

### **AWS Marketplace Solutions**

AWS Marketplace Solutions is a foundational GTM program that facilitates solution discovery and education for AWS customers by aligning Sellers 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 2022. 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 2022 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 2022 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<sup>7</sup>, 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.

<sup>7.</sup> 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)
- Dedicated AWS Marketplace GTM Lead (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

Sellers are invited to the program and educated on the self-service tools and resources, building Seller GTM foundation in AWS Marketplace.

#### Activation

A vPMMs will guide Sellers as you define GTM goals and select from standardized, thirdparty agency demand generation packages.

#### Execution

A vPMM will work with Sellers and chosen agency to launch GTM campaigns specific to Seller objectives.

#### Tracking

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 (weekly or bi-monthly) 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.

#### <sup>(2)</sup> 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 checkin 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.

#### 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 on a monthly basis
- Determine lead nurture follow-up plan (if any) with your vPMM

#### 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 (Concierge Service) drives demand generation with Sellers with joint AWS MDF and Seller investments. Sellers participating in the AWS Marketplace Seller GTM Program in the Advantage and Select GTM packages (Startups are part of Select GTM package) receive AWS MDF investment based on the 50/50 co-funded model with different MDF reimbursement policies for Advantage and Select Sellers. Sellers in Advantage GTM package are eligible to receive up to \$75,000 and Select GTM package are eligible to receive up to \$20,000 in MDF. Please note that these amounts cover campaigns in all regions – NAMER, EMEA, and APJC. 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 hits the maximum amount of AWS MDF, (\$75,000 for Advantage GTM package and \$20,000 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.

For **Advantage GTM** package, a Seller will pay 100% of the campaign cost at the time of execution and delivery of services to the third-party agency. AWS will reimburse Seller though a 2-step process. In Step 1, AWS will reimburse 25% of the total campaign cost to the Seller at the time of the delivery of services. In Step 2, Seller will share the campaign results as defined in the AWS Marketplace Seller GTM Program Guide to get the remaining 25% of the campaign cost. bChannels<sup>7</sup>, the third-party agency commissioned by AWS to support Concierge Service, will process these payments on behalf of AWS once each of these two milestones are achieved. Sellers in Advantage GTM package can get up to \$75,000 in MDF.

For **Select GTM** package, a Seller will pay 50% of the total demand generation spend. bChannels<sup>7</sup>, through funds provided by AWS Marketplace, will pay 50% once services are delivered. Sellers in Select GTM package can get up to \$20,000 in MDF.

Payment will be made to third-party agencies, only on the eligible and **approved** 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 Seller using agencies offered through APN Marketing Central

#### Seller will cover 100% of the campaign cost and will invoice through bChannels (AWS c/o bChannels):

- Seller will pay the agency 50% up front before services are delivered
- Seller will pay the remaining 50% at the time services are delivered
- After campaign(s) has completed, bChannels will pay 25% at the time services are delivered
- The remaining 25% will be paid once qualified opportunities/leads have been identified. Sellers will have up to 6 months (2 full quarters) to provide opportunity/leads from campaigns.

#### Qualified leads/opportunities will be defined by the following criteria:

- For Private Offer/lead generation campaigns performance will be measured by Sales Qualified Leads or SQL qualified for BANT (Budget, Authority, Need, Timeline) and pipeline value
- For self-service campaigns performance will be measured by # of Unique Visitors (UV) landing on the targeted AWS Marketplace product page
- Campaign benchmarks are determined by the campaign goals outlined in GTM Plan (min. 50% of goal as set by SQL/PO or 50% of UVs)
  - 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.

<sup>7.</sup> 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. Make sure to address the invoice to "AWS Inc c/o bChannels Inc", 2701 N Thanksgiving Way, STE 100, Lehi, Utah 84043, United States and email to the <a href="mailto:vPMM">vPMM</a> and <a href="mailto:reimbursement@bchannels.com"</a>

- 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. bChannels will pay 25% once the campaign has been completed. Once the Seller provides qualified opportunities and leads, bChannels will pay the remainder 25% of the campaign.
- 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 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", 2701 N Thanksgiving Way, STE 100, Lehi, Utah 84043, United States and email to the vPMM and reimbursement@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 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 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. Seller will need to provide qualified opportunities and leads to receive full payment.
- 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 they 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.

Once in the APN Partner Central Portal:

- Go to Marketing tab (at the top)
- Select/Launch AWS Marketing Central
- Select Marketing Concierge (right side)
- Select AWS Marketplace (Get started)

### **AWS Marketplace Academy**

#### What is it?

AWS Marketplace GTM Academy provides self-service marketing resources and guidance to enable Sellers to build, activate, and track performance of demand generation campaigns.

#### Who is it for?

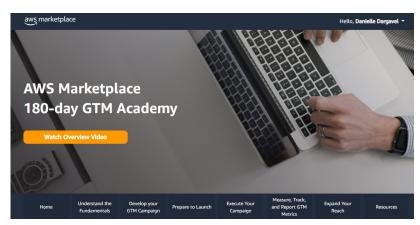
All AWS Marketplace Sellers and Consulting Partners. Specifically, the categories of Sellers we're trying to engage include:

- 1. Sellers that are new to AWS Marketplace and want to progress to the next level.
- 2. Sellers that are already in the GTM program, but they want to use the Academy resources.
- 3. Sellers not a part of the GTM program but want to use the self-service resources as a launchpad for growth.

#### What does it contain?

The GTM Academy contains a portal with videos, webcasts, exercises, templates, and a self-service workshop that allow Sellers to move through the materials at their own pace, and eventually become certified to execute on GTM campaigns in AWS Marketplace.

### How Sellers access the portal



#### Your roadmap to GTM success?

The 180-day GTM Academy provides Seller onboarding and self-service resources designed to help you build, activate, and measure demand generation campaigns for your offerings in AWS Marketplace.



#### Sellers registering for the first time

- 1. Login to AWS Marketplace Management Portal (AMMP) using Seller account.
- 2. Click on the 180-day GTM Academy link in the "Marketplace Resources" or the "Announcements" section to register.
- 3. Once registered, sign in at awsmarketplaceacademy.com.

#### Sellers returning to portal

1. Sign in at awsmarketplaceacademy.com.

### **180-day GTM Academy phases**

T-90	₹Ç <u>*</u>	Understand the Fundamentals	<ul> <li>Customer cloud adoption and AWS Marketplace value proposition</li> <li>Customer use case and messaging framework</li> <li>GTM strategy</li> </ul>
T-60	7	Develop Your GTM Campaign	<ul> <li>Campaign development, including KPIs and ROI, CRM and marketing automation, as well as lead management</li> <li>Asset development, including Level 1 and Level 2 foundational elements</li> </ul>
T-30	59	Prepare to Launch	<ul> <li>Campaign tactics, including promotional, nurturing, and retargeting tactics</li> <li>Sales enablement planning and resources</li> </ul>
			AWS Marketplace listing launch
			TWO Francestace totaling taunen
T+30	(\$)	Execute Your Campaign	<ul> <li>Build campaign assets, including promotional, nurturing, and retargeting assets</li> <li>Drive demand with paid search, social media, email, live events, and content syndication</li> </ul>
T+30 T+60	<b>(\$)</b>		Build campaign assets, including promotional, nurturing, and retargeting assets

### 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 Marketplace for a variety of different eligible marketing activities.
   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 a period of three months. The deadline to submit all forms and necessary paperwork is November 15, 2022. (November 15 is only applicable for Premium). Advantage/Select have until November 30, 2022.
- 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/Advantage Package: Work with AWS Marketplace GTM Lead to fill out AWS Marketplace Seller GTM Plan Template. Select Package: Using the APN Marketing Concierge Service, work with vPMM to define GTM goals. Select Sellers in this package are not required to develop an annual GTM plan. Advantage and Select Sellers 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. (Premium Sellers only).

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/Advantage GTM package) or to vPMMs (for Sellers in 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'2022 and the remaining 30% spent in 2H'2022)
- 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, 2022. (November 15 is only for Premium Sellers. Advantage and Select have until November 30, 2022).

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, 2022.

## 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 (GSS 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, 2022 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*		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	SECMIG022019	2/14/2019	45269021	02/15/2019	Japan	MQL	Valid	4567234	03/15/2019	sqo	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 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 (Advantage/Select also use tracking URL) 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. 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 or vPMM will approve the activity before you start the execution. Please note that only campaigns approved for AWS Marketplace qualify for MDF.

Eligible MDF Activities	Description	Best Practices for MDF Activity
Content development	Case study, e-book, whitepaper, solution brief, technical brief, messaging, video	<ul> <li>Tell us how you are going to use this content</li> <li>Will the whitepaper be displayed on your website as gated content? Through an e-mail marketing campaign?</li> <li>What's the plan beyond the creation of the content/literature?</li> </ul>
Paid media	Content, copy and creative for Display ads, banners, Search ads, SEO	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> <li>Keep your subject line short and concise</li> <li>Consider your target audience: what will be compelling to them? What will resonate?</li> <li>Include a clear call-to-action to your listing in AWS Marketplace</li> <li>Include an unsubscribe button and a link to your privacy policy</li> <li>Think about the timing of the campaign. When do you think sending out the campaign will be most effective?</li> <li>Keep the email short and clear</li> </ul>
Webinar, online events	<ul> <li>Slideware</li> <li>Webinar set up, hosting, platform management</li> <li>Landing page, registrations page, web copy</li> <li>Email copy for invite and follow up mail, template, execution</li> <li>Social media, copy, banners, creative</li> </ul>	<ul> <li>Include a clear call-to-action or promotional offer</li> <li>Consider recording your webinar for future use in marketing campaigns</li> <li>Keep the length around 30-60 minutes</li> </ul>
Industry conference event (in person or virtual)	Seller sponsors a third-party industry or technology conference to showcase your solutions in AWS Marketplace	<ul> <li>Look for third-party conferences where you can showcase your unique value</li> <li>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</li> <li>Look for events where you have the opportunity to engage customers at a physical or virtual booth or through a speaking / workshop session</li> </ul>
Seller-led customer event	Customer in-person or virtual networking events run by Seller focused exclusively on Seller's solution(s) in AWS Marketplace	The event content is primarily centered around the Seller's solution in AWS Marketplace  *** Social/recreational costs will not be covered

Eligible MDF Activities	Description	Best Practices for MDF Activity
Social Media	<ul> <li>Content and copy for social posts</li> <li>Organic social</li> <li>Paid social media</li> <li>Social post copy, creative, banner</li> </ul>	<ul> <li>Run your own campaign and use MDF to support your advertising costs from Google AdWords, LinkedIn, etc.</li> <li>Hire a third-party agency to execute an end-to-end campaign on your behalf</li> </ul>
Telemarketing	<ul> <li>Battlecard, sales call script, first call deck</li> <li>Telesales outreach (call down execution)</li> <li>Contact database (if offered by agency)</li> </ul>	
List purchase list development/ enhancement	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> <li>Story boarding, script writing</li> <li>Editing and production</li> <li>Promotion (e.g. social media, paid media, email, syndication, etc.)</li> </ul>	Video created to showcase your solution or offering in AWS Marketplace through a demo, customer success story, use case etc.
Content lead syndication	<ul> <li>Content development</li> <li>Paid digital ads, syndication via digital media publication</li> <li>Landing page for gated asset</li> <li>Leads associated with marketing campaigns</li> </ul>	
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> <li>Individual gifts and/or giveaways cannot exceed a total dollar value of \$5 USD per unit (max reimbursement is \$2.50 USD per unit)</li> <li>This includes swag, raffle items, thank you gifts</li> </ul>	

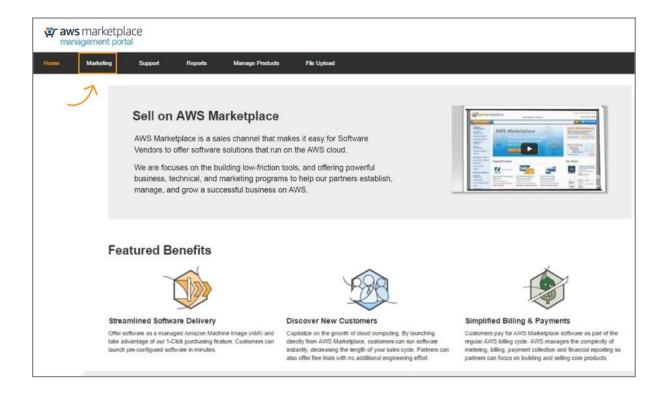
# Accessing the AWS Marketplace Seller Management Portal

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.

### Marketing Analytics Dashboard in AWS Marketplace Seller Management Portal



### **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.

#### 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

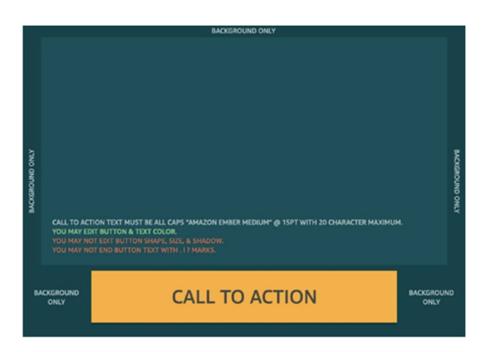
RESOLUTION

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
ТО	Customer@email.com
SUBJECT	Thank you for using <product name=""></product>

#### <Dear AWS Marketplace customer,>

- Introductory sentence such as "Thank you for subscribing to Big Data Analytics! See below for resources to help you get up and running quickly."
- 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."
- 3. 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"
- 4. 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.
- 5. Closing statement if desired. Recommend adding a customer review and provide a link to review page.

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)

Thank you again for your subscription, we appreciate your business

The <Product Name> Team and Amazon Web Services

### New product version email – content recommendations

	AWS Marketplace
ТО	Customer@email.com
SUBJECT	<product name=""> <version> released and now available</version></product>
	<dear aws="" customer,="" marketplace=""></dear>
	<ol> <li>Introductory sentence explaining the release of the product and the pricing models it applies to (Hourly, Monthly, BYOL).</li> </ol>
	2. Clearly list the main benefits of the new release which may include:
	New features, benefits and use cases
	<ul> <li>Increased performance and benefits</li> </ul>
	Support for new AWS instances or regions
	3. Instructions on how to upgrade:
	<ul> <li>Resources and documentation available with links         Example: "Upgrading the software is easy and more information including configuration and deployment steps is available at: www.companyname.com/productname/upgrade"     </li> </ul>
	<ul> <li>Support available for upgrading         Example: If you have any questions about upgrading, please us at: upgrade@ companyname.com     </li> </ul>
	<if about="" account="" any="" aws="" contact="" customer="" have="" or="" please="" questions="" service.="" services="" you="" your=""></if>
	<thank you,=""> <the aws="" marketplace="" team=""></the></thank>

### 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
ТО	Customer@email.com
SUBJECT	<product name=""> resources and support available</product>
	<dear aws="" customer,="" marketplace=""></dear>
	<product name=""> offers a broad range of resources and support to help you.</product>
	1. Short introduction on the resources available to your customer to help them deploy, configure and use the product.
	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"
	2. Details on available support with links and how to contact you directly 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.</product></company>
	<if 'your="" account'.="" adjust="" go="" modify="" or="" page="" software'="" subscription="" to="" under="" want="" you="" your=""></if>
	<if about="" account="" any="" aws="" contact<br="" have="" or="" please="" questions="" services="" you="" your="">AWS customer service.&gt; Link</if>
	<thank you,=""></thank>
	<the aws="" marketplace="" team=""></the>

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, cations, 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.

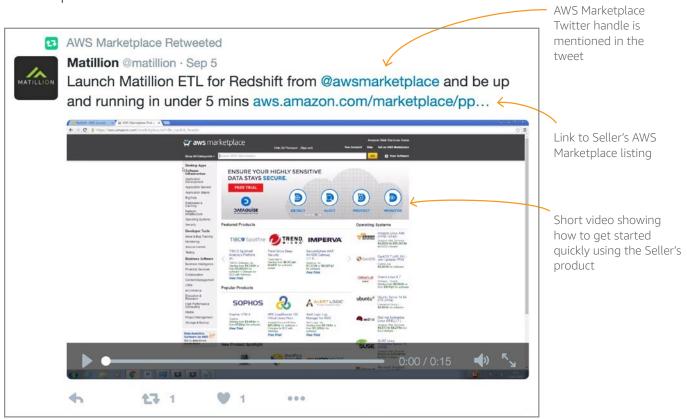
#### Social media

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
  - > 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



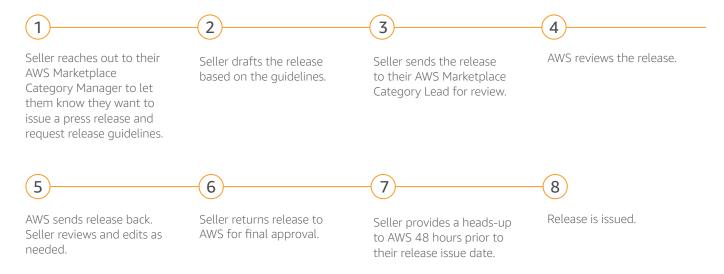
# GTM guidelines

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.

# PR guidelines

### 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. It's 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."

# 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 and approved by AWS Marketplace.

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

3

### **Review timeline and process**

accuracy.



Select sellers) or AWS Marketplace GTM Manager (for Premium and Advantage Sellers). AWS Marketplace reviews content for compliance with branding and legal guidelines and technical

AWS Marketplace sends the content back and Seller edits as needed. Seller returns final content to AWS Marketplace for final approval.

4

Content goes live with campaign.

5

Sellers must always follow all applicable guidelines contained in this document. Failure to not follow approval guidelines by AWS Marketplace, can result in decline of MDF funds.

# Logo guidelines

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**

To access the AWS Marketplace logo, please follow these steps:

- Login to APN Partner Central
- Select Marketing tab (at the top)
- · Select/Launch AWS Marketing Central
- Select Marketing Toolkit (right side)
- Select AWS Marketplace logos





# AWS-led and AWS Marketplace-led treatments

### **AWS Marketplace-led examples**

#### Landing page and webinar

- AWS Marketplace-led scenarios are when AWS Marketplace has primary control of content creation, messaging, and/or customer experience and wins customer opportunities.
- Place the AWS Marketplace logo in a primary layout location (for example, in the top left corner) to illustrate that AWS Marketplace leads the marketing scenario.
- Your logo is placed in a secondary layout location under the term "In collaboration with" (for example, on the right side, above the fold) to illustrate your supporting role in the scenario.
- · Up to five partners' logos can be included in the AWS Marketplace-led branding treatment.

#### Landing page



#### Webinar



### **AWS Marketplace-led examples**

Case study, whitepaper, and social ads

#### **Case study**



#### Whitepaper



#### Social ads





### Summary of AWS-led and AWS Marketplace-led treatments

#### Primary and interior page layout options

#### AWS-led and AWS Marketplace-led scenarios

- AWS-led marketing scenarios are when AWS has primary control over content creation, messaging, and/or the customer experience, and wins the customer opportunities.
- The AWS logo is placed in a primary layout location (for example, in the top left corner), as AWS leads in the marketing scenario.
- Your logo will be featured in a secondary layout location under the term "In collaboration with" to demonstrate how you work with AWS in this marketing scenario.
- Up to five partner logos are permitted to be shown in this branding treatment.
- This branding treatment also applies to AWS Marketplace-led marketing scenarios.
- Please follow the usage and specifications guidelines for each treatment.
- · Limit the use of badges or visual treatments that include the AWS smile to one per page.

#### Primary and interior page layout locations



#### Interior page treatments



Available in AWS Marketplace

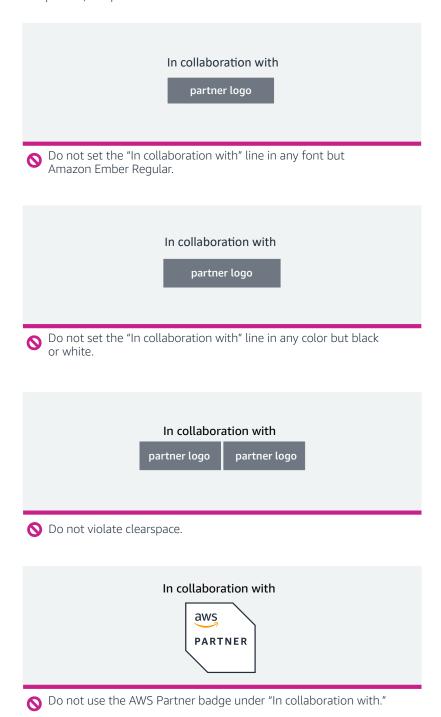
Available in AWS Marketplace

> Available in AWS Marketplace

### Misuse

#### Primary and interior page layout options

- · Shown on this page are examples of some design decisions that do not follow our branding style.
- Additionally, do not use outdated partner logos, and ensure that partner branding guidelines do not prohibit use of placement next to another partner/competitor.



### **Usage rules**

#### For AWS-led and AWS Marketplace-led scenarios:

- The cover page of AWS-led and AWS Marketplace-led assets will always leverage the respective AWS logo plus the term "In collaboration with" which includes between one and five partner logos under this term.
- AWS Partner badges cannot be used in place of the AWS Partner logo in any brand treatment for marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.
- The interior page layout location of AWS-led and AWS Marketplace-led marketing assets may include one of the brand treatments illustrated on page 47 of this guide per page, subject to usage rules for each treatment.
- Multiple badges are permissible in the same document. But, you're required to limit usage of one badge per page. If multiple badges are used, you may vary the types of badges, rather than using one type for all pages.
- · Social posts and ads may include the "In collaboration with" treatment with the partner's logo.
- The use of AWS Partner badges applies to partners who have met the requirements to access the AWS Partner badge. You can check your eligibility status in AWS Partner Central.
- Limit the use of badges or visual treatments that include the AWS smile to one per page.

# Co-branded treatments

### **AWS logo lockup**

#### Co-branded AWS logo lockup

- The co-branded treatment is restricted to marketing scenarios when AWS and partner(s) have equal investment and control over content, message and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement, or approval through AWS' established process.
- The AWS Marketplace logo shall not be used in co-branded treatments.
- Up to two partners' logos may appear in this branding treatment.
- Your AWS representative will submit co-branded requests on your behalf. Please allow 7-10 business days to hear back.

#### Co-branded logo lockup





### **Specifications**

#### Size and arrangements

#### **Co-branded arrangements**

- · Co-branded arrangements include the AWS logo and one or two partner logos.
- · A maximum of three logos are allowed within the standard and alternate co-branded scenarios.
- Replicate the clearspace described on this page when showing more than two partners.
- · Co-branded arrangements can only be used in social media channels when created and approved by AWS for ad use.
- · Construct the co-branded arrangement using the specifications described, then scale the arrangement as needed.

#### **AWS** logo size

• The AWS logo is 150px high.

#### **Pipe**

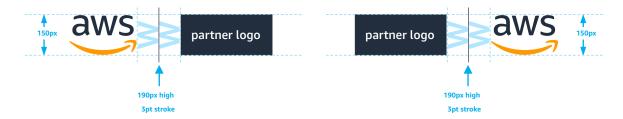
• The pipe is 190px high and has a 3pt stroke.

#### Partner logo sizing

• The area designated for your logo is determined by the height of the AWS logo.

#### **Standard arrangements**

- Align your logo top and bottom to the AWS logo.
- "w" from AWS logo is used to determine space between AWS, pipe, and partner logo.



#### **Multi-partner arrangements**

- Align partner logos top and bottom to the AWS logo.
- "w" from AWS logo is used to determine space between AWS, pipe, and the first partner logo.
- Additional partner logos use the "w" space without the pipe.



#### Color and clearspace

#### **Color and backgrounds**

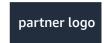
- AWS is colored either Squid Ink or White.
- Use the Squid Ink version of the AWS logo for white or light-colored backgrounds.
- Use the white AWS logo for black or dark-colored backgrounds.
- Make the divider line the same color as the AWS logo, depending on background.

#### Clearspace

- The minimum clearspace around the logo is equal to the height of the letter "a" in the AWS logo.
- The pipe is not included when measuring clearspace.
- Clearspace requirements are the same for all arrangements and color variations.

#### Squid ink version of AWS logo for use on white or light-colored backgrounds



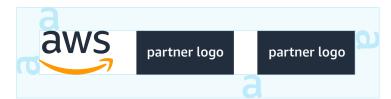


#### White AWS logo for use on black or dark-colored backgrounds



#### Clearspace





### **Examples**

#### Landing page and presentation

- The co-branded treatment is reserved for scenarios when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.
- Place the co-branded treatment in a primary layout location (for example, in the upper left corner).
- Be sure the co-branded treatment is consistent throughout all touchpoints.

#### **Landing page**



#### Presentation



### **Examples**

#### ebook, case study, whitepaper, and social ads

- The co-branded treatment is reserved for marketing scenarios when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.
- Place the co-branded treatment in a primary layout location (for example, in the upper left corner).
- Be sure the co-branded treatment is consistent throughout all touchpoints.

#### eBook



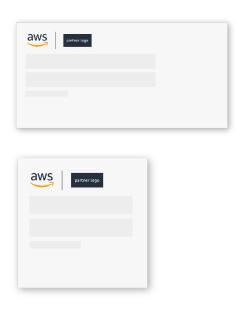
#### Case study



#### Whitepaper



#### Social ads



### **Summary of co-branded treatments**

#### Primary and interior page layout options

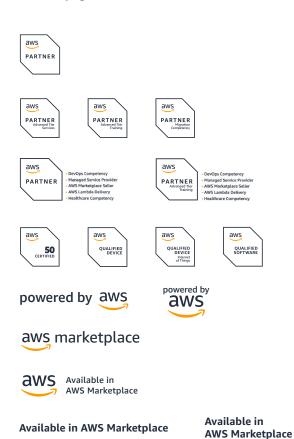
#### **Co-branded scenarios**

- The co-branded treatment includes the AWS logo, and one or two partner logos placed in a primary layout location (for example, in the top left corner). Its use is reserved for scenarios when AWS and partner(s) have equal investment in and control over content, message, and/or customer experience, and AWS has provided written permission to co-brand, either through a logo usage agreement or approval through AWS' established process.
- The AWS Marketplace logo shall not be used in co-branded treatments.
- Your AWS representative will submit co-branding requests on your behalf. Please allow 7-10 business days to hear back.
- Please follow the usage and specifications guidelines for each treatment.
- · Limit the use of badges or visual treatments that include the AWS smile to one per page.

#### Primary and interior page layout locations

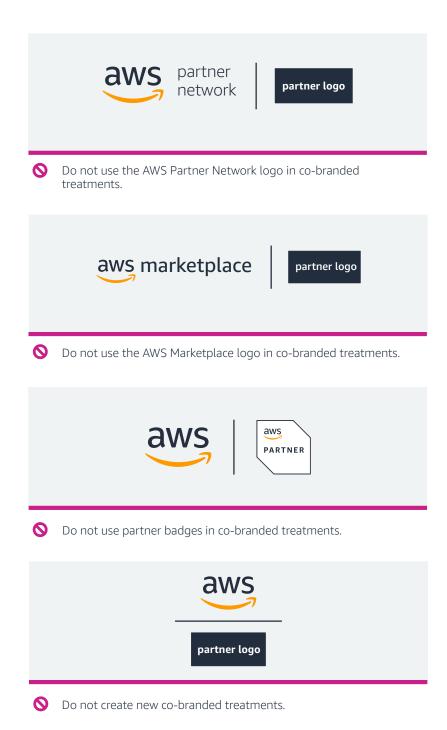


#### Interior page treatments



### Misuse

- Shown on this page are examples of some design decisions that do not follow our branding style.
- Do not use the co-branded treatment without express approval from AWS, requested by your AWS representative.



### **Usage rules**

#### For co-branded scenarios:

- The co-branded treatment is restricted for use in marketing scenarios when AWS and partner(s) have equal
  investment and control over content, message, and/or customer experience, and AWS has provided written
  permission to co-brand, either through a logo usage agreement or approval through AWS' established process.
- Once approved for use by AWS, the co-branded treatment may be used for joint marketing campaigns or jointly
  hosted event-specific promotions. Permission to use the co-branded treatment does not extend beyond the
  limited scope of a specific asset, campaign, or event.
- The co-branded treatment is allowed on the landing page, email, marketing assets, digital ads, and social media posts (only when AWS creates the posts) specific to the approved scenario's campaign or event.
- Broader use of the co-branded treatment on the AWS Partner's website is not allowed, except when linking to the campaign or event-specific website or landing page. Broader use beyond the specific campaign or event is not allowed.
- Assets produced within an approved co-branded campaign can be used at events, assuming that the assets are still current and are appropriate for use at the event.
- Use of the co-branded treatment in other event assets is heavily restricted and requires permission and approval from AWS.
- · The co-branded treatment may not be used on promotional items of any kind, including event giveaways.
- The AWS Marketplace logo shall not be used in co-branded treatments.
- AWS Partner badges cannot be used in place of the AWS Partner logo in any brand treatment for marketing assets, websites/landing pages, communications, email marketing, flyers, or invitations.
- The interior page layout location of co-branded marketing assets may include one of the brand treatments illustrated on page 56 of this guide per page, subject to usage rules for each treatment.
- · Multiple badges are permissible in the same document. But, you're required to limit usage of one badge per page.
- If multiple badges are used, you may vary the types of badges, rather than using one type for all pages.
- The use of AWS Partner badges applies to partners who have met the requirements to access the AWS Partner badge. You can check your eligibility status in AWS Partner Central.
- · Limit the use of badges or visual treatments that include the AWS smile to one per page.

# Working with our brand

### AWS Marketplace logo and Available in AWS Marketplace

When creating assets that include AWS Marketplace or "Available in AWS Marketplace" branding elements and marks, please adhere to our guidelines. You are permitted to use AWS logos worldwide per these guidelines, with the exception that they do not extend to mainland China. You are not permitted to actively promote the AWS logo in China where the Amazon Cloud Technologies logo must be used instead.

Explore these logos by visiting the Marketing Toolkit in AWS Partner Central.

#### **Color Variations**

- Two Color: Squid Ink & Amazon Orange
   This option may be used only on white or squid Ink backgrounds. (Note: "AWS" is reversed out in white for Squid ink backgrounds).
- One Color: Squid Ink
   This option may be used on light color backgrounds.
- One Color: White
   This option may be used on dark color backgrounds.

#### Clearspace

- The clear space is the area that should be free of other logos, text, or graphics. Use the height and width of the letter "a" in the logo.
- Horizontal and vertical space requires the full height and width of the "a" on either side as shown.

AWS Marketplace logo

### aws marketplace

The AWS Marketplace logo is our visual brand identity and is used in AWS Marketplace-led marketing scenarios.

#### Logo lockup clearspace



#### **Text only**

Available in AWS Marketplace Available in AWS Marketplace Available in AWS Marketplace



You can use either logo with text or the text treatment "Available in AWS Marketplace" to tell your customers that your software runs on AWS and is available in AWS Marketplace.

#### Logo with text clearspace



Amazon Ember bold Tracking: 0 Size: 10-12 pt Color: Squid ink or White Leading: Auto

### **Available in AWS Marketplace examples**

Websites, email, booth graphics, flyers, and demos

#### Websites and landing pages



#### **Email marketing**



#### **Booth graphics**



**Flyers** 



**Demos** 



# Messaging

### Put your audience first

#### DO:

- Emphasize "AWS Partner" and your specific partner designations to showcase what matters most to customers.
- · Highlight how your offering works with AWS.
- Make content educational, factual, and supported by data, sources, and references.
- · Only use images, graphics, and logos that you have appropriate corporate license or written permission to use.

#### DO NOT:

- Use "AWS" or any of the AWS trademarks within your domain name.
- Make claims around being "the best," "the first," "the only," "the leader," etc. unless it can be clearly substantiated by third-party research.
- Include any personally identifiable information (PII) of real people in your content, such as names, contact info, account numbers, and user names.
- Directly compare products or companies, compare companies' strengths or weaknesses, or define companies in any negative manner.
- Use AWS icons, logos, or badges next to your own logo, or other third-party logos.
- Use design elements (pipes, ampersands, pluses, x signs, equal signs, etc.) to denote

### Highlight how you work with AWS and AWS Marketplace

#### DO:

- Use the term "AWS Partner" to showcase your relationship with AWS.
- When using the term "AWS Partner," use "AWS Partner" in full in the first instance. Use the term "partner" for subsequent references in the same document.
- Use descriptions from the AWS website when describing AWS products and services.
- Showcase your expertise to your customers with program and partner tier designations using the terminology below. AWS no longer refers to partners as Consulting Partner or Technology Partner.
- When referring to AWS Marketplace, always include "AWS" before Marketplace. At no time, should the term "Marketplace" be used as a standalone 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.

#### Single designation examples

#### • AWS Advanced Tier Services Partner

- · AWS Advanced Tier Training Partner
- AWS Migration Competency Partner
- · AWS Partner with an AWS Qualified Device offering
- AWS Partner with an AWS Qualified Software offering

#### Multiple designation examples

- AWS Premier Tier Services Partner with an AWS Qualified Software offering and Migration Competency
- AWS Partner with Migration Competency and AWS Managed Service Provider designation
- · When referencing AWS Marketplace, the word "Marketplace" should always be one word and have a capital "M."
- 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.
- When referring to AWS Marketplace sellers, features, products, or benefits, you must use the phrasing "in" AWS Marketplace, not "on" AWS Marketplace.

#### DO NOT:

- Do not use the terms "partners," "partnering," "partnership," or "strategic alliance" to describe your relationship with AWS. Opt for language such as "agreement," "teamed," "in cooperation with," "working with," or "relationship."
- · When speaking about the cloud, do not refer to AWS as "AWS hybrid," "AWS hybrid cloud," or "ecosystem."
- When promoting your security solutions, do not use terms that create fear, uncertainty, or doubt, such as "exploit," "attack," "breach," or "hacker."
- For high-visibility assets used in AWS-led campaigns or at AWS events, such as booth graphics, session content, in-booth demos and videos, and display ads at AWS events, do not include the names or logos of other public cloud providers. If you prefer not to use AWS specifically, you may reference "the cloud," "your cloud," or "multi-cloud."
- Do not use the term "3rd-party" when referring to sellers in AWS Marketplace. Instead, please use "independent software vendors" (preferred), "software sellers," or "data providers." You can abbreviate "independent software vendors" to "ISVs" as long as it's not the first reference in the document.

## 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.

#### Getting started as an AWS Marketplace Seller »

Review the requirements to sell your solutions in AWS Marketplace. Then follow the steps to register as a seller.

aws marketplace

### **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.