Storefront User Guide

AWS Marketplace

AWS Marketplace: Storefront User Guide

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What is AWS Marketplace Storefront?

AWS Marketplace Storefront lets a Partner launch a branded procurement experience connected to AWS Marketplace, where the Partner curates a catalog of products, uses built-in capabilities to automate deal workflows, and routes transactions through an existing AWS Marketplace seller account. A storefront can show products from other Partners alongside the Partner's own AWS Marketplace products.

Key capabilities

- **Branded storefronts** - Create customized web storefronts with your branding, colors, and layout to present your AWS Marketplace products.
- **Multiple layout types** - Choose from Standalone, Embedded, E-Commerce, or Campaign layouts depending on your use case.
- **Product curation** - Import products from the AWS Marketplace public catalog or your own seller account listings, and organize them with tags, categories, and badges.
- **Buy With AWS integration** - Enable buyers to initiate procurement directly from your storefront, with requests routed to your team for offer creation.
- **Governance and approval** - Configure approval policies, buyer groups, and spending thresholds to control procurement workflows.
- **Connector integrations** - Connect to CRM systems (HubSpot), co-selling programs (AWS ACE), and communication platforms (Slack) for workflow automation.
- **Role-based access control** - Manage team permissions with predefined roles at the organization, account, and storefront levels.
- **Insights and reporting** - Track billed revenue, collections, disbursements, and agreement renewals.

Who uses Storefront?

User	Use case
ISV sellers	Create a branded catalog of their own products for direct sales through AWS Marketplace

User	Use case
Channel partners / Resellers	Build multi-vendor storefronts curating products from multiple sellers for their buyer community
Systems integrators	Create targeted storefronts for specific verticals, campaigns, or customer segments

How it works

1. **Create an organization** and connect your AWS Marketplace seller account.
2. **Build a storefront** by choosing a layout, importing products, and configuring design.
3. **Set up procurement** with Buy With AWS, governance policies, and approval workflows.
4. **Deploy** the storefront to make it accessible to buyers.
5. **Manage** ongoing operations through connectors, automation, and reporting.

Related services

- AWS Marketplace - The underlying marketplace where products are listed and transactions are processed.
- AWS Marketplace Private Offers - Custom pricing offered to specific buyers through Storefront's Buy With AWS workflow.

Getting started

To get started with AWS Marketplace Storefront, see Prerequisites.

Prerequisites

Before you begin using AWS Marketplace Storefront, ensure you meet the following requirements.

AWS requirements

- An active AWS account
- (Optional) AWS Marketplace seller registration. A seller account is not required to create and deploy a storefront. However, connecting a seller account enables you to import your own listings (including limited-visibility products) and link your storefront to your AWS Marketplace account for offer management. For more information, see Getting started as a seller in the AWS Marketplace Seller Guide.

Storefront requirements

- A valid business email address for account registration
- Organization administrator access (to create and configure storefronts)

Browser requirements

AWS Marketplace Storefront supports the following browsers:

- Google Chrome (latest two versions)
- Mozilla Firefox (latest two versions)
- Microsoft Edge (latest two versions)
- Safari (latest two versions)

Network requirements

- HTTPS (port 443) access to the Storefront management console
- No VPN or firewall restrictions blocking `*.your-storefront-domain.com` domains (for storefront preview and deployment)

Next steps

- Creating your account

Related topics

- AWS Marketplace Seller Guide

Organizations

Manage your organization's global settings, team members, security policies, and reusable storefront templates.

Organization settings

Organization settings control the global configuration for your AWS Marketplace Storefront account, including your organization name and general preferences.

The Organization Settings page contains the following tabs: General, Team, Security, SSO Configuration, Advanced, Connectors, and Storefront Template. The SSO Configuration tab is visible only to Owners.

To access organization settings

1. In the top-right corner, choose your profile avatar, then choose **Organization Settings**.
2. Choose the **General** tab.

Configurable settings

Setting	Description
Organization name	Your company or team name displayed across the console
Enable Custom Timezone (toggle)	Turn on to configure a custom timezone for your organization
Timezone (dropdown)	Timezone used for reports and notifications

To update organization settings

1. In the organization settings page, modify the desired fields.
2. Choose **Save**.

Changes take effect immediately across the console.

Organization structure

Your organization is the top-level container for:

- **Team members** - People who manage storefronts and accounts
- **Marketplace accounts** - Connected AWS Marketplace seller accounts
- **Storefronts** - The branded catalogs you build and deploy
- **Connectors** - Integrations with external systems (CRM, ITSM, etc.)
- **Storefront Templates** - Reusable storefront configurations

Related topics

- the section called “Managing team members”
- the section called “Security settings”
- Notification settings
- the section called “Storefront templates”

Managing team members

You can add, remove, and manage team members in your organization. Team members are the people who administer storefronts, manage marketplace accounts, and configure settings.

Organization roles

Roles are assigned per scope in the Edit User dialog. A user can hold roles in more than one scope. The dialog shows separate sections for Organization, Accounts, and Storefronts. When you select an admin role, the implied roles auto-select and the system disables the implied checkboxes. A user who self-registers receives the Viewer role by default.

Role	Capabilities
Owner	Full access to the organization. Highest role. At least one Owner must remain in the organization.
Admin	Full administrative access at the organization level.

Role	Capabilities
Viewer	Read-only access at the organization level.

Account roles

Role	Capabilities
Account Admin	Full access to the connected marketplace account. Selecting Account Admin auto-selects Listing Management, Offer Management, and Reporting Management.
Listing Management	Manage products and listings for the account.
Offer Management	Manage offers for the account.
Reporting Management	View reports for the account.

Storefront roles

Role	Capabilities
Storefront Admin	Full access to the storefront. Selecting Storefront Admin auto-selects Content Editor and Reporting Management.
Content Editor	Edit storefront content.
Reporting Management	View storefront reports.

To add a team member

1. In the top-right corner, choose your profile avatar, choose **Organization Settings**, then choose the **Team** tab.
2. Choose **+ Add User**.
3. Enter the team member's **Email address**.

4. In the Edit User dialog, assign roles for the relevant scopes. To grant organization access, choose Owner, Admin, or Viewer. To grant access to a specific marketplace account or storefront, assign roles in those sections.
5. Choose **Invite**.

The team member receives an email invitation. They must create an account (or sign in with SSO) to accept the invitation.

To change a team member's role

1. In the **Team** page, locate the team member.
2. Choose the **Role** dropdown for that member.
3. Choose the new role.
4. The change takes effect on the member's next action.

To remove a team member

1. In the **Team** page, locate the team member.
2. Choose the actions menu and choose **Remove**.
3. Confirm the removal.

The member immediately loses access to the organization. Their active sessions are terminated.

Notes

- At least one Owner must remain in the organization at all times.
- Removing a member does not delete data they created (storefronts, listings, etc.).
- Team members can belong to one organization. To grant access to multiple organizations, use separate email addresses.
- Pending invitations that have not been accepted can be revoked from the Team page.

Related topics

- the section called “Organization settings”

- the section called "Setting up single sign-on for your organization"
- RBAC and custom roles

Security settings

Security settings let you configure two-factor authentication for your organization.

To access security settings

1. In the top-right corner, choose your profile avatar, choose **Organization Settings**, then choose the **Security** tab.

Available settings

Two-factor authentication

Enforce two-factor authentication for all team members:

1. Enable **Require Two-Factor Authentication for users**.
2. All team members are prompted to configure two-factor authentication on their next sign-in.

Team members can complete setup with Google Authenticator or Microsoft Authenticator in about a minute.

Notes

- Security settings apply to the management console only. They do not affect buyer access to published storefronts.
- Changes to security settings take effect immediately for new sign-in attempts. Existing sessions continue until they expire.

Related topics

- the section called "Setting up single sign-on for your organization"
- the section called "Managing team members"

Setting up single sign-on for your organization

Single sign-on (SSO) lets your organization members sign in to AWS Marketplace Storefront with your identity provider. AWS Marketplace Storefront supports Okta and Azure Entra ID. Only organization Owners can configure SSO.

To configure organization SSO

1. Choose your profile avatar in the top-right corner, choose **Organization Settings**, then choose the **SSO Configuration** tab.
2. Turn on **Enable SSO**.
3. For **Identity Provider**, choose Okta or Azure Entra ID.
4. Enter the **Client ID** and **Client Secret** from your identity provider application.
5. For Okta, enter the **Domain** (for example, yourcompany.okta.com). For Azure Entra ID, enter the **Tenant ID**.
6. Choose **Save**.
7. Choose **Test Connection** to verify the configuration. The page shows the date of the last connection check.

Related topics

- the section called “Managing team members”
- the section called “Security settings”

Storefront templates

Storefront templates allow you to save a storefront's configuration as a reusable template. You can then create new storefronts from a template to replicate design settings, product selections, and configurations without manual setup.

What is saved in a template

A template captures:

- Layout type and design settings (colors, logo, theme)
- Product selection criteria

- Tag structure
- BWA configuration
- Vendor settings

A template does not capture:

- Deployment state or URL
- Analytics data
- Order history
- Storefront SSO configuration. For setup, see the section called “Setting up single sign-on for a storefront”.
- Governance policies (groups, segments)

To create a template from a storefront

1. Navigate to the Storefronts list page.
2. Hover over the storefront tile you want to use as the basis for the template.
3. Choose the three vertical dots (more options) in the top-right corner of the tile.
4. Choose **Clone**.
5. In the Clone dialog, from the **What would you like to do?** dropdown, choose **Create storefront template**.
6. Enter a name for the template.
7. Choose **Create**.

The template is saved to your organization's template library using the configuration of the selected storefront.

To create a storefront from a template

1. Choose your profile avatar in the top-right corner, choose **Organization Settings**, then choose the **Storefront Templates** tab.
2. Choose the template you want to use.
3. Enter a name for the new storefront.

4. Choose **Create**.

The new storefront is created with all template settings pre-applied. You can modify any settings before deploying.

Sharing templates

You can share templates with other organizations or team members by email invite.

To share a template

1. In the **Storefront Template** page, locate the template.
2. Choose the actions menu and choose **Send Invite**.
3. In the **Share Storefront Template** dialog, enter the recipient's email address.
4. Choose **Send Invite**.

The recipient receives an email with a link to import the template.

To import a shared template

1. Open the shared template link from the email invitation.
2. Sign in to your organization (if not already signed in).
3. Choose **Import Template**.
4. The template is added to your organization's template library.

To edit a template name

1. In the Storefront Template page, find the template you want to edit.
2. Choose the edit button.
3. Modify the name. You can also add a description.
4. Choose **Save**.

To delete a template

1. In the **Storefront Template** page, locate the template.

2. Choose the actions menu and choose **Delete**.
3. Confirm the deletion.

Deleting a template does not affect storefronts that were created from it.

Related topics

- Creating a storefront
- Cloning a storefront
- the section called “Organization settings”

Marketplace accounts

Connect and manage your AWS Marketplace seller accounts.

Topics

Account setup

Connect and manage your AWS Marketplace seller accounts in the Storefront console.

Connecting your AWS Marketplace account

You can connect your AWS Marketplace seller account to AWS Marketplace Storefront. Connecting an account enables you to import your own product listings, create offers, manage agreements, and track metering data directly from the Storefront console.

Prerequisites

- An active AWS Marketplace seller account
- AWS IAM permissions to create CloudFormation stacks in your account
- Owner or Admin role at the organization level.

To connect your AWS Marketplace seller account

1. In the organization main window, choose **Create Account**.
2. Enter the account **Name**, choose the cloud provider (AWS), and choose the account type (Seller). Choose **Continue**.
3. Enter your **AWS Account ID** and choose **Confirm**.
4. Choose **Launch Stack**. This opens the AWS CloudFormation console in a new tab.

5. In the CloudFormation console, run the CloudFormation template. After the stack creation completes, go to the Outputs tab and copy the IAM Role ARN.
6. Return to the account setup page. Paste the IAM Role ARN in the Seller Account Setup and Configuration section.
7. Choose **Start Discovery**, then choose **Start** in the console.
8. Return to the CloudFormation console. Go to Resources and copy the DFKMSKey ARN.
9. Return to the account page and paste the DFKMSKey ARN in the designated field.
10. Submit the Data Feed Storage Configuration on AWS Marketplace. This is required for the data feed to deliver to your account.
11. After the data feed configuration is confirmed, choose **Continue**, then choose **Create Account**.

Your seller account appears in the navigation pane and begins syncing marketplace data (listings, offers, agreements, and reports).

What connecting enables

Capability	Without account	With connected account
Import public marketplace products	Yes	Yes
Import your own listings (including limited)	No	Yes
Create private offers	No	Yes
View agreements and entitlements	No	Yes
Track metering and usage	No	Yes
View disbursements and revenue	No	Yes
Co-selling / ACE integration	No	Yes

Multiple accounts

You can connect multiple AWS Marketplace seller accounts to a single organization. Each account appears separately in the navigation and maintains its own listings, offers, and agreements.

Related topics

- the section called "Account dashboard"
- the section called "Account settings"
- Creating a SaaS listing

Account dashboard

The account dashboard provides an overview of your AWS Marketplace activity, including active subscriptions, revenue, opportunities, and key metrics.

Dashboard widgets

When you open a connected marketplace account, the dashboard displays the following widgets:

- Billed GSS
- Private offers
- Active subscriptions
- Reseller authorizations
- Listings
- Free trials
- Days sales outstanding
- Partner Revenue
- AWS Fee

Business overview charts

The Business Overview card displays tabs for Private Offers, Active Subscribers, and GSS as a line chart. The Goals panel shows GSS Goal and PO Goal with an Edit Goals action.

To customize the dashboard

Use the time-period selector to change the date range displayed. The T12M value represents trailing 12 months.

The Widgets button at the top right of the metrics card lets you customize which widgets are displayed. Several widgets show split counts, for example Reseller authorizations (Active and Expired).

Notes

- Dashboard data refreshes when you navigate to the page. It does not auto-refresh.
- Revenue and disbursement data may have a 24-48 hour delay from AWS Marketplace.
- If no account is connected, the dashboard shows a prompt to connect your account.

Related topics

- Connecting your AWS Marketplace account
- the section called “Account settings”
- Billed revenue

Account settings

Account settings let you configure your connected AWS Marketplace account's metadata, notification preferences, and team access within the Storefront console.

To access account settings

Open your connected account, then choose the Settings tab. The account page contains four tabs: Notifications, Metadata, Team, and Settings.

General settings

Setting	Description
Account name	Display name for this account in the console
AWS Account ID	Your 12-digit AWS account ID (read-only after connection)
Connection status	Current status of the API connection
Last synced	Timestamp of the most recent data sync

Notification preferences

On the Notifications tab, choose + Add to create a notification rule. Each rule has a Name, a Resource, and a Webhook.

Related topics

- Connecting your AWS Marketplace account
- the section called "Account dashboard"
- Managing team members

Listings

Create and manage your AWS Marketplace product listings from the Storefront console.

Creating a SaaS listing

You can create a SaaS product listing for AWS Marketplace directly from the Storefront console. The listing wizard guides you through each step of the product configuration.

Prerequisites

- A connected AWS Marketplace seller account
- Seller registration approved by AWS Marketplace
- Account Admin or Listing Management role on the connected account.

To create a SaaS listing

1. In your connected account, choose **Products**.
2. Choose **Add listing**.
3. Choose one of the following product types:
   - SaaS Contract
   - SaaS Subscription
   - AMI (hourly or hourly-annual)
   - Clone Existing Listing

Container and Professional Services are visible but disabled.

4. Complete each section of the listing wizard:
5. Review the listing summary.
6. Choose **Submit for Review**.

The listing enters a pending state while AWS Marketplace reviews it. You receive a notification when it is approved or if changes are required.

General information

- **SKU** - The product SKU identifier
- **Vendor** - The vendor name
- **Website** - The product website URL
- **Title** - The name buyers see in AWS Marketplace
- **Product Description** - Detailed product description
- **Short Product Description** - Brief summary of the product
- **Product Logo URL** - S3 URL for your product logo. This field accepts an S3 URL.
- **Product Video Link** - URL to a product video

Pricing

Configure the pricing model for your SaaS product:

- **Pricing dimensions** - Define the units buyers are charged for (for example, users, API calls, GB)
- **Contract terms** - Choose from the following durations:
  - Monthly
  - 1 Year
  - 2 Years
  - 3 Years

After your product is published to Limited, you cannot change the number of pricing dimensions or the dimension names.

For more information about pricing models, see Pricing in the AWS Marketplace Seller Guide.

Notifications

In the Notifications section, choose a value from the **Select Notification** dropdown (default: None).

Notes

- Listing creation through the console uses the AWS Marketplace Catalog API. Ensure your connected account has the required IAM permissions.
- You can save a draft at any point and return to complete it later.
- After a listing is active, you can update it by creating a new version.

Related topics

- Creating a Multi-Product Solution
- the section called "Using listing templates"
- the section called "Managing tags and categories on products"

Creating a Multi-Product Solution

A Multi-Product Solution listing groups multiple related products into a single solution offering. Buyers can discover and evaluate the complete solution from one listing page, then procure individual components.

Prerequisites

- A connected AWS Marketplace seller account
- 2 to 7 active product listings to include in the solution
- Account Admin or Listing Management role on the connected account.

To create a Multi-Product Solution

1. In your connected account, choose **Products**.
2. Choose **Create Listing**.
3. Choose **Multi-Product Solution** as the product type.
4. Complete each section:

5. Review the solution summary.
6. Choose **Submit for Review**.

Products

Choose the products that make up this solution:

1. Choose **Add Product**.
2. Search for and choose products from your active listings.
3. For each product, add a **Role description** explaining how it fits in the solution.
4. Arrange products in the display order.

Use cases

Describe how buyers use the solution:

1. Choose **Add Use Case**.
2. Enter a **Title** and **Description** for each use case.
3. Add up to 3 use cases.

Promotional media

Add visual content to showcase the solution:

- **Architecture diagram** - Upload a diagram showing how components work together
- **Demo video** - Link to a product demonstration video
- **Screenshots** - Upload up to 5 screenshots

Additional resources

Link supporting materials:

- Whitepapers
- Case studies
- Implementation guides

- Documentation links

Notes

- Products included in a Multi-Product Solution must be active AWS Marketplace listings.
- The solution listing does not change the pricing or procurement of individual products. Buyers still procure each product separately.
- You can update the products included in a solution after it is published.

Related topics

- the section called “Creating a SaaS listing”
- the section called “Using listing templates”
- Sharing products

Using listing templates

Listing templates pre-populate common fields when creating a new product listing, reducing setup time for products that share similar configurations.

To use a template during listing creation

1. In your connected account, choose **Products**.
2. Choose **Add listing**.
3. At the top of the Add listing form, open the **Search Template - optional** dropdown and choose a template. The selection populates the form.
4. Complete the remaining required fields and submit.

Available templates

Templates are based on common listing configurations:

- Standard SaaS listing
- Usage-based SaaS listing

- Contract SaaS listing
- AMI listing (basic)
- Multi-Product Solution

Notes

- Templates pre-populate fields but do not lock them. You can change any pre-filled value.
- Templates are managed at the organization level. Contact your Admin to request new templates.

Related topics

- the section called “Creating a SaaS listing”
- Storefront templates

Managing tags and categories on products

You can assign tags and categories to your products to improve discoverability in your storefronts and help buyers find relevant products.

Tags vs. categories

Feature	Tags	Categories
Scope	Storefront-level (specific to each storefront)	Product-level (applies across all storefronts)
Purpose	Filter navigation within a storefront	Product classification and search
Assignment	Assigned in the storefront Tags tab	Assigned during product creation or edit

To assign categories to a product

1. In your connected account, choose **Products**.
2. Choose the product to edit.

3. In the **General** section, set **Product Category 1** (required), and optionally **Product Category 2** and **Product Category 3**.
4. Choose **Save**.

To add custom tags to a product

Custom tags provide additional metadata for use in storefront filtering:

1. Choose the product to edit.
2. Choose **Tags**.
3. Choose **Add Tag** and enter a tag name (for example, "enterprise," "starter-friendly," "compliance").
4. Choose **Save**.

These tags are available for assignment when configuring storefront tag filters.

Tag dialog

You can also manage tags in bulk from the product list view:

1. In the **Products** page, choose one or more products using the checkboxes.
2. Choose **Manage Tags** from the actions menu.
3. Add or remove tags for the selected products.
4. Choose **Apply**.

Related topics

- Managing tags
- Categories and badges
- the section called “Setting listing visibility”

Setting listing visibility

You can control whether a product is publicly visible on AWS Marketplace or limited to specific buyers. Visibility settings determine who can discover and access your products.

Visibility options

Visibility	Description
Public	Visible to all buyers on AWS Marketplace and in your store fronts
Limited	Limited products are only visible to allowlisted AWS accounts. This includes the seller account that you are signed in to.
Restricted	Existing users can continue to use the product. The product is no longer visible to the public or available to new users.

To change product visibility

1. In your connected account, choose **Products**.
2. Choose the product.
3. Choose **Update Visibility** from the actions menu.
4. In the **Update Listing Visibility** dialog, choose **Public**, **Limited**, or **Restricted**.
5. Choose **Update**.

Limited products in storefronts

Limited-visibility products can still be displayed in your storefronts. This is useful for:

- Partner-exclusive products that should not appear on the public AWS Marketplace
- Pre-launch products shared with select buyers
- Internal tools available only to your organization's buyer community

To include limited products in a storefront:

1. Open the storefront's **Selection** tab.
2. Choose the **My Products** source tab.
3. Limited products from your connected account appear here alongside public products.
4. Choose the limited products to include.

Notes

- Changing visibility does not affect existing agreements or active subscriptions.
- Limited products are accessible via direct URL even if not in a storefront.
- Visibility changes may take a few minutes to propagate across AWS Marketplace.

Related topics

- Importing products
- the section called “Managing tags and categories on products”
- Sharing products

Offers and agreements

Create private offers and manage agreements, subscriptions, and metering for your connected account.

Creating offers

You can create private offers for specific buyers from the Storefront console. Private offers provide custom pricing, terms, and payment schedules tailored to individual buyer needs.

> **Note**
>
> Private offers aren't supported for discontinued products.

Prerequisites

- A connected AWS Marketplace seller account
- At least one active product listing
- Account Admin or Offer Management role on the connected account.

Offer types

The console provides offer generators for each pricing model:

Generator	Description
SaaS Contract	Fixed-term contract with defined quantities per pricing di mension
SaaS Subscription	Usage-based subscription with pay-as-you-go pricing
AMI	Amazon Machine Image with hourly or annual pricing

To create a private offer

The offer creation process is a multi-step wizard with Cancel, Prev, and Next controls.

1. In your connected account, choose **Offers**.
2. Choose **Create Offer**.
3. Choose a **Select ISV** value (default Self) and a **Select Product** value.
4. Enter one or more buyer AWS account IDs in **Buyer(s) - AWS account ID(s)** (maximum 24 IDs; your account is added automatically).
5. Enable the **Flexible payment schedule** checkbox to enable fixed units and allow buyers to pay for this product in installments.
6. Choose **Next** to proceed to subsequent wizard steps for pricing, contract duration, EULA, and offer details.
7. Review the offer summary.
8. Choose **Create Offer**.

The offer is created in AWS Marketplace and the buyer receives a notification to review and accept it.

Product and pricing

- **Pricing dimensions** - Configure quantities and prices per dimension
- **Contract duration** - Set the offer duration (monthly, 1-year, 2-year, 3-year)
- **Payment schedule** - Configure upfront, installment, or on-demand payment

Offer details

- **Offer name** - Internal name for tracking
- **Offer expiration** - Date the offer expires if not accepted
- **EULA** - Attach end-user license agreement (use standard or custom)
- **Custom fields** - Additional terms or metadata

Offer statuses

Status	Description
Pending	Created, waiting for buyer to accept
Accepted	Buyer accepted the offer
Expired	Offer expired before buyer action
Declined	Buyer declined the offer

Related topics

- Cloning offers
- the section called "Downloading offer PDFs"
- Offer generators

Downloading offer PDFs

You can download a PDF version of any private offer for record-keeping, internal approvals, or sharing with buyers outside of the AWS Marketplace console.

To download an offer PDF

1. Choose **Download PDF** from the actions menu.
2. In the **Download PDF** dialog, Offer Details (Overview; Pricing and payment; customer contact information) is included by default and cannot be disabled.

3. Optionally choose **Metadata**, **EULA and Terms of Service**, or **Buyer Instructions**.
4. Choose **Download**.

Use cases

- **Internal approval workflows** - Share the PDF with finance or legal teams before sending to the buyer.
- **Record keeping** - Archive accepted offers for audit purposes.
- **Buyer communication** - Send the PDF to buyer contacts who may not have AWS Marketplace console access.

Notes

- PDFs reflect the offer state at the time of download.
- If the offer is modified after download, the PDF becomes outdated. Download a new copy after changes.
- PDF generation is available for offers in any status.

Related topics

- the section called “Creating offers”
- Cloning offers

Viewing agreements

The Agreements section shows all active and historical agreements associated with your connected AWS Marketplace account.

To view agreements

1. Choose the **Agreements** tab in the account top-tab bar (alongside Offers, Offer Templates, Selling Authorizations, and Bundles).
2. The agreement list displays the following columns:

Column
Agreement ID
Offer ID
Status
Offer Accepted On
Agreement Start Date
Agreement End Date

3. Use the status tabs (**All**, **Active**, **Expired**), the **Search** field, and the **Sync**, **Refresh**, and **Export** controls to find agreements.

Agreement detail view

Choose an agreement to open its details in a side drawer. The drawer displays the following fields:

- Agreement ID
- Offer ID
- Proposer ID
- Acceptor ID
- Offer Name
- Product Name
- Status
- Agreement type
- Duration
- Product Type
- Offer Accepted On
- Start Time
- Ends On

- Product ID
- EULA document
- Auto renewal
- Purchase Amount
- AWS listing fee (%)
- Net
- Renewal

The drawer also includes a Metadata section.

Related topics

- the section called “Viewing active subscriptions”

Viewing active subscriptions

The Metering section shows all active subscriptions with usage data for your metered products. Opening Metering lands you on the Active Subscriptions tab.

To view active subscriptions

1. In your connected account, choose **Metering**.
2. The subscription list displays the following columns:

Column
Agreement ID
Offer ID
Proposer ID
Acceptor ID
Offer Name
Product Name

3. Use the tabs (**Active Subscriptions**, **All**, **Failed**, **Verified**, **Scheduled**) and the **Search** field to find subscriptions. Choose **+ Add New** to add a metering record.

Subscription detail view

The detail view shows:

Section	Information
Overview	Subscription ID, buyer, product, status, dates
Usage	Current period usage by dimension
Metering history	Previous submissions with timestamps and amounts
Billing	Invoiced amounts and payment status

Notes

- Active subscriptions reflect real-time data from AWS Marketplace Metering Service.
- Usage data updates as metering records are submitted (either by your application or via scheduled metering).
- Subscriptions cancelled by the buyer remain visible with a "Cancelled" status for historical reference.

Related topics

- the section called “Managing scheduled metering”
- the section called “Viewing agreements”

Managing scheduled metering

You can schedule metering submissions for your usage-based products directly from the Storefront console. Scheduled metering automates the process of reporting buyer usage to AWS Marketplace.

To view scheduled meterings

1. In your connected account, choose **Metering**.
2. Choose the **Scheduled** tab.
3. The list displays the following columns:

Column
Agreement Identifier
Customer AWS Account ID
Product Title
Schedule Start Time
Status
Records Submitted

To create a scheduled metering rule

1. In the **Scheduled** tab, choose **+ Add New**.
2. The form opens inline. Configure the following fields:
   - **Product Title**
   - **Customer AWS Account ID**
   - **Dimension API ID**
   - **Quantity**
3. Use the **Schedule** toggle to enable a one-time scheduled submission. Use the **Recurring Schedule** toggle to enable repeated submissions at a defined interval.
4. Choose **Submit**.

To edit a scheduled metering

1. Choose the scheduled rule.

2. Choose **Edit**.
3. Modify the configuration.
4. Choose **Submit**.

To pause or resume

1. Choose the scheduled rule.
2. Choose **Pause** to temporarily stop submissions, or **Resume** to restart.

Paused rules do not submit metering records until resumed.

Error handling

If a scheduled metering submission fails:

- The status changes to **Error**.
- An error detail message indicates the reason (for example, invalid dimension, subscription cancelled).
- You receive a notification (if configured).
- The system retries on the next scheduled interval unless the subscription is no longer valid.

Notes

- Scheduled metering submits to the AWS Marketplace Metering Service on your behalf using your connected account credentials.
- Metering records must be submitted within 6 hours of the usage event. Ensure your schedule frequency matches your reporting needs.
- For high-volume metering, consider using the API directly from your application.

Related topics

- the section called “Viewing active subscriptions”
- Billed revenue

Co-selling and partners

Manage co-selling opportunities and channel partner selling authorizations.

Managing co-selling opportunities

You can track, update, and manage your co-selling opportunities from the Co-Selling Opportunities page. The page provides a pipeline view of all opportunities.

To view opportunities

1. In your connected account, choose **Co-Selling Opportunities**.
2. The opportunities table displays the following columns:
   - Source
   - Status
   - Stage
   - Opportunity ID
   - Customer Company Name
   - Project Title
3. Use the All Opportunities dropdown to filter; the Source column shows whether an opportunity is AWS-originated or partner-originated.
4. The following filters are available:
   - Search
   - All Opportunities dropdown
   - Sync
   - Refresh
5. Status values are: Pending Submission, Submitted, and Approved.

To view additional details

The opportunity detail view includes:

- **Activity history** - Timeline of stage changes and updates
- **AWS feedback** - Comments or guidance from AWS (for accepted opportunities)
- **Related offers** - Private offers created for this opportunity

- **Contacts** - Customer and AWS contacts associated

Opportunity pipeline

The pipeline summary at the top of the Co-Selling Opportunities page shows the following cards:

- All Opportunities
- AWS Originated
- Partner Originated
- Estimated pipeline revenue
- WIN rate
- Validation rate

Notes

- Opportunities synced with ACE follow AWS co-selling program rules. See your partner agreement for eligibility requirements.
- Received opportunities (from AWS) may include referral benefits or technical support offers.
- Archiving an opportunity removes it from the active view but retains it for reporting.

Related topics

- Creating co-selling opportunities
- AWS ACE connector
- Co-selling automation

Selling Authorizations

Selling authorizations allow you to authorize channel partners to resell your products through their own storefronts or directly to their buyers via Channel Partner Private Offers (CPPO).

To view selling authorizations

1. In your connected account, choose **Selling Authorizations**.
2. The list displays:

- Authorization ID
- Partner name and AWS Account ID
- Product name
- Status (Active, Expired, Revoked)
- Authorization date
- Expiration date

To create a selling authorization

1. Choose **Create Authorization**.
2. Complete the form:
   - **Partner AWS Account ID** - The reseller's 12-digit AWS account ID
   - **Product** - Select the product to authorize for resale
   - **Pricing** - Set the wholesale price or discount for the partner
   - **Duration** - How long the authorization is valid
   - **Terms** - Any additional resale terms or restrictions
3. Choose **Create**.

The partner receives notification and can begin creating CPPOs for your product.

Managing authorizations

- **Revoke** - Cancel an active authorization. The partner can no longer create new CPPOs, but existing agreements remain active.
- **Extend** - Extend the expiration date of an authorization.
- **Edit** - Modify pricing or terms (applies to future CPPOs only).

Notes

- Selling authorizations are managed through the AWS Marketplace Catalog API. Ensure your connected account has the required permissions.
- For more information about how CPPO works, see Channel Partner Private Offers in the AWS Marketplace Seller Guide.

Related topics

- Creating offers
- Connecting your AWS Marketplace account

Storefronts

Create, design, configure, and deploy storefronts.

A storefront can show products from other Partners alongside your own AWS Marketplace products.

Topics

Creating and deploying storefronts

Create, clone, deploy, and link storefronts to publish your catalog to buyers.

Creating a storefront

You can create a new storefront to curate and publish a catalog of AWS Marketplace products for your buyers. Each storefront is a dedicated, branded web page where buyers browse, evaluate, and procure products through AWS Marketplace.

Prerequisites

- An active AWS Marketplace Storefront organization
- At least one connected AWS Marketplace seller account
- Owner or Admin role at the organization level, plus Storefront Admin on the target storefront.

To create a storefront

1. In the navigation pane, choose **Accounts & Storefronts**.
2. Choose **Create storefront**.

3. Enter a **Name** for the storefront.
4. (Optional) Turn on **Use GenAI to build storefront** to generate initial content automatically.
5. Choose **Create**.

   The storefront is created in draft state. You can now configure design, products, tags, and deployment settings.

Next steps

After creating a storefront, you typically:

- Configure the design and layout
- Import products to your storefront catalog
- Set up tags and filters for navigation
- Configure Buy With AWS for procurement
- Deploy the storefront

Related topics

- the section called "Cloning a storefront"
- Layout types

Cloning a storefront

You can clone an existing storefront to create a copy with the same design settings, product selections, and configuration. Cloning is useful when you need to create a similar storefront for a different audience or region without starting from scratch.

Prerequisites

- An existing storefront in your organization
- Storefront Admin role on the source storefront.

To clone a storefront

1. In the navigation pane, choose **Accounts & Storefronts**.

2. Locate the storefront you want to clone.
3. Choose the actions menu on the storefront card, then choose **Clone**.

   The actions menu on a storefront card contains Edit, Clone, and Delete.
4. Enter a **Name** for the cloned storefront.
5. Choose **Clone**.

   The new storefront is created in draft state with all settings copied from the source storefront. You can modify any settings before deploying.

What is cloned

The following settings are copied to the new storefront:

- Layout type and design configuration
- Color theme and branding
- Product selections
- Tag structure and filters
- BWA (Buy With AWS) configuration
- Vendor settings

What is not cloned

- Deployment status (clone starts in draft)
- Analytics data
- Order history
- Storefront SSO configuration (must be reconfigured). For setup, see the section called “Setting up single sign-on for a storefront”.

Related topics

- the section called “Creating a storefront”
- Storefront templates

Deployment

After configuring your storefront's design, products, and settings, you deploy it to make it accessible to buyers. Deployment publishes the storefront at its configured URL.

Storefront states

State	Description
Draft	Storefront is being configured. Not accessible to buyers.
Deployed	Storefront is live and accessible at its URL.
Disabled	Storefront was previously deployed but is now taken offline.

To deploy a storefront

1. Open the storefront and choose the **Checkout & Deployment** tab.
2. Turn on the **Deploy your storefront** toggle, then choose **Save**.
3. The storefront becomes accessible at `https://<name>.storefront.marketplace.aws.com`.

Storefront URL

By default, your storefront is accessible at:

```
https://<name>.storefront.marketplace.aws.com
```

The subdomain is derived from the storefront name.

Use the **Update domain** field to change the subdomain for your storefront URL.

The following controls are available for the storefront URL:

- **Open link** – Opens the storefront URL in a new browser tab.
- **Copy link** – Copies the storefront URL to your clipboard.
- **Share link** – Generates a shareable link for distribution to buyers or stakeholders.

Buy with AWS toggles

On the **Checkout & Deployment** tab, the **Buy with AWS** toggle enables Buy with AWS for the storefront. The **Buy with AWS banner** toggle controls whether the Buy with AWS banner is displayed. Both toggles default to enabled.

To disable a storefront

1. Open the storefront and choose the **Checkout & Deployment** tab.
2. Turn off the **Deploy your storefront** toggle, then choose **Save**.
3. The storefront is taken offline. Buyers who visit the URL see an unavailable message.

You can re-deploy a disabled storefront at any time without losing configuration.

Updating a live storefront

Changes made to a deployed storefront (design, products, tags) take effect immediately after saving. There is no separate re-deploy step. Buyers see updates as soon as you save them.

Related topics

- the section called “Creating a storefront”
- the section called “Linking and embedding”
- the section called “Setting up single sign-on for a storefront”

Linking and embedding

You can manage listing relations for your storefront on the Linking tab.

Managing listing relations

On the **Linking** tab, choose **Add new link** to manage relations between listings. The **Listings linked to main** list shows the linked listings.

Related topics

- the section called “Deployment”
- Layout types

Setting up single sign-on for a storefront

You can enable single sign-on (SSO) so buyers sign in to a storefront with your identity provider. AWS Marketplace Storefront supports Okta and Azure Entra ID.

To configure storefront SSO

1. Open the storefront, then choose the **SSO Configuration** tab.
2. Turn on **Enable SSO**.
3. For **Identity Provider**, choose Okta or Azure Entra ID.
4. Enter the **Client ID** and **Client Secret** from your identity provider application.
5. For Okta, enter the **Domain**. For Azure Entra ID, enter the **Tenant ID**.
6. Choose **Save**.
7. Choose **Test Connection** to verify the configuration.

Related topics

- the section called "Deployment"
- the section called "Setting up single sign-on for your organization"

Design and layout

Choose a layout type and customize your storefront's design, branding, and content sections.

Layout types

When you create a storefront, you choose a layout type that determines the structure, appearance, and deployment model. Each layout type is designed for a specific use case.

Available layout types

Under **Layout Style**, the following options are available:

Standalone

A full-page storefront deployed on a dedicated domain or subdomain. Use this layout when you want an independent storefront that functions as its own web destination.

Embedded

A storefront designed to integrate within an existing web page through an iframe. This layout preserves your current website architecture while adding commerce capabilities to a designated section.

Ecommerce

A product-grid layout with a shopping-style browsing experience. This layout includes a banner section and optimized product tiles for high-volume catalogs.

Campaign

A landing-page layout optimized for demand generation and targeted marketing. This layout includes hero sections, featured product highlights, resource sections, and value proposition elements.

Changing the layout type

You can change the layout type at any time before or after deployment. When you change the layout type, the storefront restructures to match the new layout. Product selections and tag configurations are preserved.

1. Open the storefront and choose the **Design** tab.
2. Under **Layout Style**, choose a different layout option.
3. Choose **Save**.

Filter panel styles

Under **Options**, the **Filters** control offers **Compact** and **Accordion**. The **Products Size** control offers **Small**, **Medium**, and **Large**.

Product tile sizes

You can control the size of product tiles on the storefront home page:

- **Small** - Compact tiles, more products visible per row.
- **Medium** - Balanced tile size (default).
- **Large** - Prominent tiles with more detail visible.

Related topics

- Creating a storefront
- the section called "Color and theme customization"
- the section called "Campaign layout"
- the section called "E-Commerce layout"

Campaign layout

The Campaign layout creates a landing-page style storefront optimized for demand generation, product launches, and marketing campaigns. It includes configurable sections for hero content, featured products, video, value propositions, and resources.

Campaign layout sections

A Campaign storefront is composed of the following sections, each independently configurable:

Hero section

The top banner area that provides the first impression for visitors.

- **Headline** - Primary message
- **Sub headline** - Supporting text
- **Banner url** - Upload or provide a URL for the banner image
- **Favicon url** - Upload or provide a URL for the favicon

Logo

The logo configuration for the Campaign layout header. See the section called "Logo and home button" for field details.

Home button

The home button configuration for the Campaign layout header. See the section called "Logo and home button" for field details.

Product section

The Product section has a **Section header** field; the default value is Featured Products.

Video and value proposition

An optional section to communicate key benefits through video and structured messaging.

- **Video embed URL** - Embed a video (YouTube, Vimeo, or direct URL)
- **Value Proposition** - Up to 4 benefit statements with icons or short descriptions

For more information, see the section called “Video and value propositions”.

Resources section

A section to link external content such as whitepapers, case studies, or documentation. Each resource card has the following fields:

- **Title**
- **Description**
- **Link label**
- **Link URL**

To configure a Campaign layout

1. Open the storefront and choose the **Design** tab.
2. Choose **Campaign** as the layout style.
3. Configure each section using the form panels that appear:
    - Complete the **Hero section** fields
    - Configure the **Product section**
    - (Optional) Add a **Video embed URL** and **Value Proposition** entries
    - (Optional) Add **Resources**
4. Choose **Save**.
5. Preview the storefront to verify the layout before deploying.

Related topics

- the section called “Layout types”
- the section called “Video and value propositions”

- the section called “Color and theme customization”

E-Commerce layout

The E-Commerce layout provides a product-grid browsing experience with a banner section, optimized for storefronts with large catalogs where buyers compare and evaluate multiple products.

E-Commerce layout features

- **Banner Section** - A configurable header area with branding and messaging
- **Product grid** - A responsive grid of product tiles with filtering and sorting
- **Filter sidebar** - Category and tag-based filtering for quick navigation
- **Search** - Full-text search across product titles and descriptions

To configure an E-Commerce layout

1. Open the storefront and choose the **Design** tab.
2. Choose **Ecommerce** as the layout style.
3. Configure the **Banner Section**:
    - **Main headline** - The primary heading text for the banner
    - **Welcome message** - Supporting text displayed below the headline
    - **Headline overlay size (%)** - The percentage of banner width the headline occupies
    - **Headline alignment** - Position the headline to the left, center, or right
4. Configure **Product grid settings**:
    - Choose the default product tile size (Small, Medium, or Large)
    - Configure the number of products per row
    - Enable or disable price display on tiles
5. Choose **Save**.

When to use E-Commerce layout

Use this layout when:

- Your catalog contains many products
- Buyers need to browse, compare, and filter across categories
- You want a familiar shopping experience with minimal custom content sections

For storefronts with fewer products or where marketing messaging is more important, consider the Campaign layout or Standalone layout.

Related topics

- the section called “Layout types”
- Importing products
- Categories and badges

Color and theme customization

You can customize the color palette of your storefront to match your organization's branding. Access the **Colors** section on the Design tab to configure your storefront colors.

Configurable color elements

The following color elements are configurable:

- **Primary Color**
- **Button Color**
- **Headline Color**

To customize colors

1. Open the storefront and choose the **Design** tab.
2. Scroll to the **Colors** section.
3. For each color element, choose the color square to open the color picker. The color picker provides an HSV gradient and a hue slider.
4. Choose **Save** to apply the color.

Best practices

- Maintain sufficient contrast between text and background colors for readability.
- Use your organization's primary brand color for the Primary Color setting.
- Test colors on both desktop and mobile viewports.

Related topics

- the section called “Layout types”
- the section called “Logo and home button”

Logo and home button

You can configure a custom logo and home button for your storefront header. The logo represents your organization's brand, and the home button provides navigation back to the storefront's main page or an external URL.

To configure the logo

1. Open the storefront and choose the **Design** tab.
2. In the **Logo** section, enter the **Logo url**. Paste the URL or choose **Upload** to upload an image.
3. Choose **Save**.

The logo appears in the top-left corner of the storefront header.

Logo requirements

- Format: PNG, SVG, or JPEG
- Suggested size: 50-200 x 50 px.
- Must be hosted on a publicly accessible URL (HTTPS)

To configure the home button

The home button appears in the storefront header and provides a click-through destination.

1. Open the storefront and choose the **Design** tab.

2. In the **Home Button** section, configure the following fields:
   - **Redirect logo URL** - The destination URL when buyers choose the logo
   - **Open in existing tab** - When enabled, the link opens in the current browser tab instead of a new tab
3. Choose **Save**.

Related topics

- the section called “Color and theme customization”
- the section called “Layout types”
- the section called “Privacy policy”

Privacy policy

The Privacy Policy section has an enable toggle and three fields: **Privacy Policy URL**; **Footer Disclaimer**; **Form Disclaimer**.

To configure the privacy policy

1. Open the storefront and choose the **Design** tab.
2. In the **Privacy Policy** section, use the toggle to enable the feature, then complete the following fields:
   - **Privacy Policy URL** - Enter a link to your organization's privacy policy page.
   - **Footer Disclaimer** - Enter disclaimer text for the storefront footer.
   - **Form Disclaimer** - Enter disclaimer text displayed on forms.
3. Choose **Save**.

Notes

- Providing a privacy policy is recommended for all storefronts that collect buyer information or use cookies.
- The Privacy Policy URL must be publicly accessible (HTTPS).
- The link opens in a new browser tab when buyers choose it.

Related topics

- the section called “Logo and home button”
- Deployment

Video and value propositions

You can add video content and structured value proposition statements to your storefront. These elements help communicate benefits to buyers and are available in the Campaign and Standalone layout types.

Value Proposition Section

Use the toggle on the right to enable or disable this section.

1. Open the storefront and choose the **Design** tab.
2. In the **Value Proposition Section**, enter the **Video embed URL**.

   Supported sources:

   - YouTube (embed URL format)
   - Vimeo
   - Direct video file URL (MP4)
3. Choose **Save**.

The video appears as an embedded player in the designated section of the storefront.

Adding value propositions

Value propositions are short benefit statements displayed alongside the video or in a dedicated section. They communicate why buyers should use your storefront.

1. Open the storefront and choose the **Design** tab.
2. In the **Value Proposition** section, add up to 4 entries. For each entry:
   - **Title** - A short headline
   - **Description** - One to two sentences explaining the benefit
3. Choose **Save**.

Display behavior

- On Campaign layouts, value propositions appear in a dedicated section below the hero and video.
- On Standalone layouts, value propositions appear below the product catalog section.
- On Embedded and E-Commerce layouts, value propositions are not displayed.

Related topics

- the section called “Campaign layout”
- the section called “Layout types”

Product catalog

Add products to your storefront and organize them with categories, badges, and tags.

Importing products

You can add products to your storefront from the AWS Marketplace public catalog, from your own seller account listings, or by creating custom entries.

Product sources

Source	Description
AWS Marketplace	Browse and choose from publicly available AWS Marketplace listings
My Listings	Choose from your connected seller account's products, including limited-visibility listings
Custom	Manually create product entries or group listings

To import products from the public marketplace

1. Open the storefront and choose the **Selection** tab.

2. Choose the **AWS marketplace** card from the marketplace cards row on the Selection tab.
3. Browse or search for products. Use the search bar and the left-rail filter sections to narrow results. The following filter sections are available:
   - **TAGS FILTERS**
   - **AWS FILTERS**
   - **MY LISTINGS FILTERS**

   Use the **Show selected only** checkbox to display only products you have already chosen.
4. For each product you want to add, choose **Use this product** on the product card.
5. Selected products appear in your storefront catalog automatically.

To import from your seller account

1. On the Selection tab, use the **MY LISTINGS FILTERS** section in the left rail to filter to your seller account products. This is a filter section, not a separate tab.
2. Your connected seller account's products are displayed, including limited-visibility listings that are not publicly searchable.
3. Choose **Use this product** on the product card for each product to include in your storefront.

To create custom entries

1. Choose the **Custom** tab.
2. Choose **Add Product** to create a manual listing entry.
3. Fill in the product details (name, description, image URL, link).
4. Choose **Save**.

Prerequisites

- To access **My Listings**, you must have a connected AWS Marketplace seller account. See Connecting your AWS Marketplace account.
- Products from the public marketplace are available without a seller account.

Related topics

- the section called "Bulk catalog import"
- Suggested products
- the section called "Categories and badges"

Bulk catalog import

You can import multiple products to your storefront at once using a CSV file. This is useful when you need to add a large number of products or migrate an existing catalog.

CSV template

Download the CSV template from the Bulk Update panel on the Selection tab.

To import products in bulk

1. Open the storefront and choose the **Selection** tab.
2. On the Selection tab, scroll to the **Bulk Update** panel and choose **Download template** to get the CSV.
3. After you complete the CSV, choose **Upload file**.
4. The system validates the CSV and displays a preview of products to import.
5. Review the preview and choose **Import**.

Imported products are added to your storefront catalog.

CSV format requirements

- The supported format is CSV.
- First row must contain column headers matching the template
- Required columns vary by marketplace (refer to the downloaded template)
- Product identifiers must match existing marketplace listings
- For large datasets, split the data into multiple files.

Error handling

If the CSV contains invalid rows:

- Valid rows are imported successfully.
- Invalid rows are listed in an error summary with the reason for failure.
- You can correct errors and re-import the failed rows.

Related topics

- the section called “Importing products”
- the section called “Categories and badges”
- the section called “Managing tags”

Categories and badges

You can organize products in your storefront using categories and badges. Categories group related products for navigation, and badges provide visual indicators that highlight product attributes.

Categories

Categories appear in the storefront's filter panel and help buyers navigate large catalogs.

To create a category

1. Open the storefront and choose the **Selection** tab.
2. Choose **Manage Categories**.
3. Choose **Add Category**.
4. Enter the category **Name** and optional **Description**.
5. Choose **Save**.

To assign products to categories

1. Choose a product in the catalog.
2. In the product detail panel, choose **Categories**.
3. Choose one or more categories from the list.

4. Choose **Save**.

Products can belong to multiple categories.

Badges

Badges are visual labels that appear on product tiles in the storefront. Use badges to highlight attributes like "New," "Featured," "Best Value," or custom labels.

To create a badge

1. Open the storefront and choose the **Selection** tab.
2. Choose **Manage Badges**.
3. Choose **Add Badge**.
4. Configure the badge:
   - **Label** - Text displayed on the badge
   - **Color** - Badge background color
5. Choose **Save**.

To assign badges to products

1. Choose a product in the catalog.
2. In the product detail panel, choose **Badges**.
3. Choose one or more badges to display on the product tile.
4. Choose **Save**.

Related topics

- the section called “Importing products”
- the section called “Managing tags”

Managing tags

Tags provide a flexible filtering system for your storefront. Buyers use tags to narrow the product catalog by attributes such as category, use case, industry, or deployment model.

Tags tab structure

The Tags tab has two side-by-side sections, **Tags list** (with **Add Tag** and **Import**) and **Tags' categories list** (with **Add Category** and **Import**), plus a Tags and Categories relationship table at the bottom.

To create a tag

1. Open the storefront and choose the **Tags** tab.
2. Choose **Add Tag**.
3. Enter the tag **Name**.
4. Choose **Save**.

To assign tags to products

1. In the **Tags** tab, locate the tag you want to populate.
2. Drag products from the untagged product list into the tag container. Alternatively, choose the tag and choose products from the assignment dialog.
3. Products immediately appear under that tag in the storefront's filter panel.

To edit a tag

Choose the inline pencil icon next to the tag name to edit it. Modify the **Name** or assigned products, then choose **Save**.

To delete a tag

Choose the inline trash icon next to the tag to delete it. Products previously assigned to this tag remain in the catalog but are no longer associated with the deleted tag.

Tag display in the storefront

- Tags appear in the storefront's filter sidebar.
- Buyers can choose one or multiple tags to filter the catalog.
- The order of tags in the filter panel is determined by drag-and-drop ordering. See the section called “Drag-and-drop tag ordering”.

Related topics

- the section called “Drag-and-drop tag ordering”
- the section called “Categories and badges”

Drag-and-drop tag ordering

You can control the order in which tags appear in the storefront's filter panel by dragging and dropping tags into your preferred sequence.

To reorder tags

1. Open the storefront and choose the **Tags** tab.
2. Choose and hold the drag handle (the six-dot icon on the left of a card), drag the card to the new position, then release.
3. The new order is saved automatically.

The System Tags row is pinned and cannot be reordered.

How ordering affects the storefront

- Tags are displayed in the filter panel in the order you configure.
- The first tag in the list appears at the top of the filter panel.
- Buyers see tags in this exact order when browsing the storefront.

Tips

- Place your most important or frequently used tags at the top.
- Group related tags together.
- Reordering does not affect product assignments. Products remain tagged regardless of tag order.

Related topics

- the section called “Managing tags”
- the section called “Categories and badges”

Buy With AWS

Configure the Buy With AWS procurement widget, its form fields, and currency settings.

Configuring Buy With AWS

Buy With AWS (BWA) is the procurement widget that enables buyers to initiate purchases directly from your storefront through AWS Marketplace. When configured, buyers can subscribe to products, accept offers, and complete procurement without leaving the storefront experience.

Prerequisites

- A deployed storefront with at least one product
- A connected AWS Marketplace seller account (for private offer creation)

To configure Buy With AWS

1. Open the storefront and choose the **Checkout & Deployment** tab.
2. In the **Buy With AWS** section, enable the BWA toggle.
3. Configure the following settings:
4. Choose **Save**.

Field configuration

The default fields on the procurement request form are:

- **AWS Account ID**
- **Company Name**
- **Contact Full Name**
- **Contact Email**

You can add custom fields specific to your workflow.

Currency settings

Configure which currencies are available for offers created through BWA:

1. In the **Currency** section, select the supported currencies.
2. Set the default currency for new offers.

Role-based access

Storefront-level roles control who can manage Buy With AWS requests. Storefront Admin manages Buy With AWS requests, edits storefront content, and views reports. Content Editor edits storefront content. Reporting Management views storefront reports. Assign these roles in the Edit User dialog under the Storefronts scope.

BWA workflow

When a buyer initiates a purchase through BWA:

1. Buyer chooses **Buy With AWS** on a product in the storefront.
2. Buyer fills in the configured fields (AWS Account ID, Company Name, Contact Full Name, Contact Email).
3. The request is submitted to your team.
4. Your team creates a private offer in AWS Marketplace for the buyer.
5. Buyer receives the offer and completes acceptance through AWS Marketplace.

Related topics

- the section called “Currency settings”
- the section called “Field configuration”
- Orders

Field configuration

You can configure which fields appear in the Buy With AWS (BWA) procurement form that buyers fill out when requesting a purchase from your storefront.

Default fields

The following default fields appear on the Buy With AWS request form:

Name	Type	Required
AWS Account ID	Text	Yes (locked)
Company Name	Text	No
Contact Full Name	Text	No
Contact Email	Email	No

To configure fields

1. Open the storefront and choose the **Checkout & Deployment** tab.
2. In the **Buy with AWS configuration** section, on the **Storefront** tab, scroll to **Fields to be shown on the form**.
3. For each field, configure the **Name**, **Type**, and **Required** columns.
4. To add a custom field, choose **+ Add Field**.
5. Choose **Save**.

Additional controls

On the **Storefront** and **Standalone** sub-tabs, configure the **Buyer subscription options** (Free Trial, Private Offer, Public Offer), the required **Seller ID**, and the **Enable Buy with AWS on location** dropdown (Homepage and Product page).

Field display order

Fields appear in the BWA form in the order listed in the configuration. To reorder fields, drag them to the desired position.

Buyer experience

When a buyer chooses **Buy With AWS** on a product:

1. A form appears with the configured fields.
2. Required fields are marked with an asterisk (*).
3. The buyer fills in the form and submits.

4. The request appears in your BWA requests queue for processing.

Notes

- Changes to field configuration apply to new BWA requests only.
- Custom fields are stored with the request and visible in the request detail view.

Related topics

- the section called "Configuring Buy With AWS"
- Custom roles

Currency settings

You can configure which currencies are available for offers created through the Buy With AWS (BWA) procurement widget on your storefront.

To configure currencies

1. Open the storefront and choose the **Checkout & Deployment** tab.
2. In the **Buy with AWS configuration** section, turn on **Enable Currency**, then set **Default Currency** and **Allowed Currencies**.
3. Choose **Save**.

Supported currencies

AWS Marketplace Storefront supports all currencies available through AWS Marketplace private offers. The currency selected applies to the private offer created from the BWA request.

Notes

- Currency selection affects the offer creation workflow only. Actual billing and invoicing currencies are determined by AWS Marketplace.
- If you support multiple currencies, buyers see a currency selector in the BWA form.
- Changes to currency settings apply to new BWA requests only. Existing requests retain their original currency.

Related topics

- the section called "Configuring Buy With AWS"
- the section called "Field configuration"

Governance

Control procurement approvals and product visibility with buyer groups, policies, and segments.

Groups and auto-approval

You can create buyer groups within your storefront to organize users and configure automatic approval rules for procurement requests. Groups determine which approval policies apply to different sets of buyers.

What are groups?

A group is a collection of buyers who share the same procurement rules. For example, you might create groups for:

- Engineering department (auto-approve requests from trusted domains)
- Procurement team (manual approval for all requests)
- Auto-approved (buyers whose requests were automatically approved)

To create a group

1. Open the storefront and choose the **Governance** tab.
2. Choose **Groups**.
3. Choose **Add Group**.
4. Enter the **Group name** and optional **Description**.
5. Choose **Save**.

Auto-Approval Settings

Auto-Approval is governed by the **Auto-Approval Settings** panel. Turn on **Enable Auto-Approval**, then add up to 20 **Trusted Email Domains**. Users who sign up with an email in a trusted domain are added to the Auto-approved group, and admins receive an email notification. Choose **Save Settings**.

For example, if you add `example.com` as a trusted email domain, any user who signs up with an `@example.com` address is automatically approved.

To add members to a group

1. In the **Groups** section, choose the group.
2. Choose **Add Members**.
3. Search for and choose buyers by email or name.
4. Choose **Save**.

Auto-approval workflow

When auto-approval is enabled:

1. A user signs up for the storefront.
2. The system checks whether the user's email domain matches one of the **Trusted Email Domains**.
3. If the domain matches, the user is added to the **Auto-approved** group automatically.
4. Admins receive an email notification when a user is auto-approved.
5. If the domain does not match, the request routes to the assigned approver or follows the configured policy.

Notes

- A buyer can belong to only one group at a time.
- Buyers not assigned to any group follow the storefront's default governance policy.
- Group assignments can be changed at any time. Changes apply to future requests only.
- You can manage up to 20 **Trusted Email Domains** per storefront.

Related topics

- the section called “Policies”
- the section called “Segments”

- the section called “Governance: User management”

Policies

Governance policies define the rules that control how procurement requests are approved on your storefront. Policies set approval chains and conditions that determine whether a request requires manual review.

What is a policy?

A policy is a set of rules that evaluate incoming Buy With AWS requests and determine the approval path. Policies can be applied to specific segments or to the entire storefront as a default.

To create a policy

1. Open the storefront and choose the **Governance** tab.
2. Choose **Policies**.
3. Choose **Create Policy**.
4. In the dialog, use the enable/disable toggle in the header to control whether the policy is active. Configure the following fields:
    - **Name** - A descriptive name for the policy
    - **Action** - Choose an action from the Select action dropdown
    - **Which segments will this apply to?** - A multi-select to choose the segments this policy applies to
    - **What order amount should trigger the action?** - Choose Any amount, Orders above, or Orders below
    - **Add a message** - Optional, up to 500 characters
5. Choose **Create**.

Policy assignment

Policies apply to segments through the **Which segments will this apply to?** multi-select inside the dialog.

Default policy

If no policy applies to a product's segments, the storefront's default policy applies. To set the default:

1. In the **Policies** section, find the policy you want as default.
2. Choose the actions menu and choose **Set as Default**.

Policy evaluation order

1. The system identifies the segments that contain the requested product.
2. The system applies the policies assigned to those segments.
3. The configured action is executed.

Notes

- A policy applies to the segments selected in the **Which segments will this apply to?** multi-select.
- Policies evaluate per-request.
- Changing a policy affects future requests only. In-progress requests follow the policy that was active at submission time.

Related topics

- the section called “Groups and auto-approval”
- the section called “Segments”
- the section called “Governance: User management”

Segments

Segments allow you to define subsets of your storefront's product catalog that are visible to specific groups of buyers. Use segments to create tailored browsing experiences where different buyer groups see different products.

What is a segment?

A segment is a filter that controls product visibility per buyer group. For example:

- "Enterprise" segment shows only enterprise-tier products
- "SMB" segment shows starter and mid-tier products
- "Security" segment shows only security-category products

To create a segment

1. Open the storefront and choose the **Governance** tab.
2. Choose **Segments**.
3. Choose **Create Segment**.
4. Configure the segment criteria:
   - **Name** - A descriptive name for the segment
   - **Type** - Choose a type from the dropdown
5. Choose **Create**.

To assign a segment to a group

1. In the **Segments** section, choose the segment.
2. Choose **Assign to Group**.
3. Choose the buyer group(s) that should see this segment's products.
4. Choose **Save**.

How segments affect the buyer experience

- Buyers in a group with an assigned segment see only the products in that segment when browsing the storefront.
- Buyers not assigned to any segment see the full product catalog.
- Segments filter the catalog view only. They do not prevent buyers from accessing product URLs directly.

Notes

- A group can be assigned one segment. To show multiple segments to a group, combine the products into a single segment.
- Segments do not affect product availability in AWS Marketplace. They control visibility within the storefront only.
- Changes to segment assignments take effect immediately.

Related topics

- the section called “Groups and auto-approval”
- the section called “Policies”
- Categories and badges

Governance: User management

You can manage buyer access to your storefront at the governance level. This includes adding buyers, assigning them to groups, and controlling their visibility and approval settings.

Adding buyers

Buyers are added to your storefront's governance system when they:

- Are manually added by an admin
- Submit a storefront access request (if enabled)
- Are imported via a buyer list

To manually add a buyer

1. Open the storefront and choose the **Governance** tab.
2. Choose **Users**.
3. Choose **Add User**.
4. Complete the following fields:
   - **Title**
   - **Email**

- **First Name**
- **Last Name**
- **Company**
- **Group** - The Group dropdown defaults to Public.
- **Status**
- **Approval Required** (checkbox)

5. Choose **Add User**.

Viewing and managing buyers

The Users section displays all buyers with access to your storefront:

Column	Description
Name	Buyer's display name
Email	Buyer's email address
Group	Assigned governance group
Segment	Product segment visible to this buyer
Status	Active or inactive
Added	Date the buyer was added

To edit a buyer's group assignment

1. In the **Users** list, locate the buyer.
2. Choose the **Group** dropdown for that buyer.
3. Choose the new group.
4. The change is saved automatically.

To remove a buyer

1. In the **Users** list, locate the buyer.

2. Choose the actions menu and choose **Remove**.
3. Confirm the removal.

The buyer loses access to governance-controlled features (auto-approval, segments) but can still browse the public storefront.

Bulk operations

For storefronts with many buyers, you can:

- **Import buyers** via CSV (email and group assignment)
- **Export buyer list** as CSV for offline review

Notes

- Governance user management is separate from team member management. Team members manage the storefront; governance users are the buyers who use it.
- Removing a buyer from governance does not block them from visiting the storefront URL. It removes them from group policies and segment restrictions.

Related topics

- the section called “Groups and auto-approval”
- the section called “Segments”
- the section called “Policies”
- RBAC and custom roles

Connectors

Integrate AWS Marketplace Storefront with CRM and communication platforms.

Topics

Connector overview

Connectors integrate AWS Marketplace Storefront with external CRM and collaboration systems. Connectors fall into two categories: CRM connectors and notifications and collaboration connectors.

Connector overview

The Connectors tab lists configured connectors in a table with columns Application, Account, Status, Inbound, Outbound, and Action. Choose the action menu in a row to manage that connector. To add a new connector, choose **+ Add Connector**.

Available connectors

Category	Connector	Purpose	Data flow
CRM	AWS ACE	Co-selling opportuni ty sync with AWS	Bidirectional
CRM	HubSpot	CRM integration for deal and contact sync	Bidirectional
Notifications and collaboration	Slack	Sends storefront and deal notifications to a Slack workspace	Outbound

How connectors work

1. **Connect** - Authenticate with the external system using credentials.
2. **Configure** - Map fields between Storefront and the external system.
3. **Activate** - Enable data synchronization.

Once activated, connectors run automatically based on configured triggers (real-time events or scheduled sync).

To manage connectors

1. Choose your profile avatar in the top-right corner.
2. Choose **Organization Settings**.
3. Choose the **Connectors** tab.
4. The page shows all available connectors with their current status:
   - **Connected** - Active and syncing
   - **Disconnected** - Configured but not active
   - **Not configured** - Available but not set up
5. Choose a connector to configure or manage it.

Common connector actions

- **Connect** - Provide credentials and establish the connection
- **Test Connection** - Verify the integration is working
- **Configure** - Set up field mappings and sync rules
- **Disconnect** - Remove the integration (does not delete synced data)
- **View Logs** - See sync history and errors

Notes

- Each connector is configured at the organization level and applies to all accounts and storefronts within the organization.
- Connector credentials are stored securely and encrypted.

- If a connector encounters errors, it retries automatically. Persistent errors generate notifications.

Related topics

- Workflow automation
- Notification settings

AWS ACE connector

Use the AWS ACE connector to synchronize co-selling opportunities with the AWS Partner Network.

AWS ACE connector

The AWS ACE (AWS Customer Engagements) connector synchronizes co-selling opportunities between AWS Marketplace Storefront and the AWS Partner Network co-selling program.

Prerequisites

- An active AWS Partner Network (APN) membership
- ACE program enrollment
- Owner or Admin role at the organization level

To connect AWS ACE

The AWS Partner Central ACE Integration wizard has three steps: Connect, Generate keys, and Configure. Each step shows a status of Pending, Successful, or Failed.

1. In the top-right corner, choose your profile avatar, choose **Organization Settings**, then choose the **Connectors** tab.
2. Find **AWS ACE** and choose **Connect**.
3. Choose the account you want to connect.
4. Choose **Save**.

Configuration

After connecting, the wizard advances to the Generate keys step.

Generate keys

On the Generate keys step, the connector issues an API key and a uuid. After you generate the keys, the Generate Keys button is disabled because keys are issued only once.

Configure

On the Configure step, set the sync behavior:

Setting	Description
Sync Mode	Choose a Sync Mode, for example CRM Unidirectional (CRM > ACE).
Unidirectional Sync	To restrict the connector to a one-way flow, select Unidirectional Sync.
Sync frequency	Real-time or scheduled (hourly, daily)
Opportunity stage mapping	Map your pipeline stages to ACE stages
Auto-accept referrals	Automatically accept inbound opportunities from AWS

What syncs

Direction	Data
Storefront → ACE	New opportunities, stage updates, revenue changes, close dates
ACE → Storefront	Inbound referrals, AWS feedback, opportunity status changes

To view sync logs

1. In the ACE connector settings, choose **Logs**.
2. View the sync history including:

- Timestamp
- Direction (inbound/outbound)
- Record count
- Status (success/error)
- Error details (if applicable)

Troubleshooting

Issue	Resolution
Connection test fails	Verify your account is active and APN membership is current
Opportunities not syncing	Check sync frequency setting and connector status
Duplicate opportunities	Verify field mapping for opportunity ID matching

Related topics

- Creating co-selling opportunities
- Co-selling automation
- Connector overview

HubSpot connector

Use the HubSpot connector to synchronize deal, company, and contact data with HubSpot.

HubSpot connector

The HubSpot connector synchronizes deal, company, and contact data between AWS Marketplace Storefront and your HubSpot CRM.

Prerequisites

- A HubSpot account with API access (Professional or Enterprise tier)
- Super Admin or appropriate permissions in HubSpot
- Owner or Admin role at the organization level

To connect HubSpot

The HubSpot connector wizard has four steps: Connect; Connect to HubSpot; Create or edit field-mapping template; Configure.

1. In the top-right corner, choose your profile avatar, choose **Organization Settings**, then choose the **Connectors** tab.
2. Find **HubSpot** and choose **Connect**.
3. Enter the **Email**, choose a **Seller Account**, then choose **Save**.

Configuration

Field mapping

For each row, choose one of three options: use an existing HubSpot property, create a new HubSpot property by entering a Display Name, or set a default value.

Select the **Create on HubSpot** checkbox to create a property in HubSpot that does not already exist.

The following table shows sample mappings for Customer > Account:

HubSpot Property Name	HubSpot Display Name	Ace Default Value
Company Name	Company Name	
Website Url	Website Url	
Industry	Industry	

1. In the HubSpot connector settings, choose **Field Mapping**.

2. Map each field by choosing a property, entering a Display Name, or setting a default value.
3. Choose **Save**.

Sync settings

Setting	Description
Sync direction	Bidirectional or one-way
Sync trigger	Real-time or scheduled (hourly, daily)
Pipeline mapping	Map Storefront stages to HubSpot deal stages

What syncs

Direction	Data
Storefront → HubSpot	New deals from offers/BWA requests, status updates
HubSpot → Storefront	Deal stage changes, revenue updates, contact info

To disconnect

1. In the HubSpot connector settings, choose **Disconnect**.
2. Confirm. Previously synced data remains in both systems.

Related topics

- Connector overview
- Private offer automation

Slack connector

Use the Slack connector to send storefront notifications to your Slack workspace.

Slack connector

The Slack connector sends notifications and alerts from AWS Marketplace Storefront to your Slack workspace channels.

Prerequisites

- A Slack workspace where you have permission to install apps
- Owner or Admin role at the organization level

To connect Slack

1. In the top-right corner, choose your profile avatar, choose **Organization Settings**, then choose the **Connectors** tab.
2. Find **Slack** and choose **Connect**.
3. After you authorize your Slack workspace, the panel displays a Connected indicator with the workspace name and the granted permissions. Choose **Next Step** to configure channels.

Configuration

Channel assignment

On the channel-configuration step, choose an **Account**, choose a **Notifications** type, choose a **Channel**, and choose a **Sync Frequency** (Instant, Daily, or Weekly). Choose **Add** to create the rule. Repeat for each rule, then choose **Save**.

The rules table displays the following columns:

Account	Notifications	Channel	Sync Schedule	Sync Hour	Sync Day	Actions
(account name)	(notification type)	(channel name)	(frequency)	(hour)	(day)	(action menu)

Notification format

Slack notifications include:

- Event type and severity
- Key details (buyer name, amount, product)
- Direct link to the relevant page in the Storefront console
- Timestamp

What triggers Slack notifications

Slack notifications are triggered by the events configured in your organization's notification settings. The Slack connector acts as a delivery channel.

To disconnect

1. Choose **Disconnect** in the connector settings.
2. Confirm. The Slack app remains in your workspace but stops receiving messages.

To fully remove, also uninstall the app from your Slack workspace settings.

Related topics

- Connector overview
- Notification settings

Insights

Billed revenue

The Billed Revenue report shows the total revenue invoiced through your AWS Marketplace products over a selected time period. Use this report to track billing performance and identify trends.

To view billed revenue

1. In your connected account, choose **Insights**.
2. Choose **Billed Revenue**.
3. The report displays the following key metrics:
   - **Gross revenue**
   - **Gross refund**
   - **Listing fee**
   - **Wholesale cost**
   - **Seller net revenue**
4. The data table contains the following columns:
   - Invoice date
   - Payment due date
   - Payment terms
   - Invoice ID
   - Listing fee invoice ID
   - Subscriber company
   - Actions

Filtering

Use the filter bar to narrow the report:

Filter	Options
Currency	Choose a currency
Date	Custom; Past 30 days; Past 60 days; Past 90 days; Trailing 12 months (TTM); Year to date (YTD)

Column visibility

Customize which columns appear in the data table:

1. Choose the **Columns** button above the table.
2. Select or deselect columns to show or hide.
3. Column preferences are saved for your session.

For more information about using filters across all reports, see Using filters and column visibility.

Exporting data

1. Configure your desired filters.
2. Choose **Export**.
3. Select the format (CSV).
4. The filtered data is downloaded.

Notes

- Revenue data is sourced from your connected AWS Marketplace account and may have a 24-48 hour delay.
- Billed revenue represents invoiced amounts (pre-tax). It does not reflect collected or disbursed amounts.
- For disbursement data, see Collections and disbursements.

Related topics

- the section called "Collections and disbursements"
- the section called "Agreements and renewals"
- the section called "Using filters and column visibility"

Collections and disbursements

The Disbursements report tracks disbursement of funds to your account, providing visibility into your cash flow from AWS Marketplace transactions.

To view disbursements

1. In your connected account, choose **Insights**.
2. Choose **Disbursements**.
3. The report displays the following key metrics:
   - **Gross revenue**
   - **Net revenue**
   - **Wholesale cost**
   - **Amount disbursed**
   - **Amount undisbursed (past due)**

Data table

The detail table contains the following columns:

Column
Account
Invoice date
Payment due date
Payment terms

Column
Invoice ID
Listing fee invoice ID
Actions

Filtering

Filter	Options
Currency	Choose a currency
Choose Date Category	Disbursement date
Date	Custom; Past 30 days; Past 60 days; Past 90 days; Trailing 12 months (TTM); Year to date (YTD)

Notes

- Disbursement timing follows AWS Marketplace payment terms (typically Net 30-60 days from invoice date).
- The difference between billed revenue and disbursed amounts reflects listing fees, refunds, and collection timing.
- For more information about AWS Marketplace disbursement schedules, see Disbursement in the AWS Marketplace Seller Guide.

Related topics

- the section called "Billed revenue"
- the section called "Agreements and renewals"
- Account dashboard

Agreements and renewals

The Agreements/Renewals report provides a lifecycle view of your AWS Marketplace agreements, showing active and ended agreement data.

To view agreements and renewals

1. In your connected account, choose **Insights**.
2. Choose **Agreements/Renewals**.
3. The report displays the following key metrics:
   - **Number of active agreements**
   - **Number of ended agreements**

Renewal tracking table

The data table contains the following columns:

Column
Subscriber company name
Subscriber AWS account ID
Subscriber encrypted account ID
Subscriber email domain
Subscriber country
Subscriber state

Filtering

Filter	Options
Agreement ending period	Choose an agreement ending period

Filter	Options
Choose Date Category	Agreement end date
Date	Choose a date range

Notes

- Agreement data is synced from your connected AWS Marketplace account.

Related topics

- the section called "Billed revenue"
- the section called "Collections and disbursements"
- the section called "Using filters and column visibility"

Using filters and column visibility

All Insights reports support consistent filtering and column customization. Use these features to focus on the data that matters for your analysis.

Date filters

Every report includes a Date filter:

1. Choose the **Date** dropdown at the top of the report.
2. Choose a preset range or choose **Custom**:
    - Custom
    - Past 30 days
    - Past 60 days
    - Past 90 days
    - Trailing 12 months (TTM)
    - Year to date (YTD)
3. The report updates automatically.

Column filters

Filter data by specific column values:

1. Choose the filter icon on any column header.
2. Select or search for values to include.
3. Choose **Apply**.

Multiple column filters can be active simultaneously (AND logic).

Column visibility

Customize which columns appear in report tables:

1. Choose the **Columns** button above the data table.
2. The column visibility menu provides the following controls:
    - A Search field to find columns by name
    - A checkbox list to show or hide individual columns
    - **Show/Hide All** to toggle all columns at once
    - **Reset** to restore default column visibility
3. The table updates immediately.

Required columns, for example Invoice ID, are disabled in the menu and cannot be hidden.

Column visibility preferences persist for your browser session.

Sorting

1. Choose any column header to sort by that column.
2. Choose again to toggle between ascending and descending order.
3. A sort indicator arrow shows the current sort direction.

Exporting filtered data

1. Apply your desired filters and column selections.

2. Choose **Export** (or **Download CSV**).
3. The export includes only the currently visible, filtered data.

Notes

- Filters do not persist across page navigation. Returning to a report resets to defaults.
- The maximum export size is 10,000 rows. For larger datasets, narrow the date range.
- All reports use the same filtering interface for consistency.

Related topics

- the section called “Billed revenue”
- the section called “Collections and disbursements”
- the section called “Agreements and renewals”

Concepts

Automated offers

Automated offers allow you to define rules that create private offers automatically based on triggers such as Buyer requests, CRM events, or governance approvals. This reduces manual effort for high-volume operations and ensures consistent offer creation.

How automated offers work

1. **A trigger occurs** - A Buyer submits a BWA request, a CRM deal reaches a specific stage, or a governance rule approves a request.
2. **The automation rule evaluates** - The system checks whether the event matches the rule's conditions (product, amount threshold, Buyer segment).
3. **An offer is created** - If conditions are met, a private offer is generated using a predefined offer template with auto-populated fields from the trigger data.
4. **Post-creation actions fire** - Notifications, CRM updates, or Slack messages are sent as configured.

Key concepts

Offer templates

Automated offers are based on saved offer templates. The template defines:

- Product and pricing structure
- Contract duration
- Payment terms
- EULA

Trigger data (Buyer account ID, amount, product selection) is merged into the template at creation time.

Automation modes

Mode	Behavior
Draft	Offer is created but held for manual review before sending to the Buyer
Auto-send	Offer is created and sent to the Buyer immediately

Use Draft mode during initial setup to validate that offers are being created correctly.

Conditions and filters

Rules can include conditions that limit when they fire:

- **Amount threshold** - Only trigger for deals above a minimum value
- **Product filter** - Only trigger for specific products
- **Buyer segment** - Only trigger for Buyers in specific governance groups

Benefits

- **Speed** - Offers are created within seconds of trigger events
- **Consistency** - Every offer follows the same template and pricing structure
- **Scale** - Handle high-volume BWA requests without manual bottlenecks
- **Auditability** - Full execution log of every automated action

Limitations

- Automated offers cannot override governance policies. If governance requires approval, the automation waits.
- Template changes do not retroactively affect previously created offers.
- Auto-send mode should only be used with validated templates to avoid incorrect offers reaching Buyers.

Related topics

- Private offer automation
- Creating offers
- Governance: Policies

Governance and approval workflows

Governance in AWS Marketplace Storefront provides a framework for controlling how procurement requests are evaluated, approved, and processed. It allows you to define rules that balance Buyer autonomy with organizational spending controls.

Governance components

Component	Purpose
Groups	Organize Buyers into sets with shared procurement rules
Policies	Define approval thresholds and routing logic
Segments	Control which products are visible to which Buyer groups
Users	Manage individual Buyer access and group membership

How the approval workflow operates

```
Buyer submits BWA request
        |
        v
System identifies Buyer's group
        |
        v
System retrieves group's policy
        |
```

```
        v
Request amount vs. policy threshold?
        |
   +---------+---------+
   |                   |
Below threshold    Above threshold
   |                   |
   v                   v
Auto-approve      Route to approver
   |                   |
   v                   v
Offer created      Approver reviews
                       |
                  +----+----+
                  |         |
               Approve   Decline
                  |         |
                  v         v
            Offer created  Buyer notified
```

Configuration levels

Governance operates at the **storefront level**. Each storefront has its own governance configuration, allowing different storefronts to serve different Buyer communities with different rules.

Default behavior (no governance configured)

When no groups or policies are configured:

- All BWA requests are sent directly to the Seller team for manual processing
- No auto-approval
- All products visible to all Buyers

With governance configured

- Buyers are assigned to groups
- Groups have assigned policies with thresholds
- Requests are auto-approved or routed based on policy rules
- Products can be segmented by group

Best practices

- **Start simple** - Create one default policy with a single threshold before adding complexity.
- **Use draft mode for automation** - When combining governance with automated offers, use draft mode until you validate the workflow.
- **Monitor approval times** - If manual approvals take too long, consider raising auto-approval thresholds.
- **Communicate with Buyers** - Inform Buyers about approval requirements and expected timelines.

Related topics

- Groups and auto-approval
- Policies
- Segments
- the section called “Automated offers”
- Configuring Buy With AWS

Related AWS Marketplace documentation

AWS Marketplace Storefront works with AWS Marketplace for product listing, pricing, procurement, and billing. For information about these underlying AWS Marketplace capabilities, refer to the following resources.

Seller documentation

Topic	Link
Getting started as a seller	AWS Marketplace Seller Guide: Getting started
Product pricing models	Pricing
Private offers	Private offers
Channel Partner Private Offers (CPPO)	Channel partner offers
Listing fees	Service fees
Agreements	Buyer agreements
Usage metering	Metering for usage
Disbursements	Disbursement
Refunds	Refunds
Catalog API	AWS Marketplace Catalog API
Resale authorizations	Resale authorizations

Buyer documentation

Topic	Link
Buyer guide	AWS Marketplace Buyer Guide

Topic	Link
Private Marketplace	Private Marketplace
Purchase orders	Managing purchase orders
Cost allocation tags	Cost allocation tagging

Partner documentation

Topic	Link
AWS Partner Network	APN overview
ISV Accelerate	ISV Accelerate program
ACE program	AWS ACE

Document history