Onboarding Guide for Buy with AWS

Contents

1. Overview

Buy with AWS enables AWS Marketplace sellers to display and sell AWS Marketplace products on sellers' own websites. AWS Marketplace sellers can integrate with AWS Marketplace call-to-action buttons and APIs to build AWS-powered software discovery and procurement experiences on seller-owned websites. These include web properties owned by AWS sellers, including independent software vendors (ISVs), Channel Partners (CPs), Distributors (DPs).

2. Qualification and Participation Requirements

To begin using Buy with AWS, you must complete the following requirements:
1. [Register as AWS Marketplace seller](#)
2. Agree to the [Service Terms for AWS Marketplace Sellers](#)
3. Become a seller or authorized reseller in AWS Marketplace
4. List at least one public SaaS product in AWS Marketplace or earn a resale authorization that designates you as a reseller of AWS Marketplace SaaS products
5. Adhere to the [AWS Trademark Guidelines](#)
6. Adhere to the [Buy with AWS Trademarks License](#)
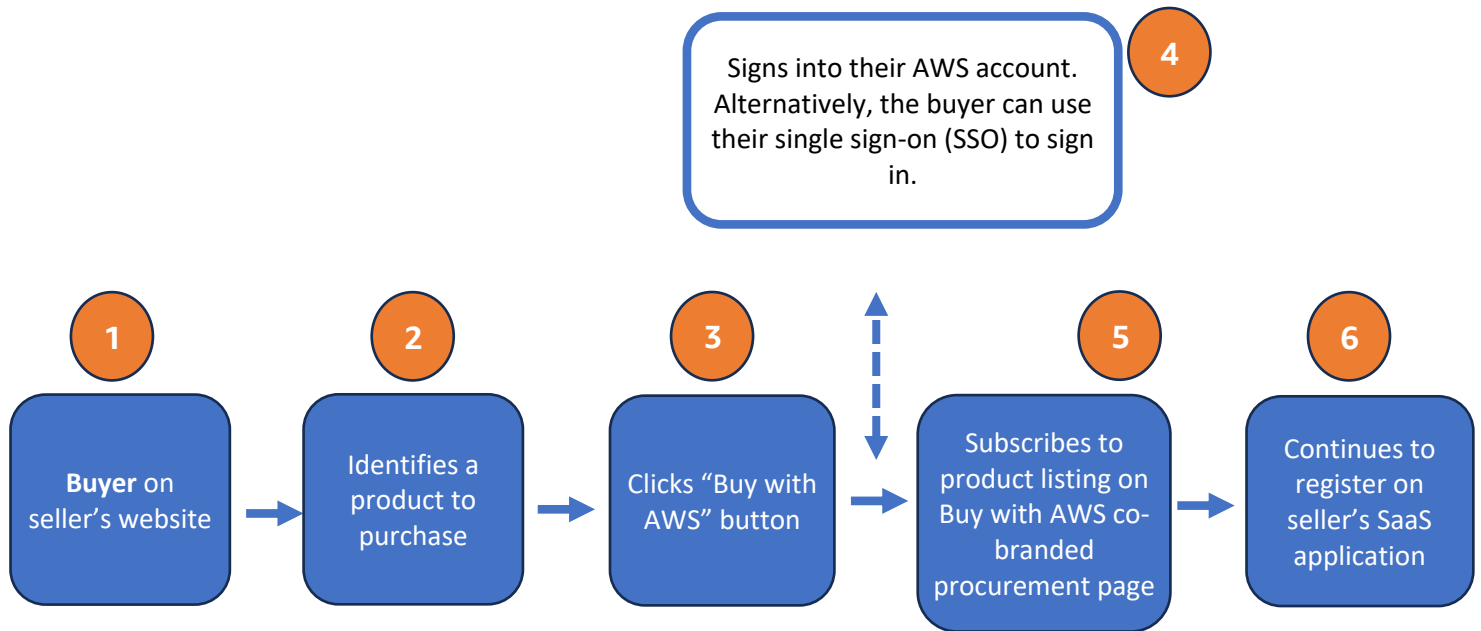7. Adhere to the [Buy with AWS creative and messaging guidelines](#)

3. Key concepts

Term Description	
AWS Marketplace	AWS Marketplace (MP) is a curated digital catalog that customers can use to find, buy, deploy, and manage third-party software, data, and services.
Independent software vendor (ISV)	Sellers that list and manage their own products in AWS Marketplace.
Channel partner (CP)	A reseller or system integrator (SI) authorized to resell products on behalf of the ISV or Distributor in AWS Marketplace.
Designated seller of record (DSOR)	A designated seller of record (DSOR) is authorized by an ISV to publish, manage and sell their SaaS listing on AWS Marketplace on their behalf.
Seller	A seller can be an ISV, CP, or DSOR.
AMMP	The AWS Marketplace Management Portal (AMMP) is the seller portal that MP sellers use to register, publish, and manage products, offers, resale authorizations, and agreements.
MPPO	AWS Marketplace Private Offer (MPPO) allows sellers and buyers to negotiate custom prices and end user licensing agreement (EULA) terms for software purchases in AWS Marketplace.
CPPO	Channel Partner Private Offer (CPPO) allows resellers and service integrators to resell ISV solutions and professional services.
Buy with AWS link	This is a deep link in the seller's website that will lead customers to a bespoke Buy with AWS co-branded procurement page.

4. Buy with AWS experiences

The following section highlights the buyer's experience on the sellers' website

4.1 Buying public offers from seller's website

4 Signs into their AWS account. Alternatively, the buyer can use their single sign-on (SSO) to sign in.

1 **Buyer** on seller's website

2 Identifies a product to purchase

3 Clicks "Buy with AWS" button

5 Subscribes to product listing on Buy with AWS co-branded procurement page

6 Continues to register on seller's SaaS application

Let's walk through the buyer experience.

Buyer views the product details on the seller's website.
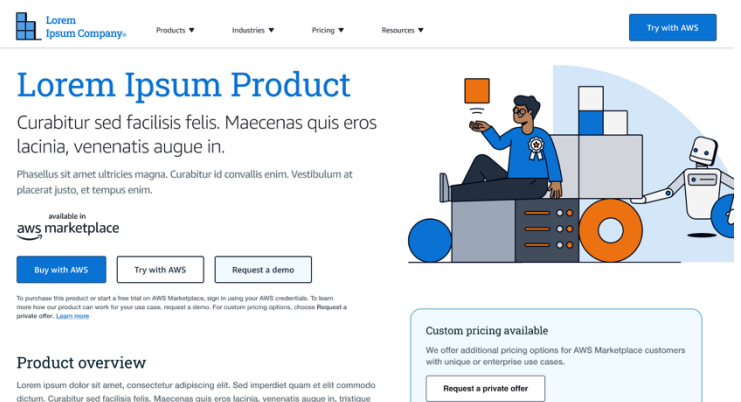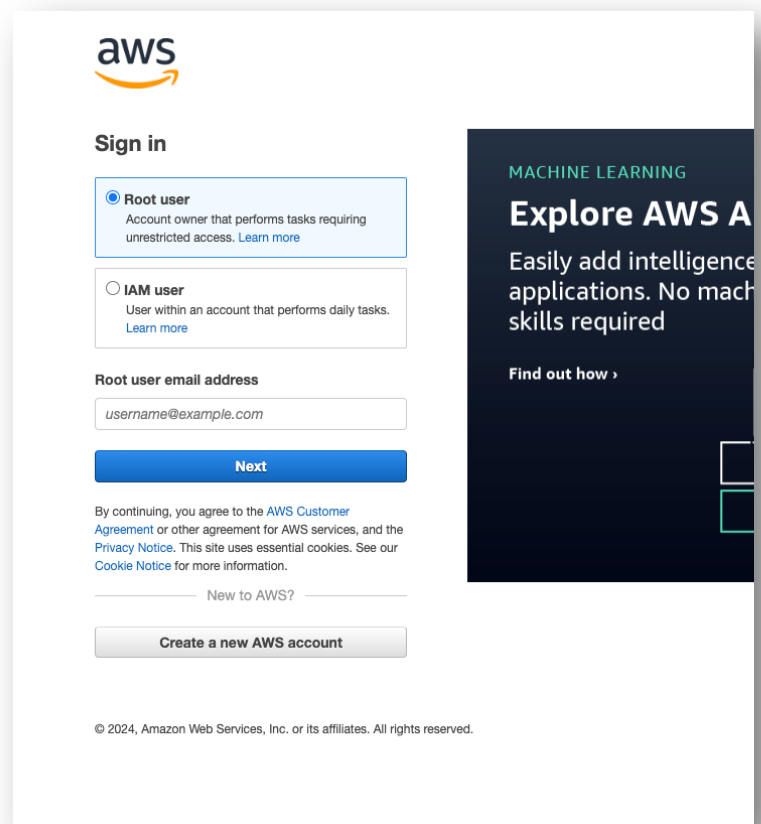
The buyer clicks on the **Buy with AWS** or **Try free with AWS** button on the seller's website and is directed to the Buy with AWS co-branded procurement page.

If the buyer is not already logged into their AWS account, they will be prompted to log in.

NOTE: Buyers must have an AWS account. If the buyer is using single sign-on (SSO), they should first log in with their SSO credentials using the same authentication framework (for example, SAML 2, OIDC, or OAuth 2.0) before continuing to view the Buy with AWS co-branded procurement page.

Buyers can attach **AWSMarketplaceManageSubscriptions** IAM policy to users, groups, and roles. This policy grants buyers with contributor permissions that allow subscribing and unsubscribing to AWS Marketplace products.

Buyer reviews offer details, pricing details, and terms on the Buy with AWS co-branded procurement page.

After subscribing, the buyer continues to the seller's website to complete the product setup. This is consistent with the post-procurement flow that the buyer goes through today in order to complete the setup of the AWS Marketplace product they purchase.

4.2 Request private offer

As part of the Buy with AWS workflow, sellers include a **Request private offer** call-to-action button on their website. This is in addition to the **Buy with AWS** and **Try free with AWS** buttons. When buyers click the **Request private offer** button, they are presented with a seller-owned web form. Buyers fill out this form by entering their information, which is then submitted directly to the seller.

NOTE: The **Request private offer** call-to-action complements the **Buy with AWS** and **Try free with AWS** buttons. Sellers must include the **Buy with AWS** or **View offers on AWS** call-to-action on their websites.

1 **Buyer** chooses product on **seller's** website

2 Clicks "Request private offer"

3 Fills out form built by the seller

4 **Seller** creates private offer and sends buyer the link by email

5 **Buyer** clicks the "Buy with AWS" private offer link sent by email or **Buyer** clicks the "Buy with AWS" or "View offers on AWS" link on the seller's website

6 Signs in to AWS account. Alternatively, the buyer can use their single sign-on (SSO) to sign in.

7 Views private offer and subscribes to product listing on the Buy with AWS co-branded procurement page

8 Continues to register on **Seller's** SaaS application

Let's walk through the buyer experience.

Buyer chooses a product from a curated list of products on the seller's website.
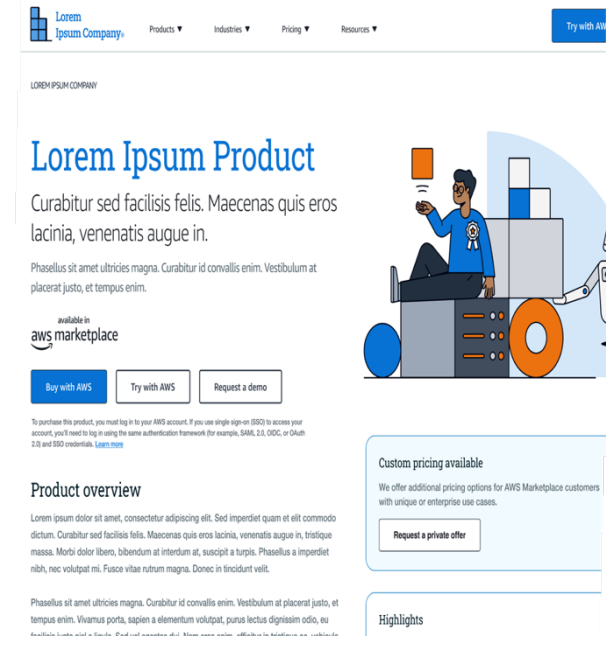
The buyer clicks "**Request private offer**" for their chosen product.

Buyer completes a form on the seller's website. The seller creates and manages this form. It requires the buyer's information such as buyer's AWS account ID, email address, and other necessary details.

NOTE: AWS does not mandate this form. It is provided solely as an illustrative example.

Seller creates a private offer and sends a "Buy with AWS" link (URL) to the buyer.

(Seller can use the seller portal to create the offer, or programmatically create a private offer with the AWS Marketplace Catalog API.)

The buyer either uses the email notification sent by the seller or clicks on the "Buy with AWS" or "View offers on AWS" CTA on the seller's website.

If the buyer is not already logged into their AWS account, they will be prompted to log in.

NOTE: Buyers must have an AWS account. If the buyer is using SSO, they should first log in with their SSO credentials before continuing to view the Buy with AWS co-branded procurement page.

Buyer reviews offer details, pricing details, and terms on the Buy with AWS co-branded procurement page.

This page will only show offers from that seller.

This is consistent with the post-procurement flow that the buyer goes through today in order to complete the setup of the AWS Marketplace product they purchase.

4.3 Email Notifications

AWS Marketplace sends email notifications to buyers and sellers that verify offers and agreements made in AWS Marketplace. AWS Marketplace sends notifications in real-time based on the successful fulfillment of a buyer's subscription of the product.

As a seller, you receive an email notification when a buyer accepts an offer. Notifications are sent to buyers and sellers for public subscriptions. They're sent to buyers, sellers, and channel partners for channel partner private offer subscriptions.

Sellers manually notifying buyers should consult section 5.6 of this document for detailed instructions.

4.4 Event Bridge Notifications

AWS Marketplace is integrated with Amazon EventBridge, formerly called Amazon CloudWatch Events. EventBridge is an event bus service that you can use to connect your applications with data from a variety of sources.

When a seller creates an offer and makes it available for purchase, they can receive an event with the following detail type: Offer Released.

As a buyer, you receive an *event* from AWS Marketplace every time a seller creates an offer and makes it available for purchase. The Listing Available *event* contains details like the ID, expiration date, product details, and the seller's name.

5. Get started with Buy with AWS

5.1 Get branding elements

Log into your AWS Partner Central account to download the marketing toolkit which contains branding assets and specifications to follow for AWS Marketplace branding elements and marketing assets.

available in
aws marketplace

| Buy with AWS | Try free with AWS | Request private offer | Request demo |

5.2 Branding guidelines

Prior to publishing assets publicly, you must confirm that your webpages utilizing AWS Marketplace co-branding and CTAs comply with the Buy with AWS branding guidelines available on Partner Central or via direct download here:

1. "Available in AWS Marketplace" branding treatment is present in the asset (graphic or text)

2. Copy blocks are included in the asset, if required by the aligned use case(s)

3. At least one call-to-action button pointing to the Buy with AWS co-branded procurement page is included on the web property for customers to view offers (public or private) and make a purchase

4. Call-to-action button text corresponds to the options outlined in the Buy with AWS branding guidelines document

Please consult the Buy with AWS branding guidelines for further details.

5.3 Seller profile logo guidelines

The seller profile logo powers the Buy with AWS co-branded procurement page. Seller Profile accepts PNG images for logos. The logos must be less than 500 kb and have a max width/height of 5000 pixels. There is additional guidance for the logo on the public profile edit page, including:

1. Only 300 px wide x 150 px high image will be displayed in the Buy with AWS co-branded procurement page.
2. Image will be displayed on a transparent background.

Update the AWS Marketplace logo in the seller profile to meet the standards to ensure that the logo on the Buy with AWS page loads properly.

5.4 Create "Buy with AWS" and "Try free with AWS" URLs

Create the "Buy with AWS" and "Try free with AWS" URLs for your product offerings. These links redirect customers to the Buy with AWS co-branded procurement page specific to your products. The bespoke Buy with AWS co-branded procurement page includes a breadcrumb trail and a cancel button, allowing customers to easily navigate back to your website.

URL Structure:
https://aws.amazon.com/marketplace/procurement?
productId=prod-example12345
&**sellerId**=example1-1111-1111-1111-abcdef
&**isBuyWithAWS**=true
[&**offerId**=offer-example12345]
[&**sourceURL**=https%3A%2F%2Faws.amazon.com%2Fmarketplace%2F]

NOTE: URL parameters are case-sensitive. Example: "**offerId**" is valid, while "offerID" or "OfferId" are invalid.

To create Buy with AWS URL, you will need to complete 3 mandatory fields:
- productId
- sellerId
- isBuyWithAWS

You can include the following optional fields:
- offerId
- sourceURL

NOTE: To use **Try free with AWS** CTA, include the free-trial **offerId** in the URL to redirect customers to the free trail offer details.

a. To get the **productId**, use one of the following ways. The **productId** looks like prod-example12345 or example1-1111-1111-1111-abcdef.
   i. In the seller portal, open the SaaS products page and select the product. The **productId** is in the Product summary section.
   ii. In AWS Marketplace, search for your product and select it. Select the button **View purchase options** or **Continue to Subscribe**. Look for the **productId** in the URL query string parameter. For example, …g?productId=**prod-example12345**&o….
   iii. If you are using AWS Marketplace Discovery API to retrieve up-to-date product details with Discovery API, the **productId** is included in the API response.

b. To get your **sellerId**, in the seller portal, open your Settings page.
   i. Select the **View on AWS Marketplace** button in the *Public profile* section. Look for your **sellerId** in the URL query string parameter. For example, …seller-profile?id=**example1-1111-1111-1111-abcdef**.

   ii. Sellers without public profile can also see **sellerId** as a tag in **Settings → Tags →**

Seller ARN. The **sellerId** is part of the Seller ARN and follows "/Seller/" in the resource identifier section of the ARN.

⚠️**Note that the sellerId differs from the seller's AWS account ID.**

c. The **isBuyWithAWS** is a mandatory parameter and accepts a Boolean value. The next step will provide a sample URL demonstrating the use of the **isBuyWithAWS** parameter.

d. To **create the URL**, use the following format and replace prod-example12345 with the **productId** and example1-1111-1111-1111-abcdef with your **sellerId**.

https://aws.amazon.com/marketplace/procurement?productId=prod-example12345&sellerId=example1-1111-1111-1111-abcdef&isBuyWithAWS=true

e. Optional parameters in the Buy with AWS URL:

- The **offerId** identifies a specific offer, private or public, that you create for a buyer including specific pricing details and legal terms. If included, that specific offer is shown. If not, all offers available to the buyer are shown ordered by latest to oldest. The **offerId** looks like offer-example12345.

  If you are a channel partner reselling another seller's product, you must first create a private offer before you can create a "Buy with AWS" URL (because the public offer on the product belongs to the seller of the software you are reselling). To create a private offer, you must first have received a reseller authorization from the seller of the software you are reselling. Then, you can manually create the offer in the Private offers page in the seller portal. You can also automate this and create a private offer with Catalog API.

  When creating a private offer, you need the buyer's AWS account ID. You can automate the capture of the buyer's AWS account ID along with other details in a form in your own website.

- **sourceURL** – The sourceURL returns buyers to seller's website. The start of the **sourceURL** must match the company website registered in the seller portal. Sellers must encode (UTF-8) the **sourceURL** before sending it to AWS Marketplace.

  For example, if the registered company URL in AWS Marketplace seller profile is: https://seller1.website.com/

Examples of valid **sourceURL** are:

URL	Encoded URL
https://seller1.website.com/	https%3A%2F%2Fseller1.website.com%2F
https://seller1.website.com/products/product1234	https%3A%2F%2Fseller1.website.com%2Fproducts%2Fproduct1234
https://seller1.website.com/marketplace	https%3A%2F%2Fseller1.website.com%2Fmarketplace

Examples of Invalid **sourceURL** are:

URL	Encoded URL
https://marketplace.seller1.website.com/	N/A. Invalid
https://mp.seller1.website.com/products/product1234	N/A. Invalid
https://marketplace.seller1-website.com/	N/A. Invalid

5.4.1 Buy and Try self-service public offer workflow

For public offer workflow, indicate the public **offerId** or free trial **offerId**. Replace "**offer-public-example12345**" with the public or free trial **offerId**.

https://aws.amazon.com/marketplace/procurement?productId=prod-example12345&sellerId=example1-1111-1111-1111-abcdef&**offerId=offer-public-example12345**&isBuyWithAWS=true

On the Buy with AWS co-branded procurement page, the buyer is presented with a pre-selected free trial offer. However, if no free trial is available, the public offering is selected by default.

5.4.2 Private offer workflow

For private offer workflow, indicate the Private **offerId**. Replace "**offer-private-example12345**" with the Private **offerId**.

https://aws.amazon.com/marketplace/procurement?productId=prod-example12345&sellerId=example1-1111-1111-1111-abcdef&**offerId=offer-private-example12345**&isBuyWithAWS=true

NOTE:
- If the **offerId** is not provided, buyer will see a list of private offers in the dropdown, including the latest offer by date, along with radio button for public offers.

- If the **offerId** is present, then the corresponding offer is preselected in the dropdown.

- If the mandatory parameters are not present in the URL, a 404 error is displayed to the buyer.

- If the buyer does not have permission to subscribe to the product, a 404 error is displayed.

5.5 Set "Buy with AWS" and "Try free with AWS" button

Add following buttons to your website:
1. A **Buy with AWS** button that directs customers to the co-branded AWS Marketplace page featuring private or public offers.
2. A **Try free with AWS** button that leads customers to the co-branded AWS Marketplace page with free trial offerings.

available in
aws marketplace

| Buy with AWS | Try free with AWS | Request private offer | Request demo |

5.5.1 Public Offer workflow

For public offers or free trials workflow, after the buyer successfully authenticates, the **Try free on AWS** button displays a Buy with AWS co-branded procurement page with the free trial offer pre-selected.

5.5.2 Private Offer workflow

For private offers workflow, after the buyer successfully authenticates, the "Buy with AWS" button and "View offers on AWS" button displays Buy with AWS co-branded procurement page with the private offer pre-selected.

5.6 Notifying buyers of private offer

Sellers focusing mainly on private offers must include the "**Buy with AWS**" or "**View offers on AWS**" CTA on their website. Customers can view and accept private offers in two ways:

1. Click on the "Buy with AWS" or "View offers on AWS" button on the seller website. Select the Private offer from Buy with AWS co-branded procurement page and accept it.

2. Click the "Buy with AWS" URL in the email sent by the seller.

Benefits of using the "Buy with AWS" URL in email, instead of the standard procurement URL on AWS Marketplace:

- The "Buy with AWS" deep link in the email leads the buyer to the Buy with AWS co-branded procurement page. The metrics on the Buy with AWS co-branded procurement page are key to enhancing the customer journey and boosting conversion rates within the Buy with AWS procurement process. By analyzing this data, we can identify ways to streamline the customer experience and improve overall performance.

- The Buy with AWS metrics through CTA clicks will measure customer acceptance of public, free-trial, and private offers through "Buy with AWS". This data will provide insights into potential long-term revenue, overall sales volume, and refund patterns.

- Measure customer engagement for Buy with AWS.

5.7 Trademark Guidelines

Prior to publishing assets publicly, you must confirm that your webpages comply with the AWS Trademark Guidelines.

6. Metrics

6.1 Generating seller website metrics

We're launching new seller website metrics for Buy with AWS Partners. These metrics help sellers measure:
1. User engagement with AWS-related content on their websites
2. Customer interactions on their sites
3. Transitions to the Buy with AWS procurement flow

AWS will measure clicks on these buttons: **Buy with AWS**, **Try free with AWS**, **Request demo**, and **Request private offer**.

Additionally, AWS will record button clicks for private offer and demo request form submission.

These insights enable sellers to optimize their AWS-related content and improve customer experiences.

Benefits:
Click data powers an external dashboard that enable sellers to:
- generate and retrieve end-to-end insights into customer interest and intent originating from the Buy with AWS seller's website.
- identify high-performing and underperforming products, enabling data-driven inventory and marketing decisions.
- compare intent-to-conversion ratios between AWS Marketplace and seller website, you can determine which channels are most effective at driving conversions.
- measure the number of private offers and demo requests submitted from seller website to gauge customer engagement.

Steps for sellers to leverage this analytics functionality:

1. To generate metrics for **Buy with AWS**, add this script to your product display webpage:

   ```
   <script type="text/javascript" src="https://bwa.marketplace.awsstatic.com/assets/partner.js" />
   ```

   If sellers have multi-page website, they will need to add the script tag on each page where they have **Buy with AWS** call-to-action buttons.

2. Add these data attributes to each **Buy with AWS** call-to-action button:

   - **data-awsmp-bwa-seller-id** : Seller's AWS Marketplace ID.
   - **data-awsmp-bwa-product-id** : The AWS Marketplace product ID for the item offered by the seller through the Buy with AWS program.
   - **data-awsmp-bwa-cta** : CTA identifier for the Buy with AWS call-to-action button. Acceptable values –
     - **RequestAPrivateOffer** - "**Request private offer**" button that displays a form for private offer requests.
     - **SubmitPrivateOfferRequest** - Submit button on the form displayed after selecting "**Request private offer**".
     - **RequestADemo** – "**Request demo**" button that opens a form to request a product demo.
     - **SubmitDemoRequest** – Submit button on the form displayed after selecting '**Request demo**'.
     - **BuyWithAws** - Button that directs buyers to the Buy with AWS co-branded procurement page for purchase completion.
     - **TryFreeWithAws** - This button directs buyers to the AWS Marketplace, where they can access a Buy with AWS co-branded procurement page to start their free trial.

Sample HTML code for button with Buy with AWS attributes.

```
<button
id="buy-with-aws"
data-awsmp-bwa-cta="BuyWithAws"
data-awsmp-bwa-seller-id="test-123e4ba5-4866-48db-8a26-9d51b8e71512"
data-awsmp-bwa-product-id="test-111e4ba7-4866-48db-8a26-
9d51b8e71522">Buy With AWS</button>

<button
id="try-free-with-aws"
data-awsmp-bwa-cta="TryFreeWithAws"
data-awsmp-bwa-seller-id="test-123e4ba5-4866-48db-8a26-9d51b8e71512"
data-awsmp-bwa-product-id="test-111e4ba7-4866-48db-8a26-
9d51b8e71522">Try free With AWS</button>
```

3. Implement the above call-to-action buttons on the product display page.

4. When a customer clicks the "**Request private offer**" button, the seller's website collects the following data:

```
{
  "events": [
   {
     "schemaName": "buy-with-aws-schema",
     "applicationId": "BUY_WITH_AWS",
     "eventName": "click",
     "clientType": "web client",
     "clientVersion": "2.0.0",
     "tenantId": "examplebe-38de-4d66-b466-77990065b711",
     "timestamp": 1727243387026,
     "currentUrl": "https://example.testseller123.com",
     "ubid": "examplefe4-b4e8-41fd-a02a-1dd02ab72660",
     "eventId": "exampled4-21c5-4413-9f9a-d8de8bb70f20",
     "additionalProperties":
"{\"page_action\":\"RequestAPrivateOffer\",\"seller_id\":\" test-123e4ba5-4866-
48db-8a26-9d51b8e71512\",\"product_id\":\" test-111e4ba7-4866-48db-8a26-
9d51b8e71522\"}"
   }
  ]}
```

The metrics below are sent to AWS.

Required parameters	Notes
current_url	Origin name of the URL on which the **Buy with AWS** button was clicked. For example: https://www.seller.com
event_name	Type of the event: Currently records 'Click' events only.
page_action	Identifier for the Buy with AWS call-to-action button that was clicked. For example: **BuyWithAws**
product_id	Product ID that identifies the product item linked to the call-to-action button.
seller_id	Seller's AWS Marketplace identifier. To identify the **sellerId**, refer to section 5.4 (b)
timestamp	Click event timestamp in **epoch** time.
event_id	Unique id for each event.
ubid	A unique and distinct identifier generated for each browser session, and user's interaction.

5. **Content Security Policy** (CSP) is a security standard that helps to detect and mitigate certain types of attacks, including Cross-Site Scripting (XSS) and data injection attacks. If your website implements a CSP, you will have to include the following directives for the analytics solution to work. If your website doesn't implement a CSP, please DO NOT add the following CSP as it can break other functionalities on your website. For more details refer to - https://developer.mozilla.org/en-US/docs/Web/HTTP/CSP.

Content-Security-Policy: default-src 'self';
script-src 'https://bwa.marketplace.awsstatic.com';
connect-src 'https://medley.prod.irtysh.dubai.aws.dev';

This CSP directive specifies two important sources:
1. *script-src* **https://bwa.marketplace.awsstatic.com** indicates Javascript source
2. *connect-src* **https://medley.prod.irtysh.dubai.aws.dev** is used for collecting the data.

6. Click Data Accuracy

 Dashboard click counts may not be 100% accurate.

- Click data for Buy with AWS call-to-action buttons is marketing data and may not be precise. Factors like ad-blockers, cookie settings, and incognito browsing can affect data collection. Unlike revenue data, marketing data lacks a definitive source for accuracy verification.
- Bot traffic also impacts data accuracy. Even with robust detection systems in place, sophisticated bots can generate clicks that don't represent actual customer (human) interactions.

7. Validation

To verify the analytics script is functioning correctly after implementing the Buy with AWS CTAs and adding the script tag:

1. Open your browser's developer tools (right-click → **Inspect**) and go to the **Network** tab.
2. Click on a Buy with AWS CTA. You should see a POST request to this endpoint: https://medley.prod.irtysh.dubai.aws.dev/api/send-events/clickstream/2d54cb4f-9f3b-4c1e-9892-082e334ca21f
3. Check that the HTTP response status is **200**.
4. Examine the request Payload. In the AdditionalProperties object, verify that **page_action**, **seller_id**, and **product_id** contain the expected values.

6.2 Buy with AWS Metrics Dashboard

Sellers can access Buy with AWS metrics through the AWS Marketplace Management Portal. The dashboard and reporting will include:

1. The number of unique visitors on the Buy with AWS co-branded procurement page,
2. The total page views on the Buy with AWS co-branded procurement page,
3. Average bounce rate on the Buy with AWS co-branded procurement page (i.e., how many users came onto the Buy with AWS procurement page and left without taking an action),
4. The number of agreements created on the Buy with AWS co-branded procurement page,
5. Time spent on Buy with AWS co-branded procurement page,
6. Drop off rate on the AWS sign-in page (i.e., number of users who come onto the AWS sign-in page and couldn't log on),

7. The number of clicks on "**Buy with AWS**" button on the seller's website,
8. The number of clicks on "**Try free with AWS**" button on the seller's website,
9. The number of clicks on "**Request private offer**" and "**Request demo**" buttons on the seller's website,
10. The number of clicks on "**Submit private offer**" and "**Submit demo**" buttons on the seller's website.

To view the Buy with AWS metrics dashboard, login to the AWS Marketplace Management Portal. Navigate to **Insights → Marketing → Buy with AWS**.

NOTE: **Click data from sellers' websites are best-effort estimates. There is no guarantee that this data is 100% accurate**.

The mockup illustrates the intended visual design of the Buy with AWS Metrics dashboard.
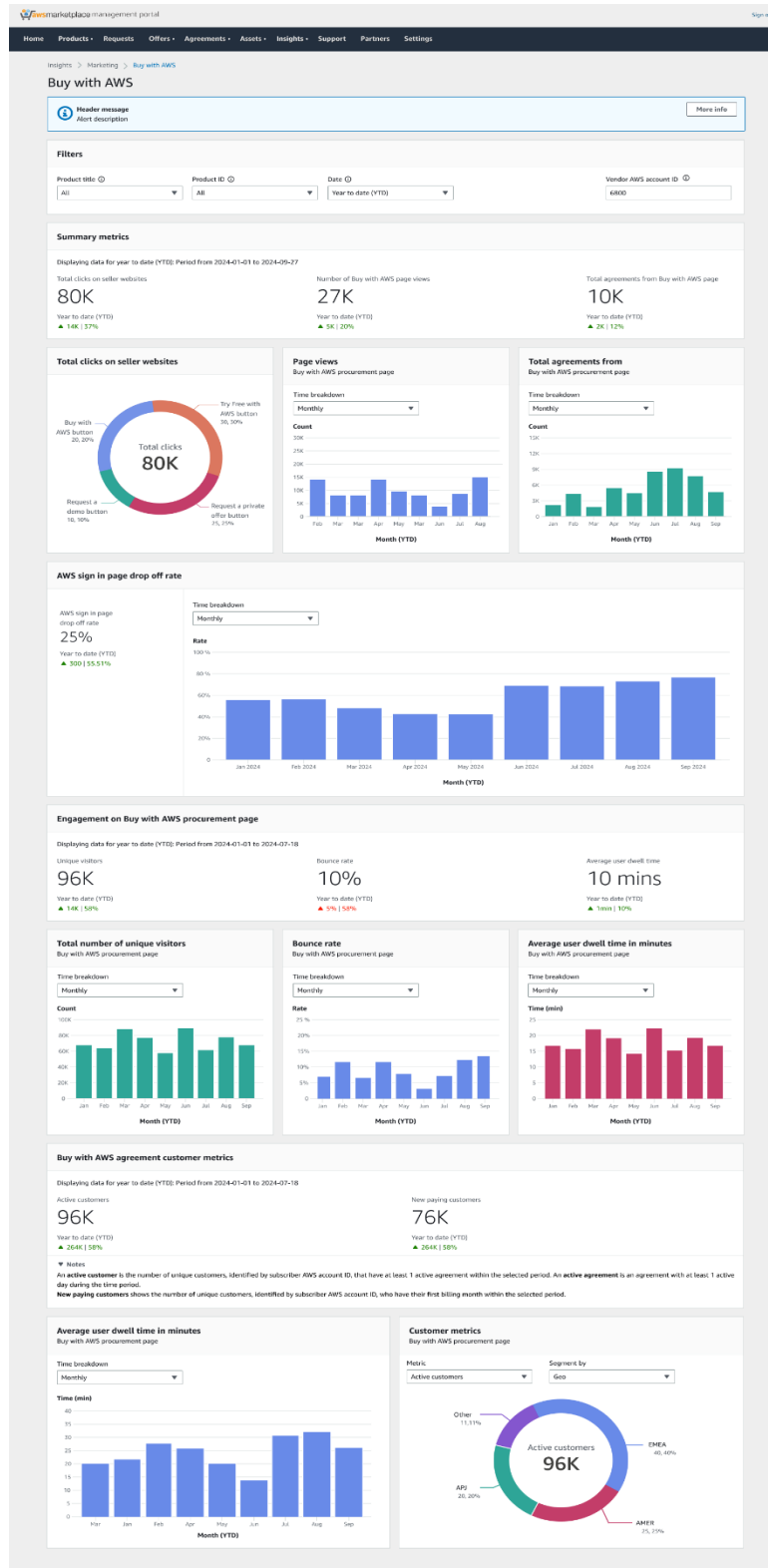
7. Optional Integrations

AWS Marketplace provides APIs that can help you automate certain tasks as a seller in the Buy with AWS program.

7.1 Displaying up-to-date product details on your website with the AWS Marketplace Discovery API

This API integration is optional. As a Channel Partner (CP) or Designated Seller of Record (DSOR), you likely re-sell more than one product. Buyers seek up-to-date, reliable, and detailed information about the product that they are looking to buy. It can become difficult to create and manage this information on your website for every product that you re-sell.

To save time and cost, and in turn provide buyers a seamless search and discovery experience on your website, you can programmatically retrieve product details, as displayed on AWS Marketplace, using AWS Marketplace Discovery API.
Using Discovery API, you can also retrieve search filters that buyers need to browse AWS Marketplace catalog.

The AWS Marketplace Discovery API enables AWS partners to showcase a curated selection of software and data products from AWS Marketplace on their web properties. Partners can create search and browse experiences, displaying public pricing available to their customers. By default, the entire AWS Marketplace public catalog is curated. For a more focused product set, partners should contact their AWS Marketplace representative to establish catalog curation rules based on specific product or vendor IDs. The product ID can be found in the SearchListings API response under the data model: `ListingSummaries[] -> ProductAttributes -> BaseProductId`

Partners can invoke the Discovery API using one of the following methods:

1. Call the `SearchListings` API using product IDs.

   POST SearchListings Request
   ```
   {
       "MaxResults": 50,
   "Filters": [{
               "Type": "PRODUCT",
               "Values": ["example41-2f53-421e-950a-
   afd7be74ee86"]
           }
       ],
       "RequestContext": {
           "IntegrationId": "{{ _.integration_id }}",
           "Locale": "en"
       },
       "Targeting": "ALL",
       "ContentClassification": "ALL"
   }
   ```

2. Retrieve a list of vendors and their IDs using the `GetSearchFacets` API, then call the `SearchListings` API with vendor IDs for partnered vendors.

   POST GetSearchFacets Request
   ```
   {
       "MaxResultsPerFacet": 10,
       "SortPerFacet": {
           "SortBy": "ALPHABETICAL",
           "SortOrder": "ASCENDING"
       },
       "RequestContext": {
           "IntegrationId": "{{ _.integration_id }}",
           "Locale": "en"
       },
       "ContentClassification": "ALL"
   }
   ```

   POST SearchListings Request
   ```
   {
       "MaxResults": 50,
   ```

```
 "Filters": [{
             "Type": "VENDOR",
             "Values": ["vendor_test1-e35a-49b0-9061-
3f354bb2254e", "vendor_test2-5064-4d47-b41b-a53f7c937314",
"vendor_test3-32a9-47fe-8746-09fa08dd334f", "vendor_test4-
62da-4c7a-b419-ab217de304dd"]
         }
     ],
     "RequestContext": {
         "IntegrationId": "{{ _.integration_id }}",
         "Locale": "en"
     },
     "Targeting": "ALL",
     "ContentClassification": "ALL"
 }
```

3. If the vendor ID is known, call the `SearchListings` API directly with that ID (for partnered vendors).

POST SearchListings Request
```
{
     "MaxResults": 50,
 "Filters": [{
             "Type": "VENDOR",
             "Values": ["vendor_test1-e35a-49b0-9061-
3f354bb2254e", " vendor_test2-5064-4d47-b41b-a53f7c937314",
"vendor_test3-32a9-47fe-8746-09fa08dd334f", "vendor_test4-
62da-4c7a-b419-ab217de304dd"]
         }
     ],
     "RequestContext": {
         "IntegrationId": "{{ _.integration_id }}",
         "Locale": "en"
     },
     "Targeting": "ALL",
     "ContentClassification": "ALL"
 }
```

NOTE:
- We recommend caching the product details instead of dynamically retrieving them each time the webpage loads. This will
  o reduce your page load time
  o enable you to load the pages even if the API is inaccessible because of an outage or network issue
  o prevent you from exceeding the service quotas and rate limits for the API

- When using a vendor ID, the `SearchListings` API returns a limited set of live products associated with the AWS account shared with the AWS team. If no limited listings are needed, use the product ID as input instead.

- For API call to return limited and live listings, partners should contact their AWS Marketplace Discovery API representative, providing their AWS account ID and email address.

For more details, refer to the [Discovery API Documentation](#).

Additional requirements to onboard to Discovery API

You have to be an AWS Marketplace seller or reseller to get access to Discovery API. Please send an email to aws-mp-bwa-support@amazon.com and we will help you get access. The [email template](#) is present in the appendix section of this document for reference.

Once access is granted, you will receive an SDK, a unique **Integration ID**, and the API Documentation to help you integrate with the API.

Additional resources

To learn more, please refer to this **[Discovery API workshop](#)** that includes a step-by-step walk-through of the Discovery API integration.

7.2 Create private offer with AWS Marketplace Catalog API

This API integration is optional. To automate private offer creation, sellers can use the [AWS Marketplace Catalog API](#). Alternatively, use the [Private offers page](#) in the seller portal for each request. Private offer creation takes a few minutes. You can

poll the status of your request or create an event rule that triggers an action to notify your application.

Additional resources

The AWS Marketplace workshop lab and GitHub sample reference code have detailed steps.

7.3 Retrieve buyer purchases with AWS Marketplace Agreements API

This API integration is optional. As a seller or DSOR in the Buy with AWS program, after a buyer subscribes to products from your website, they may want to see their subscription details. Instead of redirecting them back to AWS to review them, you can use AWS Marketplace Agreement Service to replicate those details in your website. An agreement is the subscription or contract details that's created when a buyer subscribes to an offer.

As a Channel Partner, you can use this API to retrieve agreements created from your CPPOs to populate a personalized portal in your website for each of your buyers to review their various product subscriptions. Note that the seller cannot retrieve agreements created from your CPPOs.

Additional resources

See how to search for and describe agreements in the documentation.

The GitHub repository has API related sample reference code.

8. Request branding review

Sellers must submit a branding review request before they can launch a Buy with AWS experience on their website.

1. Navigate to AWS Marketplace Management Portal and submit support ticket for **Commercial Marketplace**, select **Buy with AWS** as the category, and followed by **Branding Review** as the sub-category.

2. Provide the following in the ticket:
   - ○ Your seller ID
   - ○ Under "**Provide more details about your request**":
     - ▪ The URL where you'll implement the Buy with AWS integration
     - ▪ A link to your sandbox, live site, or mockups for AWS Marketplace operations team to review. If you don't include this, the operations team will request it after you submit the ticket.

3. The AWS Marketplace seller operations team will evaluate your implementation against Buy with AWS creative and messaging guidelines. They'll provide feedback to ensure compliance. You must address all feedback and obtain approval before launching.

9. Support

We encourage you to identify errors or issues and send feedback, test observations, or suggestions.

1. For General enquiries/troubleshooting errors related to Buy with AWS, submit a [support ticket](#) in the seller portal. Choose **Commercial Marketplace** when submitting your ticket. Then, select "**Buy with AWS**" as the category and "**General Inquiries/Troubleshooting Errors**" as the subcategory.

2. For AWS Marketplace API-related questions, create a [support ticket](#) in the seller portal.

10. Frequently asked questions (FAQs)

1. **Question: Are buyers required to have an AWS account to receive a CPPO or MPPO?**
   Yes. Customers must have an AWS account to receive a CPPO or MPPO offer.

2. **Question: Can buyers using Buy with AWS leverage their AWS Private Pricing Agreement (PPA) for purchases made via Buy with AWS?**
   Yes, AWS customers purchasing via Buy with AWS will receive the same benefits as though they were purchasing their products directly on AWS Marketplace.

3. **Question: What product types are supported for private offer creation via Catalog API?**
   Buy with AWS currently supports SaaS products. AWS may, at its discretion, include additional product types in the future.

4. **Question: What if I have additional questions about Buy with AWS and want an overview from a subject matter expert?**
   Please reach out to your AWS Partner Development Manager, or directly to the AWS Marketplace Buy with AWS team here: aws-mp-bwa-support@amazon.com

11. Resource links

Channel Resources	Description
Branding Guidelines	Buy with AWS branding guidelines in AWS Partner Central
AWS Trademark Guidelines	Public AWS Trademark Guidelines

Buy with AWS seller public documentation	Public documentation of Buy with AWS for sellers.
AWS Marketplace Catalog API Documentation	Public documentation of the Catalog API
AWS Marketplace Discovery API Documentation	Public documentation of the Discovery API
AWS Marketplace Agreements API Documentation	Public documentation of the Agreements API
AWS Marketplace APIs GitHub Repository	Public GitHub Repository with detailed API calls examples
Automation with AWS Marketplace APIs (Launch Blog)	Blog post on automation with AWS Marketplace APIs
Manage offers with API	Virtual lab on using Catalog API to manage offers
Authorize SaaS reseller with API	Virtual lab on using Catalog API to authorize SaaS reseller
Create SaaS private offer with API	Virtual lab on using Catalog API to create SaaS private offer
How to automate private offers using AWS Marketplace Catalog APIs	Blog post on how to automate private offers using AWS Marketplace Catalog APIs
Automating Channel Partner Resale Authorization using Amazon Web Services (AWS) Marketplace Catalog API]	Blog post on how to publish Resale Authorization with Catalog API
Automate the pricing of your AWS Marketplace resources with Catalog API	Blog post on how to automate the pricing of your AWS Marketplace resources with Catalog API
Channel Partner Getting Started Guide	Comprehensive list of AWS Marketplace Channel Partner Programs Resource
ISV Channel Programs Getting Started Guide	Comprehensive list of AWS Marketplace ISV Channel Programs resources
AWS Marketplace Seller Guide	Detailed AWS seller documentation

AWS Marketplace Designated Seller Of Record First Call Deck	Slideshow overview of DSOR for ISVs and AWS DSOR Partners
AWS Marketplace DSOR Listing Guide	One Pager to support building DSOR Listings

12.Appendices

Email Template for Buy with AWS Seller Requesting Discovery API Access

To: aws-mp-bwa-support@amazon.com
Subject: Buy with AWS Partner | [Partner Name] Requesting Access to Discovery API

Dear AWS Marketplace Team,

My name is [Partner Representative Name], and I am a [Partner Representative Role] at [Partner Name].

We would like to request access to the Discovery API to enhance our integration with AWS Marketplace as part of the Buy with AWS program. This access will allow us to better serve our customers and streamline our operations.

To facilitate this request, please find the following details:

1. **AWS account ID(s)**: [Provide the AWS account ID(s) that should be allow-listed to call the Discovery API]
2. **Vendor ID**: [Provide your vendor ID if you wish to access all products that you sell or resell on AWS Marketplace]
   OR
   Product ID(s): [Provide the specific product IDs if you wish to access only certain products that you sell or resell on AWS Marketplace]

Thank you,
[Partner Representative Name]
[Partner Name]