

Getting Your SaaS Listed on AWS Marketplace: The Complete Checklist

"Just get us listed on AWS Marketplace" sounds like a one-afternoon task. It isn't. Between seller registration, tax and banking verification, packaging your product, writing the listing, and wiring up billing, there are dozens of small steps — and missing one can stall your listing in review for weeks. This checklist walks through everything it actually takes to go from "we should be on Marketplace" to a live, purchasable listing, grouped into five phases you can work through in order.

2–6 wks

typical time from starting
registration to a live listing
for a first-time seller

3

verifications AWS requires
before you can transact:
identity, tax, and bank

SaaS

contract or subscription is
the most common and
fastest listing type to launch

Use this as a working document. Tackle the phases in order — each one unlocks the next — and don't skip the prep in Phase 1, because that's where most delays actually start.

Phase 1 — Before You Register: Prerequisites

Most listing delays trace back to missing paperwork, not the product itself. Get these in hand first so registration doesn't stall.

- ☒ **Legal business entity confirmed.** You register as a company, not an individual. Have your legal business name, address, and country of incorporation ready.
- ☒ **Tax information prepared.** AWS collects tax details (a W-9 for U.S. sellers, or the equivalent tax questionnaire for international sellers) before you can receive payouts.
- ☒ **Bank account for disbursements.** A business bank account in a supported country, ready for AWS to deposit your Marketplace revenue.
- ☒ **A dedicated AWS account for selling.** Decide which AWS account will be your seller account. Many teams create a separate account rather than using their production one.
- ☒ **Decision on listing type.** Know whether you'll launch as a **SaaS subscription**, **SaaS contract**, or **contract with consumption**. Most B2B SaaS starts with a SaaS contract.
- ☒ **An internal owner named.** Assign one person to own the listing end to end. Split ownership is the quiet reason listings stall.

Common stall: Tax and bank verification can take several business days and sometimes require back-and-forth with AWS. Start these on day one — don't wait until your listing content is polished, or you'll be ready to launch and still waiting on financial approval.

Phase 2 — Seller Registration

This is the administrative foundation. Once approved, you unlock the AWS Marketplace Management Portal (the seller dashboard where everything else happens).

- ☒ **Register as an AWS Marketplace Seller** through the Marketplace

Management Portal using your chosen seller AWS account.

- ☒ **Complete the tax interview** inside the portal and submit your tax forms.
- ☒ **Submit bank account details** for payment disbursement and wait for verification to clear.
- ☒ **Provide your public seller profile** — company name, logo, and description that buyers will see across your listings.
- ☒ **Confirm your seller account is approved to transact.** You'll see this status in the portal once identity, tax, and bank checks all pass.

Tip: Registering as a seller is separate from being an AWS Partner. You can list on Marketplace without formally joining the AWS Partner Network (APN) — but joining APN later unlocks co-sell and field engagement, which is where Marketplace really pays off. Get listed first; pursue partner tier as a parallel track.

Phase 3 — Package Your Product

Now you define what buyers are actually purchasing and how your software recognizes their entitlement. For SaaS, this is a technical integration step, not just a form.

- ☒ **Choose your pricing model.** Flat subscription, contract with defined term, or usage/metered. Match it to how you already sell.
- ☒ **Define your product dimensions.** The units buyers purchase — seats, tiers, capacity, or a simple per-account license.
- ☒ **Integrate the AWS Marketplace Metering or Entitlement API.** Your app needs to recognize a Marketplace purchase and grant access. SaaS contract listings use the Entitlement API; metered listings use the Metering API.
- ☒ **Build your registration / fulfillment landing page.** After purchase, AWS redirects the buyer to your app with a token. Your landing page must accept that

token and provision the account.

- ☑ **Test the full purchase-to-provision flow** in a staging setup before submitting, so a real buyer never hits a broken hand-off.

Watch out: The buyer redirect and token hand-off is the single most common place first-time listings break. When a buyer subscribes, AWS sends them to your fulfillment URL with a temporary token you must exchange for their identifier via the API. If that exchange isn't wired up correctly, buyers pay but can't access your product. Test it end to end with a real (or simulated) subscription.

Phase 4 — Build the Listing

This is the buyer-facing content — what convinces an enterprise evaluator you're a credible, safe purchase. Treat it like a landing page, not a form to rush through.

- ☑ **Product title and short description** that state clearly what your product does and who it's for.
- ☑ **Long description with key features and benefits**, written for a business buyer, not just a developer.
- ☑ **Product logo and images** that meet AWS's dimension and format requirements.
- ☑ **Categories and search keywords** so buyers browsing Marketplace can actually find you.
- ☑ **Pricing details** — public price, contract terms, and any tiers — entered accurately.
- ☑ **End User License Agreement (EULA)**. Use AWS's Standard Contract for Marketplace (SCMP) to speed legal review, or upload your own custom EULA.
- ☑ **Support details** — how buyers reach you, your support hours, and your SLA.

- ☑ **Refund and cancellation policy** stated clearly.

Insight: Enterprise buyers often shortlist Marketplace products on trust signals before they ever demo. Adopting the AWS Standard Contract (SCMP) is one of the highest-leverage moves you can make — it lets a buyer's legal team approve terms they've already reviewed a hundred times, removing weeks of contract negotiation from your sales cycle.

Phase 5 — Submit, Review & Go Live

Everything comes together here. AWS reviews your listing for completeness and policy compliance before it goes public.

- ☑ **Submit the product for AWS review** through the Management Portal.
- ☑ **Respond quickly to AWS feedback.** Reviewers often request small fixes — a description tweak, an image resize, a pricing clarification. Fast replies keep you out of the back-of-the-queue.
- ☑ **Do a live test purchase** (or use a limited/private listing) to confirm the real buyer experience works end to end.
- ☑ **Confirm billing and disbursement** by verifying a test transaction flows correctly and reporting appears in your portal.
- ☑ **Publish and announce.** Once live, add the Marketplace listing link to your website, sales decks, and outbound motion — a listing nobody knows about generates no pipeline.
- ☑ **Prepare your first Private Offer template** so your sales team can extend custom enterprise pricing the moment a qualified deal appears.

Reality check: Getting listed is the starting line, not the finish. A live listing does not, by itself, generate deals. The revenue comes from actively driving buyers to purchase through Marketplace, pursuing co-sell with AWS field teams, and using Private Offers to close

enterprise deals. Plan your go-to-market motion before you go live, not after.

The Five Phases at a Glance

PHASE	WHAT IT COVERS	TYPICAL TIME
1. Prerequisites	Legal entity, tax, banking, listing-type decision, owner	2–5 days (mostly waiting on verification)
2. Seller registration	Register, tax interview, bank verification, seller profile	3–7 days
3. Package product	Pricing model, dimensions, API integration, fulfillment page	1–3 weeks (engineering work)
4. Build listing	Descriptions, images, pricing, EULA, support details	3–5 days
5. Submit & go live	AWS review, test purchase, billing check, publish	3–10 days

Key Takeaways

- Getting listed is a five-phase project — prerequisites, seller registration, product packaging, listing content, and review — not a single form. Budget two to six weeks for a first listing.
- Start tax and bank verification on day one; financial approval is the most common cause of delay, and it runs in the background while you do everything else.
- The technical hand-off — integrating the Metering or Entitlement API and building the buyer fulfillment page — is where most first listings break. Test

the full purchase-to-provision flow before you submit.

- Adopt the AWS Standard Contract (SCMP) where you can; it removes weeks of legal negotiation from enterprise deals by giving buyers terms their legal team already trusts.
- Going live is the start, not the finish. Plan your co-sell and Private Offer motion before launch, because a listing alone doesn't generate revenue.

Ready to explore AWS Marketplace as a revenue channel?

Straightline helps early-stage SaaS companies get listed, manage their co-sell pipeline, and build a cloud GTM strategy that moves deals — from your first seller registration through your first enterprise Private Offer.

Get started at usestraightline.com.