

# Magento Marketplace + Xcelerate Partner Program Webinar

October 13, 2016

# Marketplace Team



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# Agenda

- 1 Marketplace Updates & Momentum
- 2 Xcelerate Partner Program
- 3 Extension Quality Program
- 4 Policies & Programs
- 5 Resources
- 6 Q&A

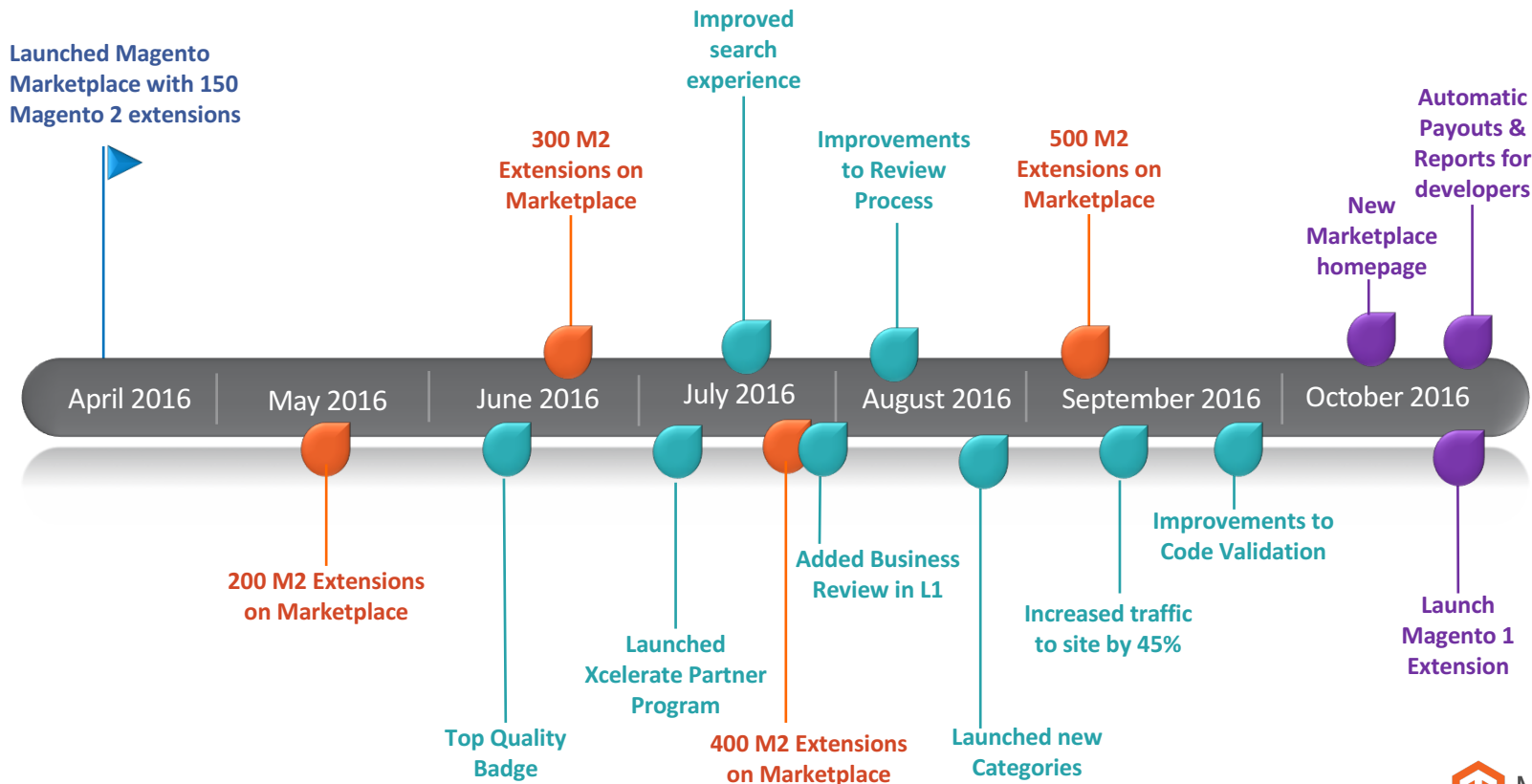
# Marketplace Mission

Make the discovery, purchase & use of high-quality Magento extensions a delightful experience for Magento customers.

# Accelerating Magento, one extension at a time...



# Marketplace Momentum Key Milestones



# Marketplace Momentum: Growth Since Launch

## Extensions

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**4x**

Extensions live in Marketplace

## Sales

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**10x**

Sales volume growth

## Rev Share

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**10x**

Revenue Share for Marketplace and Developers

## Visitors

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**2x**

Daily traffic to Marketplace

## Conversion

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**10%**

Marketplace visitors converted into Marketplace buyers

## Extensions

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**582**

Extensions live in Marketplace

## Paid Extensions

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**70%**

Extensions on Marketplace are one-time paid extensions

## ASP

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**\$185**

Average sales price for one-time paid extensions

# Marketplace Roadmap

Developer  
Portal -  
Submissions,  
Approvals &  
Dashboards

Leads  
Sharing  
to/from  
Partners

Security  
Scanning by  
Veracode

Re-imagined  
Marketplace  
Experience  
on Magento  
Cloud

Marketplace  
@ M2.x  
Admin

Recurring  
Billing for  
Partners

Rev Share  
Payout  
Automation

Top  
Extensions

Connect EOL

Sandbox

A/B Tests &  
Optimizations

Discounts &  
Bundles



# Marketplace – Future Experiences

The screenshot shows the Magento Marketplace homepage. At the top, there's a navigation bar with links for EXTENSIONS, THEMES, SERVICES, PLATFORMS, TRAINING, CERTIFICATIONS, PARTNERS, and SWAG. The main header features the slogan "Commerce without Limits" and "The World's Most Flexible Commerce Platform." Below this, a section titled "Why Shop With Marketplace" displays three value propositions. The "Magento Platforms" section lists various editions: Community Edition 2.X, Enterprise Edition 2.X, Enterprise Cloud Edition, Commerce Order Management, Analytics, and Magento B2B. A "Customize Your Magento Platforms" section shows examples like Bronto, QuickBooks, Themes, and Languages. The "Find Help with Our Solution Partners" section highlights Magento Enterprise Partners, Professional Partners, and Registered Partners. At the bottom, there are sections for "Magento Training" and "Magento Certification".

The screenshot shows the "Developer Home" page. A dark sidebar on the left contains navigation links: Home, Keys, Dashboard, My Products, Downloads, Extensions, Themes, Shared Packages, Resources and Docs, Community Forums, Partner, Payments, and Request Help. The main content area is titled "Home" and features a "Getting Started Guide" with a rocket icon and a "Read our getting started guide" button. Below this are four cards: "Get your keys" with a key icon and a "Get your keys" button; "Build your extension" with a hammer and code icon and a "Start Building" button; "Sell your extension" with a table icon and a "Start Selling" button; and "Partner with Magento" with a handshake icon and a "Let's Partner" button. Each card contains placeholder text.

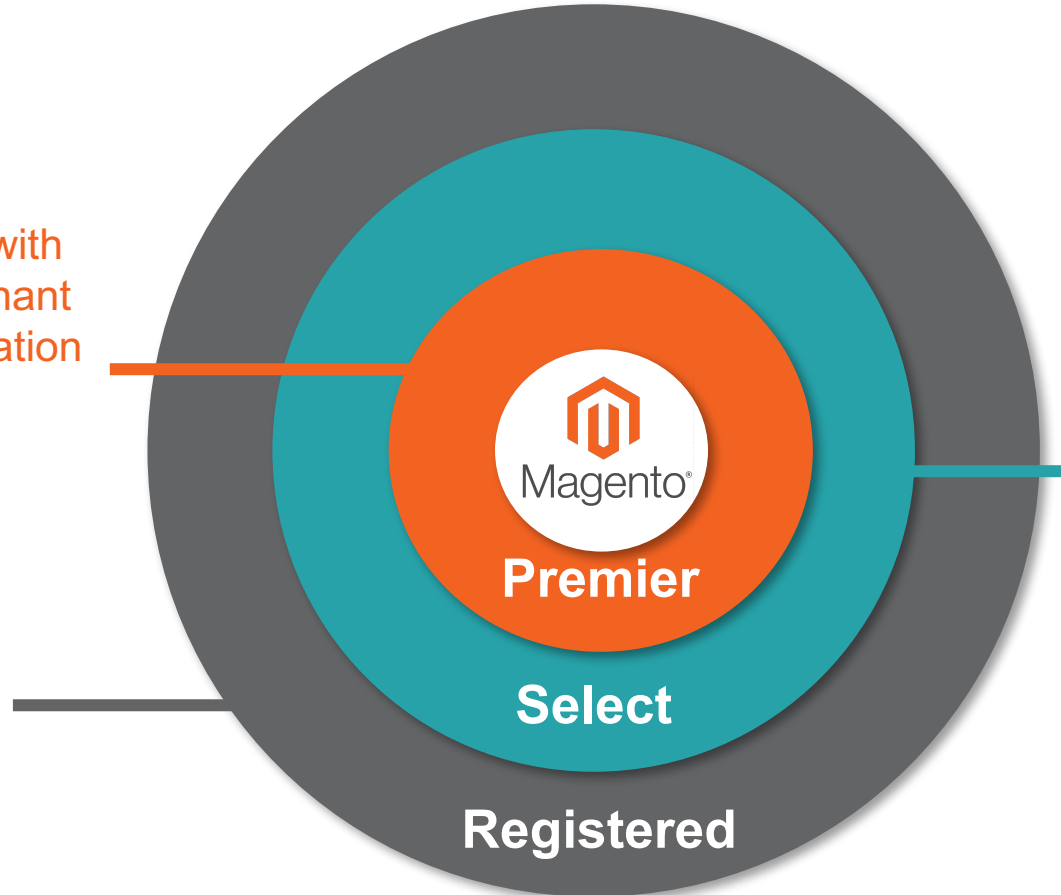
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# Xcelerate - Technology Partner Program

# Who Are Our Technology Partners?

Deeply integrated with  
Magento, for merchant  
ease of implementation  
and choice

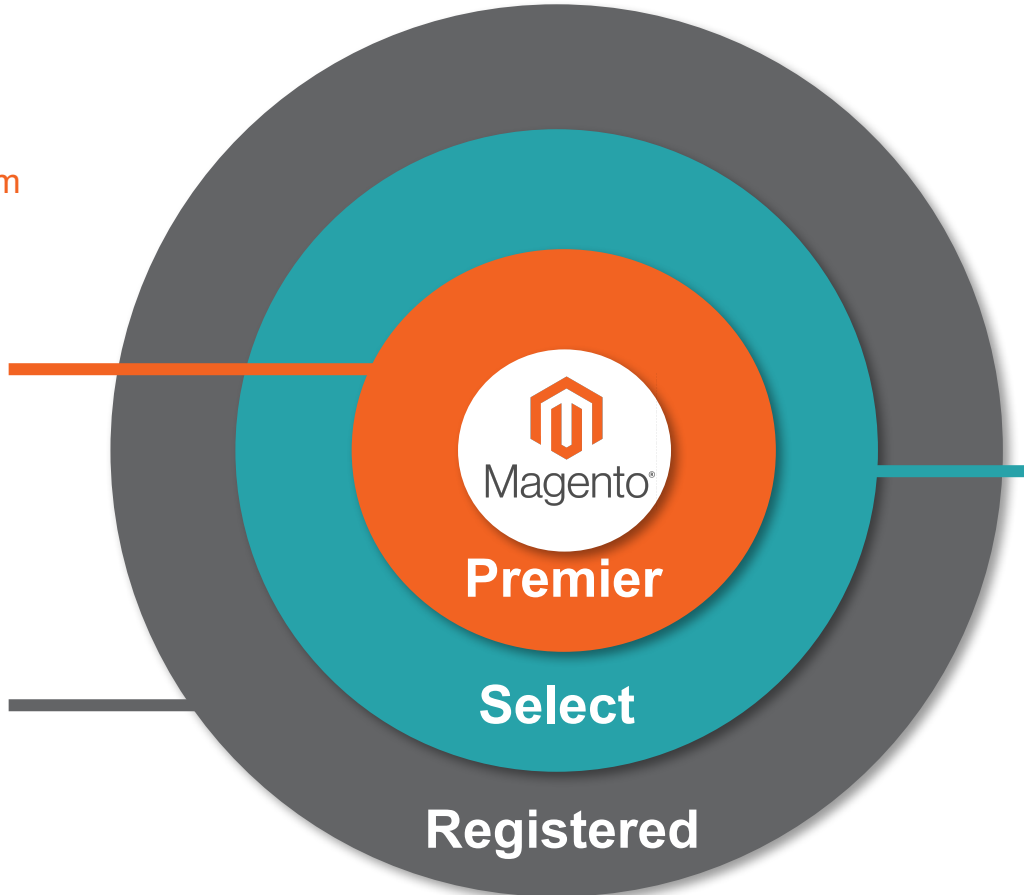
Marketplace  
partner extensions  
vetted for quality,  
for merchant  
confidence and  
security



Top tier partner  
technology within  
strategic categories,  
for merchant flexibility  
and growth

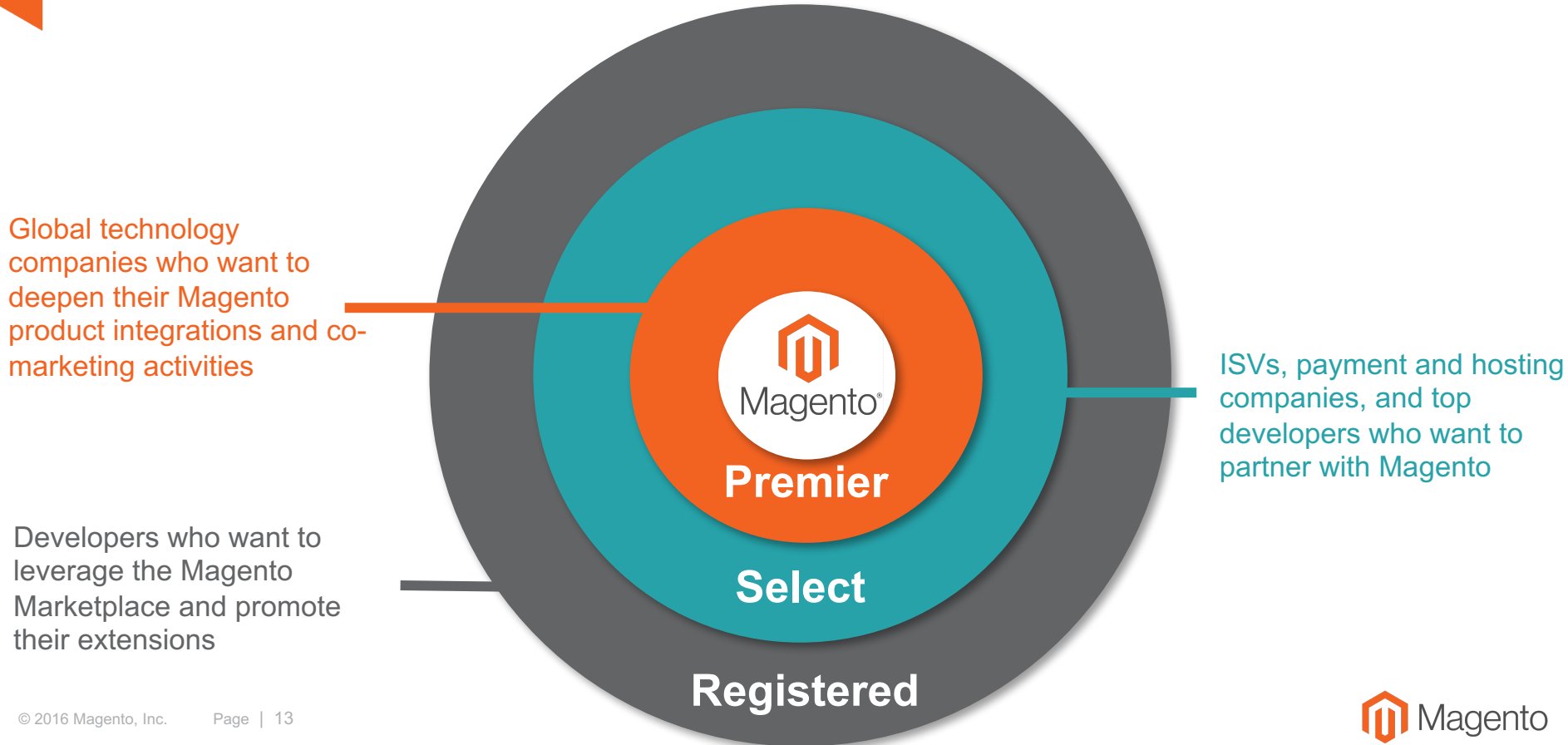
# What Benefits Do the Partners Get?

- Merchant Admin Panel Listing
  - Dedicated Magento.com Landing Page
  - Premier Partner Badge
  - Deeper Co-Marketing Opportunities
  - Magento Referrals
- 
- Marketplace Listing
  - Level 1 Quality Check
  - Marketplace Promotion



- Levels 1 & 2 Quality Checks
- Select Partner Badge
- Joint Marketing Activities
- Internal Magento Activities
- Priority Sponsor Bookings
- Magento Referrals

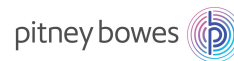
# What Partner Level Is Right For You?



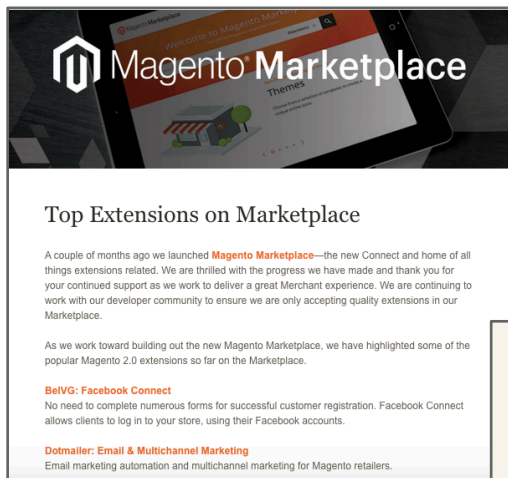
# Premier Technology Partners



# Select Technology Partners



# Driving Demand for Developers



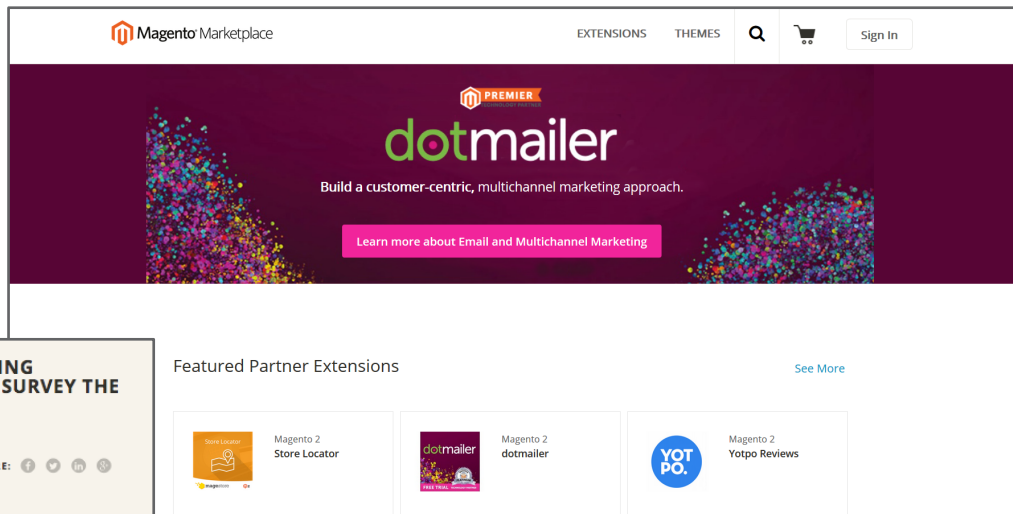
## Top Extensions on Marketplace

A couple of months ago we launched **Magento Marketplace**—the new Connect and home of all things extensions related. We are thrilled with the progress we have made and thank you for your continued support as we work to deliver a great Merchant experience. We are continuing to work with our developer community to ensure we are only accepting quality extensions in our Marketplace.

As we work toward building out the new Magento Marketplace, we have highlighted some of the popular Magento 2.0 extensions so far on the Marketplace.




**BeIVG: Facebook Connect**  
No need to complete numerous forms for successful customer registration. Facebook Connect allows clients to log in to your store, using their Facebook accounts.

**Dotmailer: Email & Multichannel Marketing**  
Email marketing automation and multichannel marketing for Magento retailers.



## Featured Partner Extensions

See More

 <b>Store Locator</b> Magento 2	 <b>dotmailer</b> Magento 2	 <b>Yotpo Reviews</b> Magento 2
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## Marketplace Emails



## TOP 10 TIPS WHEN LAUNCHING MAGENTO 2.0 EXTENSIONS: SURVEY THE LANDSCAPE

MARCH 9, 2016  
BY: MARKETPLACE TEAM, MAGENTO

TAGS: DEVELOPERS MARKETPLACE MAGENTO 2

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### TIP #1: Survey the Landscape

As we work toward the launch of the new Magento Marketplace, we have put together some tips to help our developers when creating Magento 2.0 extensions. The Magento Marketplace will offer merchants a curated user experience for easy discovery of high quality products and services, while providing developers with a vibrant Magento community and the tools and marketing resources to monetize their application business.

## Featured Partners & Promos

## Tip Blogs



# What Partners Can Contribute

- Guest Blog Posts (Premier & Select)
- Co-Branded White Papers (Premier & Select)
- Webinars (Premier, Select Pending Availability)
- Customer Success Stories (Premier, Select & Registered)



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# Extension Quality Program (EQP)

# Extension Quality Program



# Extension Quality Program

## Level 1 Quality Check

Auto Check for All Extensions

### Business Review

### Technical Review

Package validation

Essential coding standards

Antivirus and malware

Plagiarism check

Security check

### Marketing Review

## Level 2 Quality Check

Verification for Premier & Select  
Partners

Documentation review

Deep code review

Security check

Q A check

**Level 2 Partners receive a  
Top Quality banner**

Contact: [Marketplace@magento.com](mailto:Marketplace@magento.com)

# 4 Marketplace Policies

# Refunds

- Most refunds are due to failed extension installation processes and confusion as to whether or not it is the latest version available
- Best way to avoid refunds are by providing:
  - Installation guides
  - Demo videos
  - Quick responses to support inquiries
- Developers will be notified of refund requests and consulted on resolutions



# Developing for Magento Enterprise Edition

## Premier & Select Partners

- CAN sell Extensions for EE
  - Must pass L2 Review

## Registered Partners

- CANNOT sell Extensions for EE
  - Unless approved for dev EE license (**for a fee**) via the Xcelerate Partner Program
  - Must pass L2 Review

Contact: [TechnologyPartnerProgram@magento.com](mailto:TechnologyPartnerProgram@magento.com)

# Reasons for Rejecting Extensions

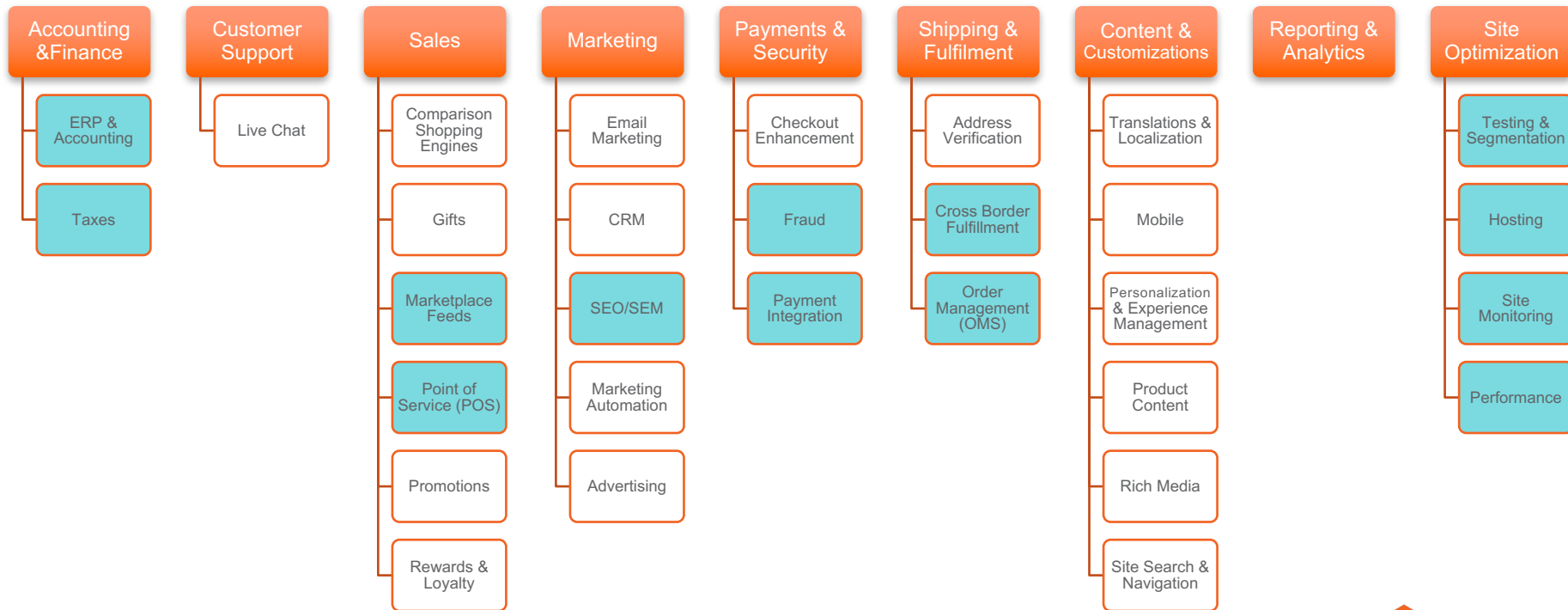
- X Plagiarism
- X Security Issues (Malware)
- X Violation of Magento coding standards
- X Lack of functionality enhancements
  - X Having a \$0 (free) extension does not qualify as functionally different
- X Surplus of extensions in a specific collection
- X Adherence to marketing guidelines
- X Missing required business information

*Approximately 20 extensions are rejected per week*



# Extension Building Opportunities

 = Opportunities





# How to be Successful on Marketplace



- Demo Videos
- Success Stories
- Content
- SEO
- SEM
- Pricing Extensions Appropriately

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# Resources

# Resources

- [Marketplace User Guide](#)
- [FAQs](#)
- [Revenue Share](#)
- [Xcelerate Partner Program](#)
- [Extension Quality Program](#)
- [Submission Guidelines](#)



# Thank you!

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# Q & A