

FY23 Marketplace Transact and Grow Incentive Campaign*

Purpose



Reward publishers for publishing transactable offers and high-quality transactable Teams apps on Microsoft commercial marketplace and accelerating sales and usage of their transactable offers and Teams apps



How to earn

To be eligible for participation, a partner must have an active Cloud Partner Program membership and agreement and perform all qualifying activities and registration requirements as stated in the Incentive guide before the incentive can be earned.

Partner Specialization	Independent Software Vendors
Partner Center	Valid and complete identification, tax and banking information submitted and accepted by Microsoft
Partner Prerequisite	<ul style="list-style-type: none"> Active Partner Location ID. Be a publisher** with at least one transactable offer that is live and in good standing on Microsoft Commercial Marketplace, or at least one Teams app published in the Microsoft Teams Store during the Program Term.
Effective date	1 July 2022 – 30 June 2023
Resources	<p>To learn about publishing to the Microsoft commercial marketplace, visit Microsoft Learn.</p> <p>Partners may participate in the following programs to get help with publishing offers on Marketplace. Participation in these programs is highly recommended but not required to earn incentive in the FY23 Marketplace Transact and Grow Incentive Campaign:</p> <ul style="list-style-type: none"> ISV Success Program Microsoft 365 ISV Benefits Program (enrollment form) Microsoft for Startups Founders Hub



Incentive rate

Below details the incentive structure and earning opportunity. The Incentive Payments are determined per eligible marketplace offers and/or Teams apps.

Incentive structure		
Tier 1: Marketplace Publish Incentive *** up to a max cap of USD \$40,000 per Partner Global ID		
Lever 1: Publish Incentive*****	Option 1: Azure Marketplace Publish Incentive Public transactable offer published into Azure Marketplace.	USD \$10,000 per offer up to USD \$20,000 per Partner Global ID
	Option 2: Azure IP Co-sell Publish Incentive Public transactable offer published with Azure IP co-sell incentive status	USD \$20,000 per offer
Lever 2: High quality publish incentive for Teams apps	High-quality transactable Teams app linked to a transactable offer in Microsoft AppSource ****	USD \$10,000 per offer up to USD \$20,000 per Partner Global ID
Tier 2: Grow Incentive ***** no max cap		
Lever 3: Billed Sales incentive	Transactable offer reaches USD \$25,000 in cumulative billed sales in Program Term	USD \$10,000 per offer
Lever 4: Usage incentive (Teams apps only)	Teams app reaches 5000 in monthly active user count for the first time in 12 months or for the first time since its publication, whichever timeframe is shorter.	USD \$10,000 per Teams app

* Refer to the [ISV Marketplace Transact and Grow Incentive Campaign asset collection](#) for more details. See [Terms & Conditions](#) for full eligibility

** A "publisher" is a partner who has an approved Publisher Account with Microsoft.

*** For Marketplace Publish incentive, an eligible marketplace offer can earn on both lever 1 and lever 2 of the Marketplace Publish incentive. If an eligible marketplace offer earns on lever 1 option 1 in a quarterly earning period and achieves IP co-sell incentive status in a later earning period, the offer will earn an additional USD \$10,000, making its total earning equal to lever 1 option 2.

**** A Teams apps is considered high quality when it is Azure Active Directory single sign-on (AAD SSO) enabled & leverages two collaborative features of Teams. The eligible Teams collaborative features include tabs for chat/channel, personal tabs, bot using adaptive cards, messaging extension using adaptive cards, and meeting extension.

***** For the Grow incentive, an eligible marketplace offer can earn on both lever 3 and lever 4 of the Grow incentive. Offers published before the Program Term are also eligible for this Growth incentive. There is no limit on how many offers partners can earn incentive on. Non-transactable Teams app can also earn Tier 2 level 4 Usage incentive.

***** Tier 1 Lever 1 incentive is available in the limited window of 1 July 2022 to 31 March 2023.

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*This asset is nonbinding and is intended as a high-level overview of the program. Do not blog, tweet, post photos, or otherwise display information about this overview.

Full details and program requirements are set forth in the applicable program guide and partner agreement.

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