



FY23 Marketplace Transact and Grow Incentive Campaign

Partner Walking Deck
1 July 2022 – 30 June 2023

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This asset is nonbinding and intended as a high-level overview of the campaign. Full details and campaign requirements are set forth in the applicable Terms & Conditions and partner agreement.





The FY23 Marketplace Transact and Grow Incentive Campaign starting 1 July 2022 and ending 30 June 2023 is a campaign to reward publishers for publishing transactable offers and high-quality, transactable Teams apps on Microsoft commercial marketplace (including Azure Marketplace and AppSource storefronts) and accelerating sales and usage of their transactable offers and Teams apps.

Participants can receive up to USD 50,000 in cash rewards per eligible commercial marketplace offer.

Learn more about publishing offers to the Microsoft commercial marketplace at [Microsoft Learn](#)

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.

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

How it works

Eligibility



Qualified partners are eligible to participate in the campaign based on meeting the criteria below:

- Partner must have an **active Partner Location ID**. Learn more about Partner Center account structure [here](#).
- Partner must be a publisher with at least one transactable offer that are live and in good standing on Microsoft commercial marketplace, or at least one Teams app published in the Microsoft Teams Store during the campaign period (1 July 2022 – 30 June 2023). **To learn more about publishing to the Microsoft commercial marketplace, visit [Microsoft Learn](#).**

First time publishers with an active Partner Location ID are eligible to earn incentive on their first offer publication. Partner eligibility is considered at [Partner Global Account \(Partner Global ID\)](#) level.

How to participate



1. Invitation communications

Partners who satisfy the eligibility criteria above will be invited to the incentive campaign. Campaign invitation will be sent to one Partner Location ID per eligible Partner Global ID. Eligible partners ("Participants") will see the following communication:

- The campaign Terms and Conditions document sent via email to the Participant's Partner Center Incentive Admin or Global Admin contact
- An invitation to enroll in "**Campaigns**" in the Incentives section in Partner Center sent via email to the Participant's Partner Center Incentive Admin or Global Admin contact. The invitation is also visible on the Partner Center Incentives Overview page.

2. Campaign invitation timeline

- Please refer to slide 5 "FY23 Earnings/Enrollment/Payment Timeline" for more details.

3. Enrollment requirement

Participants must complete enrollment in the Campaigns Program in Partner Center by the enrollment deadline(s) specified in slide 5 "FY23 Earnings/Enrollment/Payment Timeline" in order to receive payment. Participants who do not enroll on time and do not enter complete banking and tax details in Partner Center will forfeit their Incentive Payment earnings under the Campaign Program. For more information on enrollment, visit [the Incentives page on the Partner Website](#) or [Incentives enrollment - Partner Center | Microsoft Learn](#).

Participants may participate in the following programs to get help with publishing offers on Marketplace. Participation in the following programs is highly recommended but not required to earn incentive in the FY23 Marketplace Transact and Grow Incentive Campaign:

- [ISV Success Program](#)
- [Microsoft 365 ISV Benefits Program \(enrollment form\)](#)
- [Microsoft for Startups Founders Hub](#)

FY23 Earning/Enrollment/Payment Timeline

Participants will be paid incentive earnings every quarter. In order to be paid any incentive earned, Participants will need to complete enrollment in Campaigns Program in Partner Center. For more information on enrollment, refer to the How to Participate section of this document, and visit [the Incentives page on the Partner Website](#) or [Incentives enrollment - Partner Center | Microsoft Learn](#).

Participants must complete enrollment in the Campaigns Incentive Program in Partner Center by the enrollment deadlines specified below in order to receive payment. Participants who do not enroll on time and do not enter complete banking and tax details in Partner Center will forfeit their incentive earnings.

Period	 Date of first offer publication	 Partner Center Invitation will be sent in	 Campaign Terms and Conditions will be sent in	 Partner Center Enrollment Deadline	 Payment Timeline
1	Participants with transactable offer published prior to 1 July 2022	July 2022	July 2022	<ul style="list-style-type: none"> For incentives earned in the period 1 July 2022 to 31 December 2022, Partner Center enrollment deadline is 31 May 2023. For incentives earned in the period 1 January 2023 to 31 March 2023, Partner Center enrollment deadline is 30 June 2023. For incentives earned in the period 1 April 2023 to 31 June 2023, Partner Center enrollment deadline is 31 July 2023. 	Within 60 days from the end of the incentive earning quarter or the end of the Partner Center enrollment completion quarter, whichever is later
2	Participants with transactable offer published prior to 1 Oct 2022	October 2022	March 2023		
3	Participants with transactable offer published between 1 Oct 2022 – 31 Dec 2022	March 2023	March 2023		
4	Participants with transactable offer published between 1 Jan 2023 – 31 Mar 2023	April 2023	April 2023		
5	Participants with transactable offer published between 1 Apr 2023 – 30 Jun 2023	July 2023	July 2023		

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Examples of Offer Eligibility Scenarios

Offer Name	Date of offer becoming transactable	Storefront	Does this offer include a Teams app?	Does offer include a Teams app, is this app AAD SSO enabled and does it leverage two collaborative features of Teams?	Does this offer have IP Co-sell incentive status?	Eligible for Tier 1 Marketplace Publish incentive Lever 1 Option 1 Azure Marketplace Publish incentive?	Eligible for Tier 1 Marketplace Publish incentive Lever 1 Option 2 Azure IP Co-sell Publish incentive?	Eligible for Tier 1 Marketplace Publish incentive Lever 2 High quality Publish incentive for Teams apps?	Eligible for Tier 2 Grow incentive Lever 3 – Billed Sales incentive?	Eligible for Tier 2 Grow incentive Lever 4 – Usage incentive?
App 1	1 Jun 2022	Azure Marketplace	No	Not applicable	No	No	No	No	Yes	No
App 2	1 Jun 2022	Azure Marketplace	No	Not applicable	Yes	No	No	No	Yes	No
App 3	1 Jun 2022	AppSource	Yes	No	No	No	No	No	Yes	Yes
App 4	1 Jun 2022	AppSource	Yes	Yes	No	No	No	No	Yes	Yes
App 5	1 Aug 2022	Azure Marketplace	No	Not applicable	No	Yes	No	No	Yes	No
App 6	1 Aug 2022	Azure Marketplace	No	Not applicable	Yes	No	Yes	No	Yes	No
App 7	1 Aug 2022	Azure Marketplace	Yes	No	No	Yes	No	No	Yes	Yes
App 8	1 Aug 2022	AppSource	Yes	No	No	No	No	No	Yes	Yes
App 9	1 Aug 2022	Azure Marketplace	Yes	Yes	No	Yes	No	No	Yes	Yes
App 10	1 Aug 2022	AppSource	Yes	Yes	No	No	No	Yes	Yes	Yes
App 11	1 Aug 2022	Azure Marketplace	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
App 12	1 Aug 2022	Azure Marketplace	Yes	No	Yes	No	Yes	No	Yes	Yes
App 13	None	AppSource	Yes	Yes	No	No	No	No	No	Yes
App 14	None	AppSource	Yes	No	No	No	No	No	No	Yes

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Paths to maximum incentive per marketplace offer



Offer with Teams app

New Teams app becoming transactable in FY23

Lever 1 Option 2	Publish a transactable offer with IP Co-sell incentive status to AppSource	USD \$20,000
Lever 2	Publish a high-quality Teams app in the Teams Store and link it to transactable offer on AppSource	USD \$10,000
Lever 3	Achieve a cumulative USD \$25,000 in billed sales from the transactable offer within FY23	USD \$10,000
Lever 4	Achieve 5,000 in monthly active user count	USD \$10,000
Total		USD \$50,000

Existing Teams app that became transactable before FY23

Lever 3	Achieve a cumulative USD \$25,000 in billed sales from the transactable offer within FY23	USD \$10,000
Lever 4	Achieve 5,000 in monthly active user count	USD \$10,000
Total		USD \$20,000

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Offer with no Teams app

New offer becoming transactable in FY23

Lever 1 Option 2	Publish a transactable offer with IP Co-sell incentive status to AppSource or Azure Marketplace	USD \$20,000
Lever 3	Achieve a cumulative USD \$25,000 in billed sales from the transactable offer within FY23	USD \$10,000
Total		USD \$30,000

Existing offer that became transactable before FY23

Lever 3	Achieve a cumulative USD \$25,000 in billed sales from the transactable offer within FY23	USD \$10,000
Total		USD \$10,000

What is a transactable offer?

A transactable offer is one in which Microsoft facilitates the exchange of money for a software license on the publisher's behalf. Transactable offers are billed against an existing Microsoft subscription or credit card, allowing Microsoft to host cloud marketplace transactions on behalf of the publisher. Transactable offers should have a non-zero price. For more information please visit: [Introduction to listing options - Microsoft commercial marketplace](#) | [Microsoft Docs](#)

What is a transactable Teams app?

A transactable Teams app is a Teams app published in the Teams Store and linked to a transactable offer on Microsoft AppSource. For Participants who are interested in learning more about publishing Teams app in Teams Store, please visit [Overview - Publish your app to the Microsoft Teams store - Teams | Microsoft Docs](#) and consider enrolling in [Microsoft 365 ISV Benefits Program \(enrollment form\)](#)

Can I earn incentive on more than one Marketplace offers in Tier 1 Publish incentive?

Yes. For Tier 1 Marketplace Publish incentive, each Participant (determined at the Partner Global ID level) can earn up to a cap of USD \$40,000 from Tier 1. The incentive can be earned on as many as 4 marketplace offers.

FAQs on Tier 1 Publish Incentive

Can I earn the Publish Incentive multiple times for the same marketplace offer by creating monthly and annual plans?

No. The Publish Incentive is only for transactable, public offers. Participants can sell across public and private offers and monthly/annual plans to achieve the Grow Incentive.

Can one marketplace offer earn incentive on both Option 1 and Option 2 of the Tier 1 Lever 1 Publish incentive?

If a marketplace offer becomes transactable and achieves Azure IP Co-sell Publish incentive in the same quarterly earning period, the offer will earn Lever 1 Option 2 incentive and not Lever 1 Option 1 incentive. If a marketplace offer earns incentive from Lever 1 Option 1 in a quarterly earning period and achieves IP co-sell incentive status in a later quarterly earning period, where the Participant's total Tier 1 earning has not yet reached the USD \$40,000 cap, the offer will earn an additional USD \$10,000, making its total earning equal to Lever 1 Option 2.

If I link two high quality Teams apps to the same transactable offer in AppSource, will I earn Tier 1 Lever 2 incentive one time (USD \$10,000) or two times (USD \$20,000)?

In the case that two high quality Teams apps are linked to the same transactable offer in AppSource within the campaign period, participant can earn \$20,000 from Tier 1 Lever 2 where the participant's total Tier 1 earning does not exceed Tier 1 USD \$40,000 cap.

Can a high-quality Teams app earn Tier 1 Lever 2 incentive if being linked to a transactable offer in Azure Marketplace?

No. High-quality Teams app can earn Tier 1 Lever 2 incentive if being linked to a transactable offer in AppSource.

If my Teams app meets the high-quality criteria and was published in the Teams Store prior to the campaign period (1 Jul 2022 – 30 Jun 2023) but has not been linked to a transactable offer in AppSource, can I earn Tier 1 Lever 2 incentive by linking it to a transactable offer in AppSource?

Yes.

What programs or resources should I leverage to publish a transactable offer on Microsoft commercial marketplace?

Participants may participate in the [ISV Success Program](#) to get help with publishing offers on Marketplace.

FAQs on Tier 1 Publish Incentive

To earn incentive from Tier 1 Lever 1 Option 2, what co-sell status do I need to achieve?

Of the four co-sell statuses captured in the table on the left, Participant will need to achieve the Azure IP co-sell incentive status. Learn more at [Co-sell requirements - Partner Center | Microsoft Docs](#)

Co-sell statuses

The following table shows the four co-sell statuses:

Status	Comment
In market	The solution is linked to a commercial marketplace offer that is live in the marketplace, but requirements for co-sell-ready status have not been met.
Co-sell ready	Requirements for co-sell-ready status have been met.
Azure IP co-sell incentive	Requirements for co-sell-ready status have been met. Three more requirements for Azure IP co-sell incentive status have also been met.
Business Applications co-sell incentive	This status applies to <i>Dynamics 365 apps on Dataverse</i> and <i>Power Apps</i> offers in the Microsoft Business Applications ISV Connect program and indicates that all requirements for this status have been met.

I published a transactable offer to the commercial marketplace and/or a high-quality transactable Teams app in the campaign period (1 Jul 2022 – 30 Jun 2023) however I only received the campaign Terms and Conditions after the offer has been published. Will I still get my Tier 1 incentive for that marketplace offer/Teams app?

Yes. Please make sure to enroll in the Campaigns incentive program in Partner Center with the invited Partner Location ID prior to the enrollment deadline to receive incentive payment. We sent a Partner Center invitation to Participant at the Partner Location ID associated to the Partner Global ID linked to Participant's marketplace publisher account.

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What are the high-quality features of Teams apps?

A Teams app is considered high quality when it is Azure Active Directory single sign-on (AAD SSO) enabled & leverage 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.

What offers are eligible for earning the Tier 1 Lever 1 incentive?

Only public offers that are (i) published for the first time during the Program Term, become transactable during the Program Term, and are transactable on the last day of the earning month as recorded by Microsoft internal systems and tools, or (ii) published before the Program Term, become transactable during the Program Term, and are transactable on the last day of the earning month as recorded by Microsoft internal systems and tools, are eligible for this Marketplace Publish incentive.

What is the definition of “earning month”?

“Earning month” means any calendar month during the Program Term in which a Marketplace offer satisfies all criteria for earning one or more incentive levers.

FAQs on Tier 1 Publish Incentive

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Can I earn incentive on more than one Marketplace offers in Tier 2 Grow incentive?

Yes. For Tier 2 Grow incentive, there is no limit on how many offers Participants can earn incentive on. Offers published before the campaign period (before 1 July 2022) are also eligible for the Growth incentive.

Does the USD 25,000 billed sales milestone for Lever 3 Billed Sales incentive have to be achieved in one month?

No. This is an FY23 cumulative billed sales total performance milestone. The cumulative billed sales total for an offer will be calculated as a sum of the billed sales amount for a public offer and all associated private offers. Only offers with cumulative billed sales total of less than USD \$25,000 during the period 1 July 2021 – 30 June 2022 are eligible for Lever 3 Billed Sales incentive.

Are non-transactable Teams apps eligible for Tier 2 Lever 4 Usage incentive?

Yes.

FAQs on Tier 2 Grow Incentive

Are Marketplace offers published prior to the campaign start date eligible for the Grow incentive?

Yes. Marketplace offers published prior to the campaign start date are eligible for the Grow incentive but not the Marketplace Publish Incentive.

Can I earn Lever 3 Billed Sales incentive for a Private Offer?

For Tier 2 Grow incentive Lever 3 Billed Sales incentive, the cumulative billed sales total for an offer will be calculated as a sum of the billed sales amount for a public offer and all associated private offers.

How do I apply to participate in the campaign?

Partners do not need to apply to participate in this campaign. Eligible partners will be sent a Partner Center invitation and the campaign's Terms and Conditions. Partner Center invitation for "Campaigns" program will be sent to a Partner Location ID under the Partner Global ID associated to Participant's Marketplace publisher account. Completion of Campaigns program enrollment in Partner Center before the enrollment deadline is required to receive incentive payment. For enrollment steps, please refer to [Incentives enrollment - Partner Center | Microsoft Learn](#). **To learn more about publishing to the Microsoft commercial marketplace, visit [Microsoft Learn](#).**

I am unable to see or do not have the "Campaigns Program" in Partner Center. What should I do?

Please double check that you have the appropriate Partner Center access. Only users with Incentive User or Incentive Admin role will have visibility to the program. Please see [How do I check my user role in Partner Center?](#)

I published an offer on Microsoft commercial marketplace. How do I earn the incentive?

Besides enrolling in Campaigns program in Partner Center, no further action is necessary. If we determine that Participant's offer meets the incentive earning criteria, then incentive payment will be processed. Payments are issued quarterly.

I am a first-time publisher on Microsoft commercial marketplace. When will I receive my Partner Center invitation to participate in the campaign?

Partners who publish offers on the Microsoft commercial marketplace for the first time after the campaign start date 1 July 2022 should expect to see the invitation communications in the first month of the fiscal quarter following the publishing quarter. Please refer to the FY23 Earning/Enrollment/Payment Timelines section in this walking deck for more details.

FAQs on Invitation, Enrollment and Payment

I don't see GL002594 Marketplace Transact and Grow Campaign in Partner Center, how do I enroll in the campaign?

The campaign's specific name "GL002594 Marketplace Transact and Grow Campaign" will not appear in the "Enrollments" space in the Incentives tab in Partner Center. Instead, Participant should look for the program name "Campaign" listed under Programs in the Incentives tab in Partner Center at the specific Partner Location ID we sent the invitation to. Please see the screenshot.

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Enrollments

View enrollment status, actions required, and earnings or payments by location and program. [Learn more about enrollment status](#). If you see that program enrollments are missing, sign in to Partner Center with your work account and check your incentive permissions on the [User Management](#) page. Your company global or account admin can edit these permissions.

All incentive programs								Filter enrollments	
By location									
By program									
Program name	Partner ID	Country/Region	Earned	Paid	Status	Actions required	Program resources		
Campaigns	MPN 000001 Redmond, US	United States	0 USD	0 USD	Enrolled	-	Program guide		

Campaigns program invitation is sent to a Partner Location ID under the Partner Global ID associated to partner's marketplace publisher account

If Campaigns program status is "Enrolled", no further action is needed. Campaigns program status is not "Enrolled", please follow enrollment instruction.

To understand different enrollment status, visit the Enrollment Status section at [View your incentive and program details - Partner Center | Microsoft Learn](#)

What email address will the Partner Center Campaigns program invitation and campaign Terms and Conditions be sent from?

The Partner Center Campaigns Program invitation and the campaign's Terms and Conditions emails will be sent from msftpc@microsoft.com to Participant's incentive admin and/or account admin contact set up in Partner Center. The campaign Terms and Conditions will include the campaign ID GL002594 - FY23 Marketplace Transact and Grow Incentive Campaign.

I completed my Partner Center enrollment, but don't see any detail for GL002594 Marketplace Transact and Grow Campaign, have I completed my enrollment?

Campaign name detail will not show up in Partner Center after enrollment completion. However, if Participant earns incentive, Participant will be able to see the amount of incentive paid in the "Transaction History" page **after the payment is made**. Payments from this campaign will show up with the lever name "GL002594 - FY23 Marketplace Transact and Grow Incentive Campaign". Payment is made within 60 days from the end of the incentive earning quarter or the end of the Partner Center enrollment completion quarter, whichever is later

I have entered bank and tax information into Partner Center, however my Partner Center shows I am not yet enrolled in Campaigns incentive program. What further action do I need to take?

No further action is necessary, as Microsoft is currently reviewing and validating the profile. Please allow for approximately 48 hours to complete validation and to see an enrollment status change from enrolling to enrolled for that program. For further detail regarding enrollment statuses amongst other incentive related topics, click [here](#).

If the status does not change after 48 hours, Participant should [open a support ticket in Partner Center](#).

FAQs on Invitation, Enrollment and Payment

I am having trouble enrolling into the campaign. I receive dozens of incentive program invitations. What is the specific name of the incentive campaign to enroll?

Participants will want to look for the program name "Campaign" listed under Programs in the Incentives tab in Partner Center at the specific Partner Location ID we sent the invitation too. Refer to the [Incentives enrollment - Partner Center | Microsoft Learn](#) for more guidance.

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Enrollments

View enrollment status, actions required, and earnings or payments by location and program. [Learn more about enrollment status](#). If you see that program enrollments are missing, sign in to Partner Center with your work account and check your incentive permissions on the [User Management](#) page. Your company global or account admin can edit these permissions.

All incentive programs								Filter enrollments	
By location								Action required	
By program								Invitations	
Program name	Partner ID	Country/Region	Earned	Paid	Status	Actions required	Program resources		
Campaigns	MPN 000001 Redmond, US	United States	0 USD	0 USD	Enrolled	-	Program guide		

Campaigns program invitation is sent to a Partner Location ID under the Partner Global ID associated to partner's marketplace publisher account

If Campaigns program status is "Enrolled", no further action is needed. Campaigns program status is not "Enrolled", please follow enrollment instruction.

To understand different enrollment status, visit the Enrollment Status section at [View your incentive and program details - Partner Center | Microsoft Learn](#)

Do I need to earn all 4 levers of the incentive to get the incentive payment?

No. If Participant has earnings from any one or more levers of the incentive campaign, and has completed Campaigns enrollment in Partner Center before the enrollment deadline, Participant will receive incentive payment.

When will payments be made to me?

Participants will receive payment on a quarterly cadence – within 60 days from the end of the incentive earning quarter or the end of the Partner Center enrollment completion quarter, whichever is later.

What if my organization is not on Partner Center?

Partners who do not have a Partner Center account cannot participate in this incentive campaign. To learn about the Partner Center onboarding process, visit [Partner Center Documentation](#) and [Create an MPN account in Partner Center](#)

Partner Center enrollment by the enrollment deadline(s) is a requirement for receiving incentive campaign payment.

FAQs on Invitation, Enrollment and Payment

How do I find out if I have been paid my incentive earning from this campaign?

Incentive earnings are paid quarterly and within 60 days from the end of the incentive earning quarter or the end of the Partner Center enrollment completion quarter, whichever is later.. Participants can view incentive payment details in the Payout workspace in their Partner Center. On the "Transaction History" page, payments from this campaign will show up with the lever name "GL002594 - FY23 Marketplace Transact and Grow Incentive Campaign" Learn more at [View your incentive and program details - Partner Center | Microsoft Learn](#) and [Transaction history - Partner Center | Microsoft Learn](#)

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Transaction history

Total
\$40,000.00

Earned date	Earning type	Total Amount	Status	Estimated payment month
11/01/2022	<div>Rebate</div> <div>Campaigns, United States (MPN: 000000)</div>	+ \$30,000.00	<div></div> Sent Payment ID: 000000000001	Not applicable
<div>More details</div> <div>Product Revenue amount Lever</div> <div>Engagement Customer</div>		<div>NA \$30,000.00 GL002594 - FY23 Marketplace Transact and Grow Incentive Campaign NA</div>	<div><div><div></div> Unprocessed</div><div><div></div> Upcoming</div><div><div></div> Payment sent Payment successfully sent to your bank</div></div>	
12/01/2022	<div>Rebate</div> <div>Campaigns, United States (MPN: 000000)</div>	+ \$10,000.00	<div></div> Sent Payment ID: 000000000002	Not applicable

Payment is sent to one Partner Location ID under the Partner Global ID associated with your marketplace publisher account.

Support

Marketplace Offer Support

- For **questions about publishing marketplace offers**, please visit [Welcome to the commercial marketplace | Microsoft Learn](#) and review the Resources page in [this campaign walking deck](#).
- For support on publishing to the Microsoft Commercial Marketplace, please [open a support ticket in Partner Center](#) **under the workspace “Marketplace Offers”**. Please review the above resources before opening a support ticket.

Incentive Support

- For **questions about the FY23 Marketplace Transact and Grow Incentive Campaign enrollment, calculation and payment**, please review [the campaign Terms and Conditions](#) and [this campaign walking deck](#), including all FAQs.
- For any questions about incentive enrollment, calculation and payment not answered in this walking deck, please [open a support ticket in Partner Center](#) **under the workspace “Incentives” and mention the campaign ID “GL002594 - FY23 Marketplace Transact and Grow Incentive Campaign” in your query**. Please review the above resources before opening a support ticket.

Resources

Campaign resources for Participants can be found on [ISV Marketplace Transact and Growth Incentive Campaign](#)

Other incentive opportunity and programs for ISV partners: [ISV ACR Growth Campaign](#) (Microsoft managed partners only)

[ISV Success Program](#)

[Microsoft 365 ISV Benefits Program \(enrollment form\)](#)

[Microsoft for Startups Founders Hub](#)

Other resources:

- [Marketplace Transact and Grow Incentive Campaign asset collection](#)
- [Welcome to the commercial marketplace | Microsoft Learn](#)
- [Commercial marketplace certification policies](#)
- [Introduction to listing options – Microsoft commercial marketplace](#)
- [Microsoft commercial marketplace transact capabilities](#)
- [Learn about transactable Teams Store App](#)
- [Learn about Azure Active Directory single sign-on](#)
- [Overview - Publish your app to the Microsoft Teams store - Teams | Microsoft Docs](#)
- [Co-sell with Microsoft sales teams and partners overview - Partner Center | Microsoft Learn](#)
- [Co-sell requirements - Partner Center | Microsoft Docs](#)
- [View your incentive and program details - Partner Center | Microsoft Learn](#)
- [Incentives enrollment - Partner Center | Microsoft Learn](#)
- [View your incentive and program details - Partner Center | Microsoft Learn](#)

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Purpose	Reward and motivate publishers to publish transactable offers and high-quality transactable Teams apps on Microsoft commercial marketplace and accelerate sales and usage of their transactable offers and Teams apps
How to earn	To be eligible for participation, a partner must have an active MPA membership and agreement and perform all qualifying activities and registration requirements as stated in the incentive guide before the incentive can be earned.
Partner Specification	Independent Software Vendors Valid and complete identification, tax and banking information submitted and accepted by Microsoft Active Partner Location ID For a publisher with at least one offer that are 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.
Partner Prerequisite	None
Effective date	1 July 2022 – 30 June 2023 Partners may participate in the following programs to get help with existing offers on Marketplace. Participation in the following programs is highly recommended but not required to earn incentive in the FY23 Marketplace Transact and Grow Incentive Campaign: • ISV Success Program • Microsoft for Startups Founders Hub
Resources	Campaign Summary Terms and Conditions Incentive Campaign asset collection

GL002594 - FY23 Marketplace Transact and Grow Incentive Campaign
Campaign Summary
The FY23 Marketplace Transact and Grow Incentive Campaign ("Campaign Program") starting 1 July 2022 and ending 30 June 2023 is a campaign to reward and motivate publishers ("Participants") to publish transactable offers and high-quality transactable Teams apps ("marketplace offers" or "offers") on Microsoft commercial marketplace (including Azure Marketplace and AppSource storefronts) and accelerate sales and usage of their transactable offers and Teams apps.
For more Campaign Program materials, please visit the Marketplace Transact and Grow Incentive Campaign asset collection .

Incentive Campaign Partner Walking Deck

Single Slide Overview

Campaign Terms and Conditions



Partners make more possible

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This asset is nonbinding and intended as a high-level overview of the campaign. Full details and campaign requirements are set forth in the applicable Terms & Conditions and partner agreement.