



借助亚马逊云科技 Marketplace 推动产品导向的增长

议程



01 成功卖家所具备的特征

02 实现规模化产品导向增长的最佳实践

发现 · 评估 · 赋能

03 亚马逊云科技主导的用例资源

成功卖家所具备的特征

COSS 是什么？

Characteristics of Successful Sellers (成功卖家特征) 是一个指导框架，可帮助卖家了解如何通过亚马逊云科技 Marketplace 构建业务并加速业务增长。COSS 针对如何实施最佳实践以推动成功提供了具体指导。



COSS 最佳实践

支柱	描述
 亚马逊科技 Marketplace 产品选品	在亚马逊科技通过高质量产品与专业服务进行构建、上架并进入市场，解决云买家的关键用例。丰富的选品是提供优质客户体验的必要条件。
 合作伙伴对亚马逊科技 Marketplace 收益的承诺	领导层承诺愿意且能够通过亚马逊科技 Marketplace 进行交易，接纳所有交易类型，并将亚马逊科技 Marketplace 营收提升至云营收的 5%-10% 或 10% 以上。合作伙伴高管与亚马逊科技共享战略目标，推动协同执行。共同投资和联合资助营销活动，实现更深入的合作。
 激励政策中性化	将亚马逊科技 Marketplace 作为销售团队获取更好成果的优先数字渠道。通过培训激励政策，推动目标实现并支持团队赋能。
 赋能	通过培训和认证，推动团队掌握 Marketplace 专属优惠功能，理解客户行为，并熟练运用亚马逊科技 Marketplace 系统工具与资源，以实现目标并提升执行能力。
 亚马逊科技合作伙伴计划	积极参与亚马逊科技合作伙伴网络计划。与亚马逊科技客户互动，协同亚马逊科技客户团队和渠道合作伙伴共同销售，传递“合作共赢”的价值主张。
 卓越运营	建立完善的系统、工具和资源体系，实现全球规模的业务管理、监控与报告。

COSS 合作伙伴计分卡范例

		状态 红/黄/绿	详情	后续步骤
	亚马逊云科技 Marketplace 产品选品 在亚马逊云科技通过高质量产品与专业服务进行构建、上架并进入市场，解决云买家的关键用例。丰富的选品是提供优质客户体验的必要条件。		已上架核心产品、实施免费试用、产品与亚马逊云科技 Marketplace 外服务形成协同	更新关键词 + 添加反向链接以优化 SEO，激活演示/MPPO 申请按钮
	合作伙伴对亚马逊云科技 Marketplace 收益的承诺 领导层承诺愿意且能够通过亚马逊云科技 Marketplace 进行交易，接纳所有交易类型，并推动亚马逊云科技 Marketplace 营收成为云营收的重要组成部分。合作伙伴高管与亚马逊云科技共享战略目标，推动协同执行。共同投资和联合资助营销活动，实现更深入的合作。		已在合作团队内设立软性目标，包括续订在内的所有交易均符合 Marketplace 条件	根据管道数据拟定 2024 年目标，Q3 末前与领导层正式确定目标，2025 年亚马逊云科技 Marketplace 目标将纳入合作伙伴计划
	销售协同 将亚马逊云科技 Marketplace 作为销售团队获取更好成果的优先数字渠道。通过培训激励政策，推动目标实现并支持团队赋能。		目前销售领导层未重亚马逊云科技 Marketplace，激励政策不中立	正在进行亚马逊云科技 Marketplace 价值分析，以提出激励政策中性化方案
	赋能 通过培训和认证，推动团队掌握 Marketplace 专属优惠功能，理解客户行为，并熟练运用亚马逊云科技 Marketplace 系统工具与资源。		少数销售代表已完成亚马逊云科技 Marketplace 赋能	EOQ 前针对 5/7 美洲区域外勤团队开展定向赋能
	亚马逊云科技合作伙伴计划 积极参与亚马逊云科技合作伙伴网络计划。与亚马逊云科技客户互动，协同亚马逊云科技客户团队和渠道合作伙伴共同销售，传递合作共赢的价值主张。		已获得 ISVA 认证，深度参与 ACE 计划	与产品经理讨论将亚马逊云科技 Marketplace 纳入管道评审的联合方案
	卓越运营 建立完善的系统、工具和资源体系，实现全球规模的业务管理、监控与报告。		联盟团队已完成 MPPO 培训，正在使用 CRM 连接器，建立标准化支持流程	更新拨款偏好设置，向 RevOps 开放卖家报告权限，将 MPPO 创建移交销售机会团队

实现规模化产品导向增长的最佳实践

亚马逊云科技 Marketplace 中产品导向的增长



推动产品导向增长的功能特性

亚马逊云科技 Marketplace 免费试用

亚马逊云科技 Marketplace Seller Prime

增强的产品详情页

通过亚马逊云科技购买

“MongoDB 将其在亚马逊云科技 Marketplace 上的自服务业务视为触达和连接更多客户、合作伙伴及开发者的渠道，并在 **18 个月内实现了 5 倍增长**”



发现、评估和赋能

买家角色：跨职能利益相关者



买家旅程所面临的关键挑战



非结构化的发现过程

- 使用多种发现工具
- 信息冲突



困难的产品评估

- 产品列表信息有限
- 缺乏吸引人的媒体内容



不清晰的互动路径

- 缺乏明确的行动号召
- 缺乏试用、演示或申请报价的选项

提升上架产品的可见性



搜索引擎优化
(SEO)



亚马逊云科技
Marketplace/ 控制台搜
索优化



首页展示和推荐位

搜索引擎优化 (SEO)

搜索引擎优化 (SEO) 能提升您的产品在外部搜索引擎上的可见性，为您的产品带来高意向流量

95%

搜索查询点击
会集中在搜索结果第一页

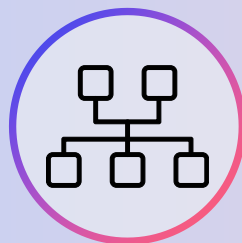
30%

亚马逊云科技 Marketplace
流量来自搜索引擎

60%

SEO 流量最终会落地到
产品页面

我们也在持续不断地改进 SEO:



优化站点
地图文件



核心网页
指标



构建
全新内容

首页展示和推荐位

通过着陆页展示您的产品并吸引新客户



帮助客户发现您的产品



向相关客户推荐您的产品

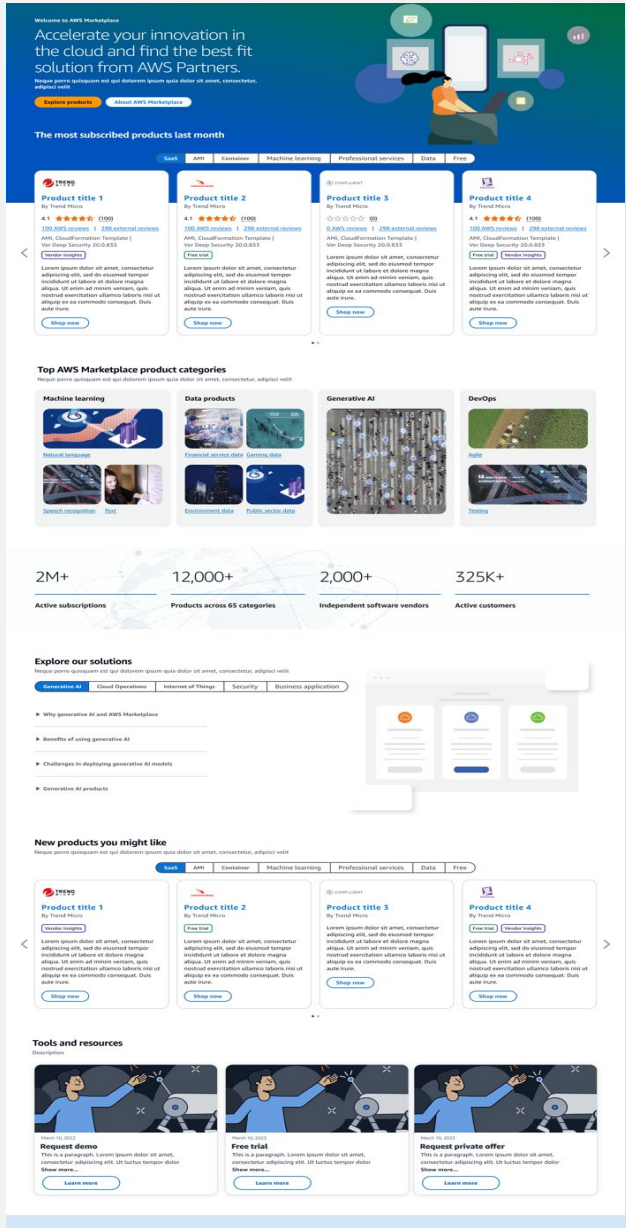


展示客户成功案例



个性化内容推荐

更新产品信息，有助于将您的产品展示给高意向客户。



充分利用产品详情页功能

提高您商品的 SEO



确定产品的目标关键词



围绕这些关键词优化产品信息



为产品添加反向链接

Fortinet

Fortinet FortiGate Next-Generation Firewall

info

Sold by: Fortinet

Free trial

AWS Free Tier

Fortinet FortiGate allows mitigation of blind spots to improve policy compliance by implementing critical security controls within your AWS environment. FortiGate includes all of the security and networking services common to...

Show more

4.4

★★★★★

 (100) 100 AWS reviews | 298 external reviews

Overview

Features

Pricing

Legal

Usage

Resources

Support

Similar products

Reviews

View purchase options

Try for free

Request demo

Overview

Save

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FortiGate-VM on AWS delivers next-generation firewall and VPN/SD-WAN capabilities for organizations of all sizes. It enables broad network protection and automated security management for consistent enforcement and visibility across your AWS VPCs and hybrid cloud infrastructure. FortiGate natively integrates with AWS Gateway Load Balancer, AWS Transit Gateway and other AWS security services to simplify and deliver enterprise-class security for applications and workloads running on AWS.

FortiGate-VM reduces complexity by combining secure connectivity with advanced threat protection capabilities such as powerful intrusion prevention

Highlights

- FortiGate offers protection from a broad array of threats, with support for all of the security and networking services offered by the FortiOS operating system.
- Delivers complete content and network protection by combining stateful inspection with a comprehensive suite of powerful security features to meet PCI DSS compliance.
- IPS technology protects against current and emerging network-level threats. In addition to signature-based threat detection, IPS performs anomaly-based detection which alerts users to any traffic that matches attack behavior profiles.

Details

Sold by

Fortinet Inc.

Categories

Security

Network Infrastructure

Delivery method

Amazon Machine Image (AMI)

Usage information

Request demo

Amazon Machine Image

AWS CloudFormation template

7.2.7 - latest version

Additional details

Usage instructions

Please ensure the connectivity to FortiCare (<https://directregistration.fortinet.com:443>) by checking all related setup on security groups, ACLs, IGW, route tables, public IP address...etc.

After deploying the instance, click on Manage in AWS Console to see the running instance and public DNS address to continue the configuration of the FortiGate-VM. Connect to the secured Web UI via the public DNS address: <https://<public DNS address>>. For any CLI configuration/settings, SSH is required to log into the CLI. Default login credentials are with a username of admin and the AWS Instance ID value as the password. The FortiGate-VM AWS install and Configure guide is located at <https://docs.fortinet.com/document/fortigate-public-cloud/7.4.0/aws-administration-guide>

Support

Vendor support

This product is intended for On-Demand subscription. Please contact Customer Support with the following information instead of trying to register in FortiGate management GUI:
1. The serial number of your FortiGate instance
2. The email ID of your Fortinet account. If you do not have an account yet, please sign using the link below.

Get support

AWS infrastructure support

AWS offers infrastructure support for this product. AWS Support is a one-on-one, fast-response support channel staffed 24x7x365 with experienced technical support engineers. The service helps customers of all sizes and technical abilities to utilize the products and features provided by AWS successfully.

Get support

亚马逊科技

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范例 —— 关键词优化

产品：Amazon Linux 2

首选关键词：能代表您的页面主题的一个单词或短语

辅助关键词：其余页面内容中包含的高度相关的术语



首选关键词

Amazon Linux 2

(月均搜索量：1000 次；
当前排名：第 6 位)

辅助关键词

- **Amazon Linux**
(月均搜索量：1600 次；当前排名：第 18 位)
- **Linux 操作系统**
(月均搜索量：14800 次；当前排名：未统计)
- **Linux OS**
(月均搜索量：5400 次；当前排名：未统计)

范例 —— 优化的产品页面区域

产品页面区域范例	
产品名称	Amazon Linux 2 AMI (HVM)、SSD 卷类型（64 位 x86）操作系统 亚马逊云科技 Marketplace
简短描述	Amazon Linux 2 OS 是由亚马逊云科技支持并维护，专用于 Amazon Elastic Compute Cloud (Amazon EC2) 的 Linux 镜像。
详细描述	Amazon Linux 2 是由亚马逊云科技支持并维护，专用于 Amazon Elastic Compute Cloud (Amazon EC2) 的 Linux 镜像。该系统旨在为在 Amazon EC2 上运行的应用程序提供稳定、安全且高性能的执行环境。此 Linux OS 还包含多种软件包，可轻松实现与亚马逊云科技的集成，包括启动配置工具以及众多常用的亚马逊云科技库和工具。Amazon Linux 2 ...
特色	<ul style="list-style-type: none">• 亚马逊云科技集成 —— Amazon Linux 2 OS 包含可实现与亚马逊云科技深度集成的软件包和配置方案。• 软件包仓库访问 —— Amazon Linux 2 操作系统被设计用于能与各 Amazon EC2 区域托管的在线软件包仓库协同工作。

亚马逊云科技 Marketplace 搜索优化

绝大部分点击操作都落在了
搜索结果的前 5 位。

相关字段：

- **Product title**（产品名称）
- **Vendor name**（供应商名称）
- **Keywords**（关键词）
- **Highlights**（特色）
- **Short description**（简短描述）
- **Long description**（详细描述）

* 其他判定标准也可能影响搜索结果的排名

Product information

Product title

This is the name displayed to buyers at the top of the product listing page and in search results.

Enter a product title

The product title can have up to 72 characters.

SKU - optional

This is a unique identifier you can assign to your product. This information is for your own tracking purposes and is not visible to buyers.

Enter a SKU

The SKU can have up to 100 characters.

Product logo S3 URL

Provide a URL to the location of your logo image file in Amazon S3. This will be uploaded to AWS Marketplace and displayed to buyers at the top of the product listing page and in search results.

https://bucket_name.s3.amazonaws.com/product-logo.png

The S3 bucket in which your image file resides must be [publicly accessible](#).

i The image file for your product logo must be in .png or .jpg format with a white or transparent background, and must be between 120 and 640 pixels in size with a 1:1 or 2:1 (wide) ratio.

Short description

Describe your product in 2-3 sentences. This is

Enter a brief description of your product

Descriptions over 188 characters in length require

Long description

Describe the features and benefits of your product in detail. This is the primary text for search results.

Product discoverability

Product categories

Choose up to 3 relevant categories. Adding categories helps buyers discover your product as they browse or search AWS Marketplace.

Choose up to 3 categories

Keywords for search results

Enter keywords (single words or phrases) that buyers might use to search for your product. Note that seller name, product title, and the product categories specified above are automatically included as keywords.

Enter your keywords

The list of keywords for your product can have up to 250 characters.

亚马逊云科技 Marketplace 搜索建议



洞察客户需求

思考客户可能用于搜索产品的关键词



保持简洁

为上架产品提供精炼的描述说明



突出特色

选择能体现产品独特性的精准词汇



关键词复用

在产品页面的全部七个文本字段中重复使用关键词



提升吸引力

加入免费试用等能激发客户兴趣的功能特性

生成式 AI 驱动的产品对比

客户在亚马逊云科技 Marketplace 购买前，通常会花费 **3 至 6 个月** 进行研究，并浏览 **3 到 5 个** 产品页面。



扩大客户覆盖范围



缩短销售周期

更新产品概述（包括用例和功能）并提供详细信息的文档。

Compare with similar products			
Verified by Acme			
The vendor verified all AI-generated information			
Acme Last updated 2 days ago			
StreamPulse Last updated 10 days ago			
DataFlowX Last updated 1 year ago			
Active subscriptions			
Last month	1k+	10k+	5k+
All time	10k+	100k+	300k+
Features			
AI generated Vendor verified			
Endpoint protection	✓ [1]	✓ [2]	Supports Windows, Linux, and macOS [3]
Identity protection	-	-	✓ [3]
Cloud workload protection	Visibility and security for cloud resources (e.g. containers, serverless) [1]	• CNAPP capabilities with connected protection across cloud environment [2] • Supports major cloud providers (e.g. AWS) [2]	✓ [3]
Extended Detection and Response (EDR)	• Provides deep and broad XDR capabilities [1] • Allows seeing more and responding faster [1]	-	✓ [3]
Managed XDR	✓ [1]	-	-
Network Security	Cloud network layer IPS security for VPCs [1]	✓ [2]	-
Application Security	Security for serverless functions, APIs, and applications [1]	-	-
Visibility and Control	• One platform to respond faster with less resources [1] • Increased risk visibility and decreased response times [1]	• Visibility of threats in cloud environment [2] • Visibility and monitoring of open-source vulnerabilities and license risks [2]	✓ [3]
Regulatory Compliance	-	Helps meet regulatory requirements like PCI DSS [2]	-
Scalability	Protects 500,000+ organizations [1]	-	Scalable security for enterprises
Security	• Fuelled by decades of security expertise and continuous innovation [1] • Provides deep and broad XDR capabilities [1]	• Visibility of threats in cloud environment [2] • Visibility and monitoring of open-source vulnerabilities and license risks [2]	✓ [3]
Compliance			
SOC2 Type II	✓	✓	✓
ISO 27001	✓	✓	✓
HIPAA	✓	✓	✓
PCI DSS	✓	✓	-
Pricing			
Contract			
Contract	✓	-	✓
Usage based	-	✓	-
Customer reviews			
AI generated Vendor verified			
Rating	5.0 ★★★★★ 0 AWS reviews 171 G2 reviews	5.0 ★★★★★ 26 AWS reviews 173 G2 reviews	5.0 ★★★★★ 0 AWS reviews 161 G2 reviews
Security	Positive	Positive	Positive
Quality	Positive	Positive	Positive
Functionality	Positive	Positive	Positive
Performance	Positive	Positive	Positive
Reliability	Positive	Positive	Positive
Ease of use	Mixed	Positive	Mixed
Customer service	Mixed	-	Mixed
Compatibility			
AI generated Vendor verified			
Operating systems			
Linux	✓ [1]	✓ [2]	✓ [3]
MacOS	✓ [1]	✓ [2]	✓ [3]
Windows	✓ [1]	✓ [2]	✓ [3]
Other systems			
Cloud	✓ [1]	-	-
Hyper-V	✓ [1]	✓ [2]	-
Oracle Cloud	-	✓ [2]	-
AWS	✓ [1]	✓ [2]	✓ [3]
Azure	✓ [1]	✓ [2]	✓ [3]
Docker	✓ [1]	✓ [2]	✓ [3]
Google Cloud	✓ [1]	✓ [2]	✓ [3]
Kubernetes	✓ [1]	✓ [2]	✓ [3]
Microsoft 365	✓ [1]	✓ [2]	✓ [3]
Mobile devices	✓ [1]	✓ [2]	✓ [3]
VMware	✓ [1]	✓ [2]	✓ [3]
Sources			
[1] Acme — Overview AWS Marketplace	[2] StreamPulse — Overview AWS Marketplace	[3] DataFlowX — Overview AWS Marketplace	

通过优质描述促进产品评估



在您的产品描述中直接提供实用且吸引人的内容



考虑不同买家角色，确保内容能展示产品如何满足其特定需求

我希望在页面上看到更深入的内容，而不必频繁点击链接

通过优质描述促进产品评估

为访客提供与您产品互动的机会



视频



评价



用例



资源



描述

这些改进措施同样有助于 SEO

视频


20%

访客会在与产品概述板块互动过程中
观看视频

浏览产品描述后，我会立即寻找视
频内容

[Overview](#) | [Features](#) | [Pricing](#) | [Legal](#) | [Usage](#) | [Resources](#) | [Support](#) | [Similar products](#) | [Reviews](#)

Overview



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Elastic is a leading data analytics platform for search-powered solutions. Elastic delivers complete, cloud-based, AI-powered solutions for security, observability, and search built on the Elasticsearch platform, the development platform used by thousands of companies, including more than 50% of the Fortune 500. Elastic offers SaaS-based tools for cloud monitoring, APM, endpoint protection, SIEM, and the broadest set of tools to build your own generative AI search-powered applications. Elastic helps you enhance customer and employee search experiences, keep mission-critical applications running smoothly, and protect against cyber threats.

Try Elastic Cloud now with a 7-day free trial! Your trial account is subscribed to the Enterprise subscription level, so you can experience all of the features and value offered by Elastic. You can update your subscription level post-trial at any time on the billing page within the Elastic Cloud Console.

[Save](#)

Highlights

- 7-Day Free Trial: Click on the 'View Purchase Options' orange button at the top of this page, sign into your AWS account, then start using Elastic Cloud (note: the free trial includes provision of a single deployment, and you will not be charged for the first 7 days). Get started today!
- Defend with Elastic speed at AWS scale: Protect your organization's cloud and container workload runtimes with rich visibility into your overall cloud posture. Unify your security efforts with insights across your entire environment - from infrastructure to endpoint to cloud.
- From applications to containers to serverless: Eliminate blind spots and bring your logs, metrics, and traces together into Elastic Observability, built on the Elastic (ELK) Stack - a search and analytics platform for unified monitoring of your AWS ecosystem and cloud-native workloads.

Details

Sold by	Elastic
Categories	Infrastructure software
Delivery method	Software as a Service (SaaS)

用例

60%

访客在与产品互动过程中，会查阅用例，并认为这对评估和比较产品功能至关重要

我关注使用场景。我需要了解用例——什么时候该用这个产品？为什么该用它？

Overview

Save




Elastic is a leading data analytics platform for search-powered solutions. Elastic delivers complete, cloud-based, AI-powered solutions for security, observability, and search built on the Elasticsearch platform, the development platform used by thousands of companies, including more than 50% of the

Highlights

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- From applications to containers to serverless: Eliminate blind spots and bring your logs, metrics, and traces together into Elastic Observability, built on the Elastic (ELK) Stack - a search and analytics platform for unified monitoring of your AWS ecosystem and cloud-native workloads.

描述

- 信息丰富，富有教育意义
- 包含目标买家角色可能搜索的关键词
- 简短描述——简洁且符合 SEO 规范
- 详细描述——优先突出关键陈述，包含核心功能与典型用例



Fortinet FortiGate Next-Generation Firewall [Info](#)

Sold by: Fortinet [Info](#)

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Fortinet FortiGate allows mitigation of blind spots to improve policy compliance by implementing critical security controls within your AWS environment. FortiGate includes all of the security and networking services common to...

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Overview



1/1

FortiGate-VM on AWS delivers next-generation firewall and VPN/SD-WAN capabilities for organizations of all sizes. It enables broad network protection and automated security management for consistent enforcement and visibility across your AWS VPCs and hybrid cloud infrastructure. FortiGate natively integrates with AWS Gateway Load Balancer, AWS Transit Gateway and other AWS security services to simplify and deliver enterprise-class security for applications and workloads running on AWS.

FortiGate-VM reduces complexity by combining secure connectivity with advanced threat protection capabilities such as powerful intrusion prevention (IPS), malware detection and protection, and continuous threat intelligence from FortiGuard Labs security services. It offers a management console that provides comprehensive network automation and unified visibility across multi-cloud environments.

Highlights

- FortiGate offers protection from a broad array of threats, with support for all of the security and networking services offered by the FortiOS operating system.
- Delivers complete content and network protection by combining stateful inspection with a comprehensive suite of powerful security features to meet PCI DSS compliance.
- IPS technology protects against current and emerging network-level threats. In addition to signature-based threat detection, IPS performs anomaly-based detection which alerts users to any traffic that matches attack behavior profiles.

Details

Sold by	Fortinet Inc.
Categories	Security Network Infrastructure
Latest version	7.2.7
Operating system	Linux/Unix, Other 7.2.7
Delivery method	Amazon Machine Image (AMI)

评价

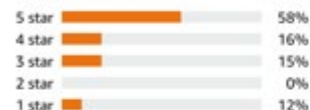
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Ziad

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1 comments

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Buyer guide

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- 客户通常会通过多个来源的信息评估产品并比较大量同类产品
- 扩展并详细说明支持政策
- 务必添加学习资源和支持文档，将客户留存于您的生态体系内

Resources

Vendor resources

Links

Videos

[FortiGate for AWS Datasheet](#)

[FortiGate for AWS Deployment Guide](#)

[Protecting Docker environments](#)

Support

Vendor support

This product is intended for On-Demand subscription. Please contact Customer Support with the following information instead of trying to register in FortiGate management GUI:

1. The serial number of your FortiGate instance
2. The email ID of your Fortinet account. If you do not have an account yet, please sign using the link below.

[Get support](#)

AWS infrastructure support

AWS offers infrastructure support for this product. AWS Support is a one-on-one, fast-response support channel staffed 24x7x365 with experienced technical support engineers. The service helps customers of all sizes and technical abilities to utilize the products and features provided by AWS successfully.

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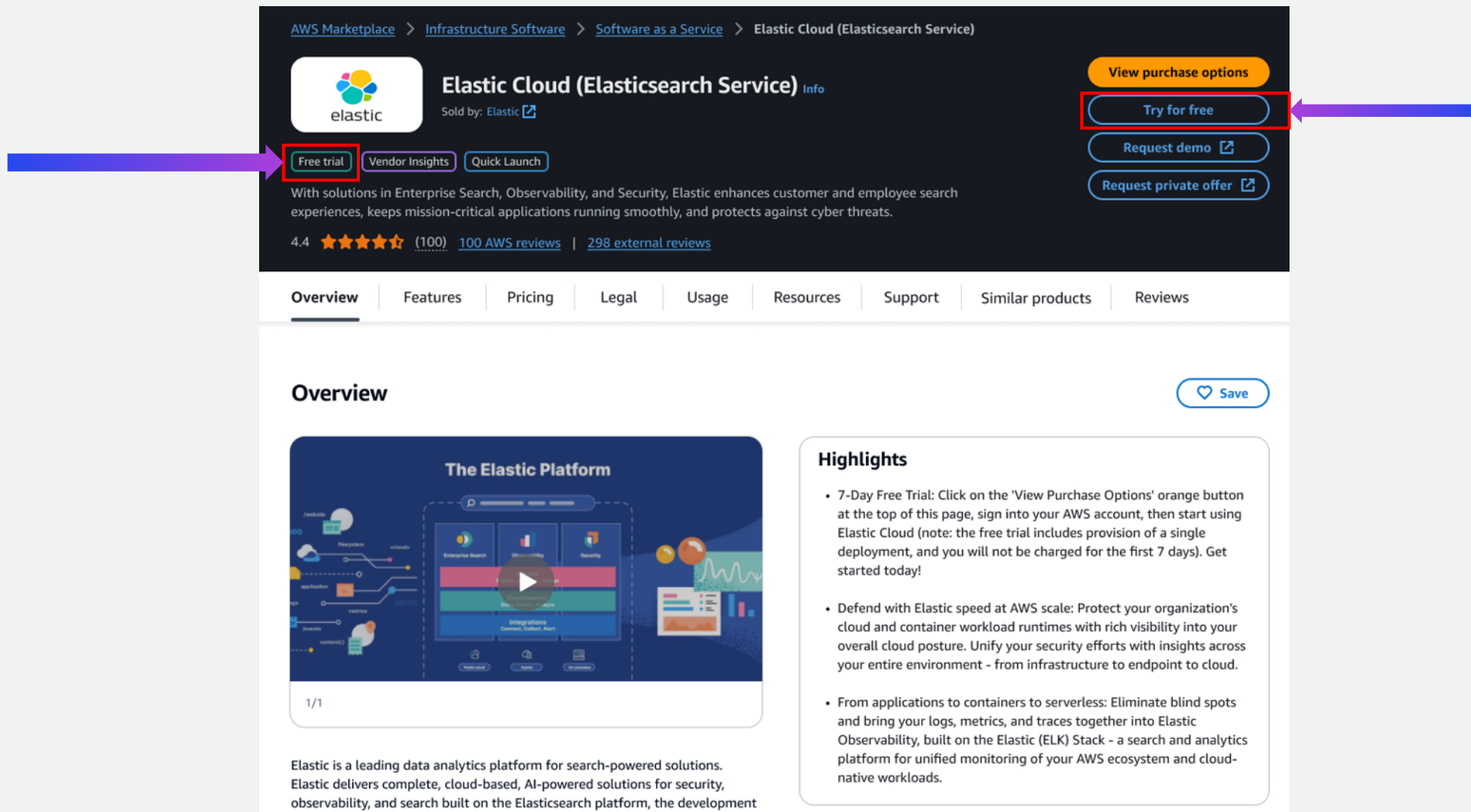


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3X

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添加免费试用选项，并将其与现用现付定价结合使用，可实现最高转化率。

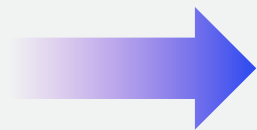
构建高效的免费试用



流量



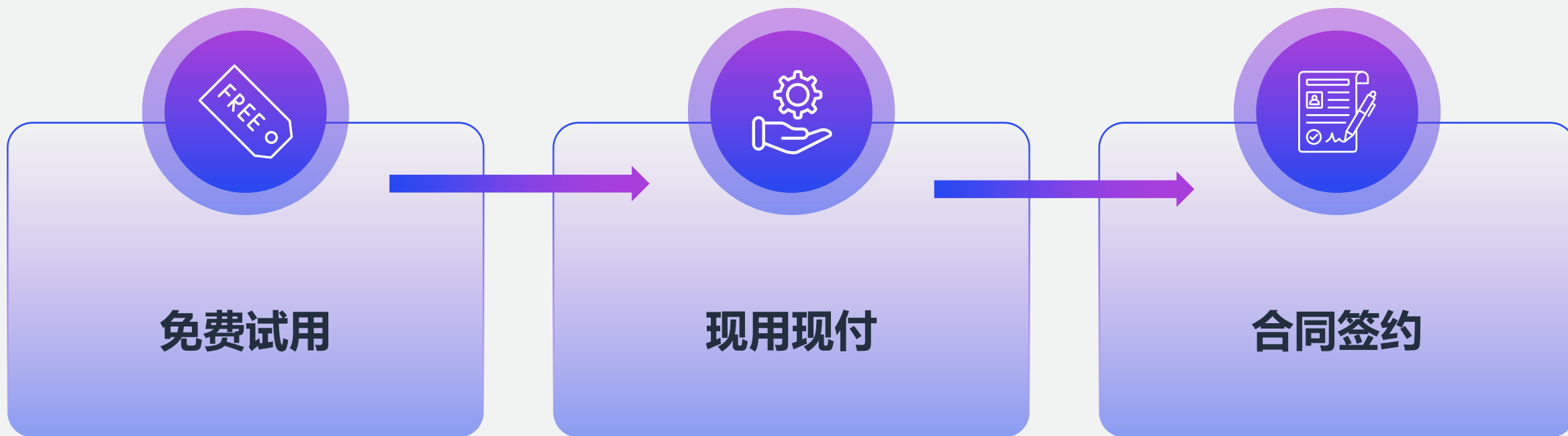
客户互动



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打造流畅的采购体验



自助采购

客户更青睐端到端的低接触合作模式



专属优惠采购

客户更青睐能快速响应的高接触合作模式

演示和专属优惠申请

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由 Amazon Demand Generation Reps (DGRs) 进行潜在客户资质认证

通过 Amazon Customer Engagement (ACE) 向合作伙伴共享商机

简化买卖双方的对接流程

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Product overview

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Product video: [See product video](#)

Fulfillment method: Software as a Service (SaaS)

Free trial: [Try for free](#)

Product demo: [New](#) [Request demo](#)

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Highlights

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用例资源

主要结论

主要结论



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