

亚马逊云科技 MARKETPLACE 卖家学院 · 第二期

Marketplace 卖家注册实战全攻略

曾惠緬

亚马逊云科技 Marketplace 运营工程师



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前述特定亚马逊云科技生成式人工智能相关的服务目前在亚马逊云科技海外区域可用。亚马逊云科技中国区域相关云服务由西云数据和光环新网运营，具体信息以中国区域官网为准。

今日议程

Part 1

卖家注册流程

Partner Central 合作伙伴中心 · Marketplace

Part 2

简介: 产品分类

SaaS 软件 · AMI 镜像 · Container 容器 · ProServ 专业服务

Part 3

SaaS 定价模式

公开定价模式 · 专属优惠

Part 4

实操演示: SaaS 产品上架和实践

实操演示 · 最佳实践

PART 1

卖家注册流程

如何成为付费卖家？

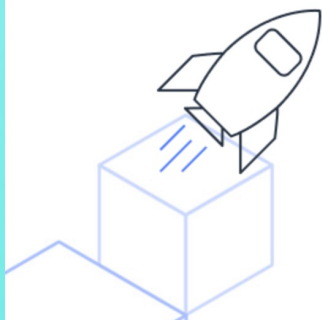
登记亚马逊账号

建议使用公司共用邮箱作为主账户邮箱



Try AWS at no cost for up to 6 months

Start with USD \$100 in AWS credits, plus earn up to USD \$100 by completing various activities.



Sign up for AWS

Root user email address 
Used for account recovery and as described in the [AWS Privacy Notice](#)

AWS account name
Choose a name for your account. You can change this name in your account settings after you sign up.

Verify email address

OR

Sign in to an existing AWS account

This site uses essential cookies. See our [Cookie Notice](#) for more information.

请确保主账户邮箱有团队或专人管理。

所有账户相关的电子邮件都会发送至此邮箱，例如：

- 额外的账号验证请求
- Marketplace 卖家资料审批通知
- 了解您的客户 KYC* 验证流程通知

*Know Your Customer



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订阅付费计划 (Paid Plan)

创建 MARKETPLACE 卖家账号的首要条件

Sign up for AWS

Choose your account plan



Free (6 months)

Learn, experiment, and build prototypes

- ✓ Receive up to \$200 in credits
- ✓ Includes free usage of select services
- ✗ Workloads scale beyond credit thresholds
- ✗ Access to all AWS services and features

ⓘ After the 6 month free period or when all credits are used, you can choose to upgrade to a paid plan. Otherwise, your account closes automatically.

Choose free plan



Paid

Develop production-ready workloads

- ✓ Receive up to \$200 in credits
- ✓ Includes free usage of select services
- ✓ Workloads scale beyond credit thresholds
- ✓ Access to all AWS services and features

ⓘ After all of your credits are used, you are charged using pay-as-you-go pricing.

Choose paid plan

Step 1

完成邮箱验证

密码设置至少8位数，包含大写字母、小写字母、数字、和特殊字符。



Step 2

选择订阅付费计划

需要信用卡信息或升级为付费计划。



Step 3

顺利登入亚马逊云科技账号

若遇支付错误信息，系统将转至付款平台重新提交信用卡信息。

亚马逊云科技账号设置清单

若尚未提供完善信息或仍订阅于免费计划，您将会被转至此页面：

Complete your account setup

Thanks for signing up for Amazon Web Services. If we have directed you to this page, then you have **either not finished registering, or your account is currently on free plan.**

Account setup checklist

1. Provided all required information during sign-up. This includes adding a payment method, completing identity verification, and selecting a support plan.
2. Responded to any additional information we have requested by email. Check your spam and junk email folders to make sure you have not missed any such requests.
3. Verified your [credit card information](#). We might temporarily hold up to \$1 USD (or an equivalent amount in local currency) as a pending transaction for 3-5 days to verify your identity. This is an authorization, and you might need to contact your card issuer to approve it.

It might take up to 24 hours to fully activate your AWS services. If you can't access your services after that time, [contact support](#).

[Complete your AWS registration](#)

完成账号注册手续

Free account plan access limitations

Free account plans have limited access to certain services and features. Upgrade your account plan to remove limitations. [Learn more](#) .

[Upgrade plan](#)

升级付费计划

1. 确认在注册过程中已提供所有信息

必须 (1) 添加付款方式、(2) 完成身份验证并 (3) 选择一项支持计划。

2. 回复亚马逊云科技电子邮件发送的信息补充请求

请检查垃圾邮件文件夹，确保没有遗漏任何相关的电子邮件。

3. 验证信用卡信息

亚马逊云科技可能会暂时预扣 \$1 美元（人民币 ¥ 等值）以验证您的身份。

选择适合贵公司的支持服务计划

可以选择免付费计划直接完成注册

Sign up for AWS

Select a support plan

Choose a support plan for your business or personal account. [Compare plans and pricing examples](#). You can change your plan anytime in the AWS Management Console.

☒ Basic support - Free

- Recommended for new users just getting started with AWS
- 24x7 self-service access to AWS resources
- For account and billing issues only
- Access to Personal Health Dashboard & Trusted Advisor

☐ AWS Business Support+

Starts at \$29/month

Limited time offer: Get full refund for first 60 days

- Unlimited troubleshooting (genAI)
- 24x7 access to AWS experts
- <30 mins response for business critical issues
- Full set of Trusted Advisor checks
- AI driven cost optimization
- By selecting this offer you agree to the offer's [terms and conditions](#)



Need Enterprise level support?

From \$5,000 a month you will receive 15-minute response times and concierge-style experience with an assigned Technical Account Manager. [Learn more](#)

Complete sign up (step 5 of 5)

所有亚马逊云科技账户拥有免费的基本支持服务计划。

客服提供关于账户和账单的相关支持。

注册为 Marketplace 卖家

The screenshot shows the AWS Marketplace 'Sell' page. A red arrow points to the 'English' language dropdown in the top navigation bar. Another red arrow points to the 'Register now' button. The page content includes the heading 'Drive revenue by selling in AWS Marketplace' and the subheading 'Overview'. There are two chatbots on the right side of the page. The first chatbot says: 'Hi, I can connect you with an AWS representative or answer questions you have on AWS.' The second chatbot says: 'Need more info? Highlight any text to get an explanation generated with AWS generative AI.'

顺利注册亚马逊云科技账户后，才能登记成为 Marketplace 卖家。

可以在页面的右上角切换多种语言。

Register now

Already a seller? Sign in

Overview

Independent Software Vendors (ISVs) can sell their software, services, and solutions on AWS Marketplace. AWS Marketplace, jointly with AWS Partner Network (APN), helps ISVs and Consulting Partners to build, market, and sell their AWS offerings, providing valuable business, technical and marketing support.

注册为 Marketplace 卖家

中文 (简体) 联系我们 AWS Marketplace 支持 我的账户

亚马逊科技 re:Invent 探索 AWS 产品 解决方案 定价 资源 中文 (简体) 页面 搜索 登录控制台 创建账户

AWS Marketplace > Sell (销售)

通过在 AWS Marketplace 销售产品来推动收入增长

立即注册 已经是卖家? 登录

概览

亚马逊科技目前仅部分页面支持语言切换, 未来将逐步扩展至更多页面。

如果想了解 AWS Firewall Manager 的详细信息可以查看哪些资源?

联系售前 智能售后

众多独立软件供应商 (ISV)、数据提供商以及咨询合作伙伴借助 AWS Marketplace 这一平台, 面向数百万亚马逊科技客户销售其软件、服务和数据。AWS Marketplace 与 AWS 合作伙伴网络 (APN) 联合, 通过提供宝贵的业务、技术和营销支持, 帮助 ISV 和咨询合作伙伴构建、营销和销售其 AWS 产品。

注册为 Marketplace 卖家

首先注册成为亚马逊云科技合作伙伴

The screenshot displays the AWS Partner Central interface. At the top, there's a navigation bar with the AWS logo, a search bar, and various utility icons. The main content area is titled 'Customer enablement' and features a large heading 'AWS Partner Central' with the subtext 'Accelerate your AWS partnership journey with unified tools and resources'. Below this, a paragraph describes the centralized experience for AWS Partners. To the right, a 'Get started' section explains the AWS Partner Network (APN) and includes a prominent orange 'Get started' button with a red arrow pointing to it. Further down, a 'Pricing and costs' section details the benefits and costs of becoming a partner. At the bottom, a 'How it works' section uses icons to illustrate the process: a checkmark in a box, a trophy, and a shopping cart. The footer contains links to CloudShell, Feedback, Console Mobile App, and legal notices.

Customer enablement

AWS Partner Central

Accelerate your AWS partnership journey with unified tools and resources

A centralized experience for AWS Partners to access the tools, resources, and programs needed to accelerate building, marketing, and selling solutions on AWS Marketplace.

Get started

The AWS Partner Network (APN) is a global community of partners that build, market, and sell solutions with AWS. Partners leverage the power of AWS Marketplace and APN program benefits, expertise, and resources to scale. Register to manage your partnership and AWS Marketplace listings at no cost and utilize enablement resources, well-architected tools, and more.

[Get started](#)

Pricing and costs

There is no cost to become a partner and sell on AWS Marketplace. Partners who engage in APN programs to unlock benefits and funding pay an annual membership fee of \$2,500 USD and receive \$3,500 AWS Credit voucher in addition to access to the various program and opportunity funding benefits.

How it works

CloudShell Feedback Console Mobile App

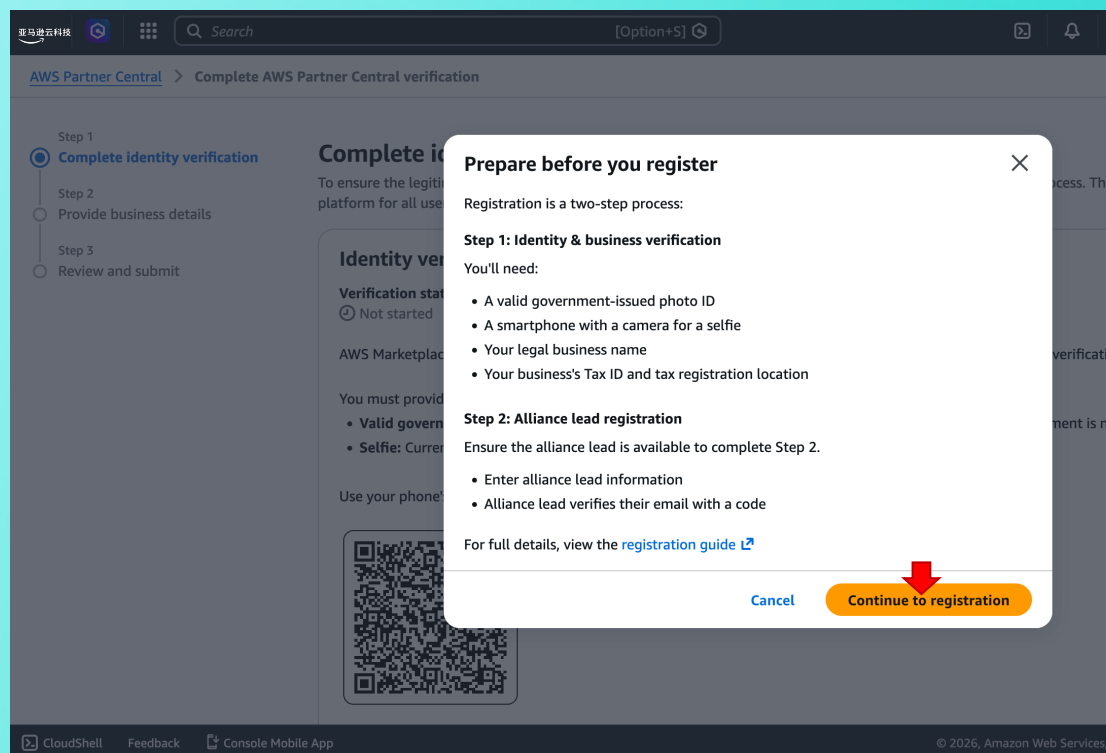
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必须通过 (1) 身份和 (2) 企业验证成为亚马逊云科技合作伙伴。

一旦注册成功，您便会顺利登记为 Marketplace 卖家。

注册为 Marketplace 卖家

首先注册成为亚马逊云科技合作伙伴



需要准备一台带摄像头的手机来扫描 QR 码进行验证流程。

注意事项

- 浏览器推荐使用 Chrome 或 Safari
- 如果页面卡顿，请连接美国 VPN

注册步骤：

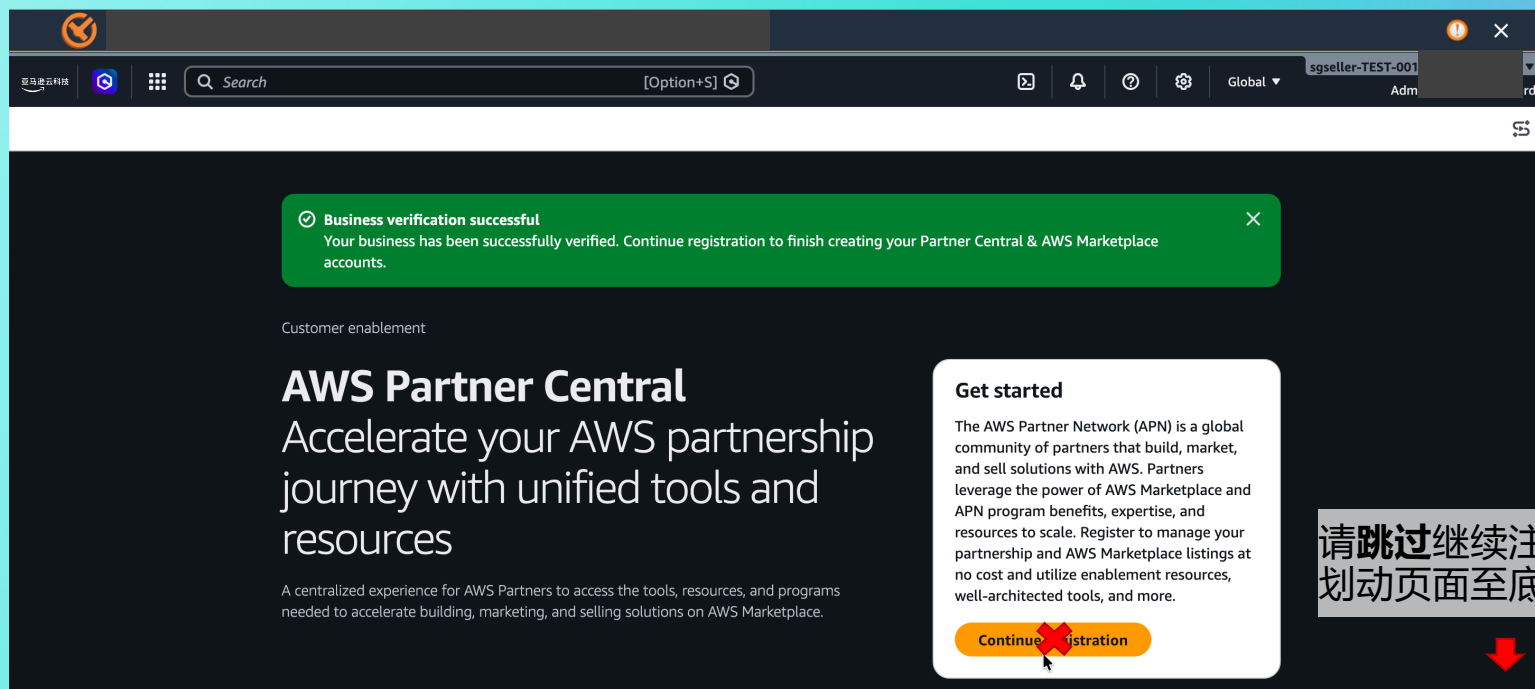
1. **身份验证** — 自拍 + 身份证
2. **企业验证** — 法定企业名称 + 企业（或税务）登记号
3. **企业负责人 (Alliance Lead)** 需要登记个人信息和电子邮箱来完成注册。

注意事项：企业名称需要和政府注册名称一致。

- (1) 您可以使用**中文**或**英文**的法定企业名称。
- (2) 每个邮箱域名只能注册一个合作伙伴账号。

如果需要创建额外 Marketplace 账户

如果需要创建不同区域的 MARKETPLACE 账户



The screenshot shows the AWS Partner Central registration page. At the top, there's a navigation bar with the AWS logo, a search bar, and a user profile dropdown. A green notification banner at the top states: "Business verification successful. Your business has been successfully verified. Continue registration to finish creating your Partner Central & AWS Marketplace accounts." Below this, the main heading reads "AWS Partner Central" with the subtext "Accelerate your AWS partnership journey with unified tools and resources". To the right, a "Get started" section explains the AWS Partner Network (APN) and includes a "Continue registration" button. A red 'X' is placed over the button, and a red arrow points down from a text box on the right that says "请跳过继续注册, 划动页面至底部。" (Please skip continuing registration, scroll to the bottom of the page).

Business verification successful
Your business has been successfully verified. Continue registration to finish creating your Partner Central & AWS Marketplace accounts.

Customer enablement

AWS Partner Central

Accelerate your AWS partnership journey with unified tools and resources

A centralized experience for AWS Partners to access the tools, resources, and programs needed to accelerate building, marketing, and selling solutions on AWS Marketplace.

Get started

The AWS Partner Network (APN) is a global community of partners that build, market, and sell solutions with AWS. Partners leverage the power of AWS Marketplace and APN program benefits, expertise, and resources to scale. Register to manage your partnership and AWS Marketplace listings at no cost and utilize enablement resources, well-architected tools, and more.

Continue registration

请跳过继续注册, 划动页面至底部。

如果需要创建额外 Marketplace 账户

如果需要创建不同区域的 MARKETPLACE 账户

Join

Join the AWS Partner Network (APN) at no cost, complete your partner and Marketplace seller requirements. Enroll in the Partner Paths that best align to your customer solutions to build, market, list, and sell on AWS Marketplace, and grow with AWS.

[Become an AWS Partner](#)

Differentiate

Leverage partner programs to differentiate your solution, list on AWS Marketplace to expedite your go-to-market discoverability, build AWS expertise through certifications, and drive profitability by capturing new revenue streams through AWS Marketplace.

[Explore Partner Programs](#)

Scale with AWS Marketplace

Sell or resell software and professional services in AWS Marketplace to accelerate deals, boost revenue, and expand your customer reach to new geographies, industries, and segments.

[Sell in AWS Marketplace](#)

AWS is constantly innovating so you can leverage the latest technologies to experiment and grow with us. What's New posts show how we are doing just that, providing a brief overview of all AWS service, feature, and region expansion announcements as they are released. For the latest updates, access [What's New with AWS Partners](#)

Get started resources

[Partner Central guide](#)

[Seller guide](#)

Need an additional AWS Marketplace seller account?

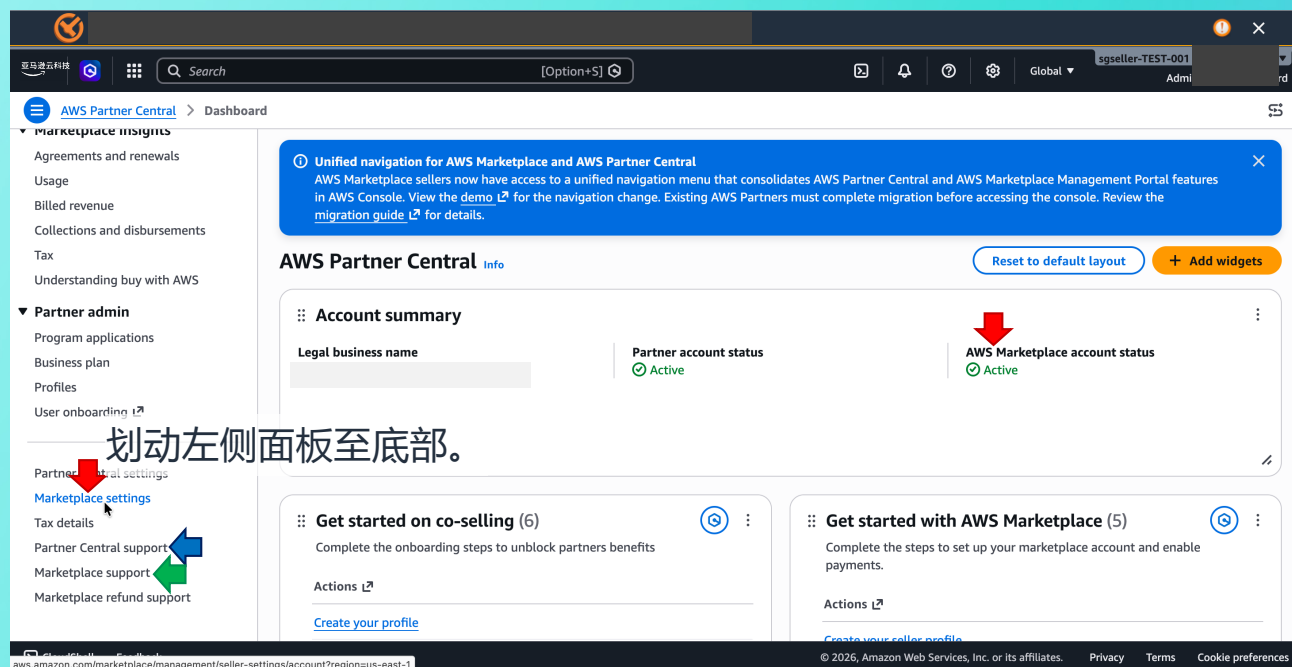
Create an additional AWS Marketplace seller account to list and sell your products in different AWS Marketplace regions.

[Create an AWS Marketplace account](#)

点击链接直接转至注册企业负责人 (Alliance Lead) 页面

合作伙伴中心控制面板

合作伙伴和 MARKETPLACE 账号已激活



关于**合作伙伴中心**的相关问题，请向 **Partner Central Support** 咨询。

关于 **Marketplace** 的相关问题，请在 **Marketplace Support** 咨询。

登记成为付费卖家

付费卖家才可以上架付费产品

公开资料在通过审核后，才能添加收款方式。



Registered catalog [Info](#)

AWS Marketplace - Commercial

[Manage catalogs](#)

1

Public profile

2

Tax information

3 + 4

Payment information

Know Your Customer (KYC)

5

Service-linked roles

Notifications

Tags

1. 创建公开资料 (Public Profile)

MARKETPLACE SETTINGS -> PUBLIC PROFILE

The screenshot shows the 'Settings' page in the AWS Marketplace Management Portal. The 'Public profile' tab is selected. A red arrow points to the 'Add public profile' button. Another red arrow points to the 'Account status' section, which indicates 'Incomplete' and suggests selecting 'Add public'.

1. Display name 显示名称 – 可以和法定企业名称不同
2. URL to website 贵公司网站
3. Company description 公司简介 – 只能使用英文，需要至少30个单词，介绍公司业务。

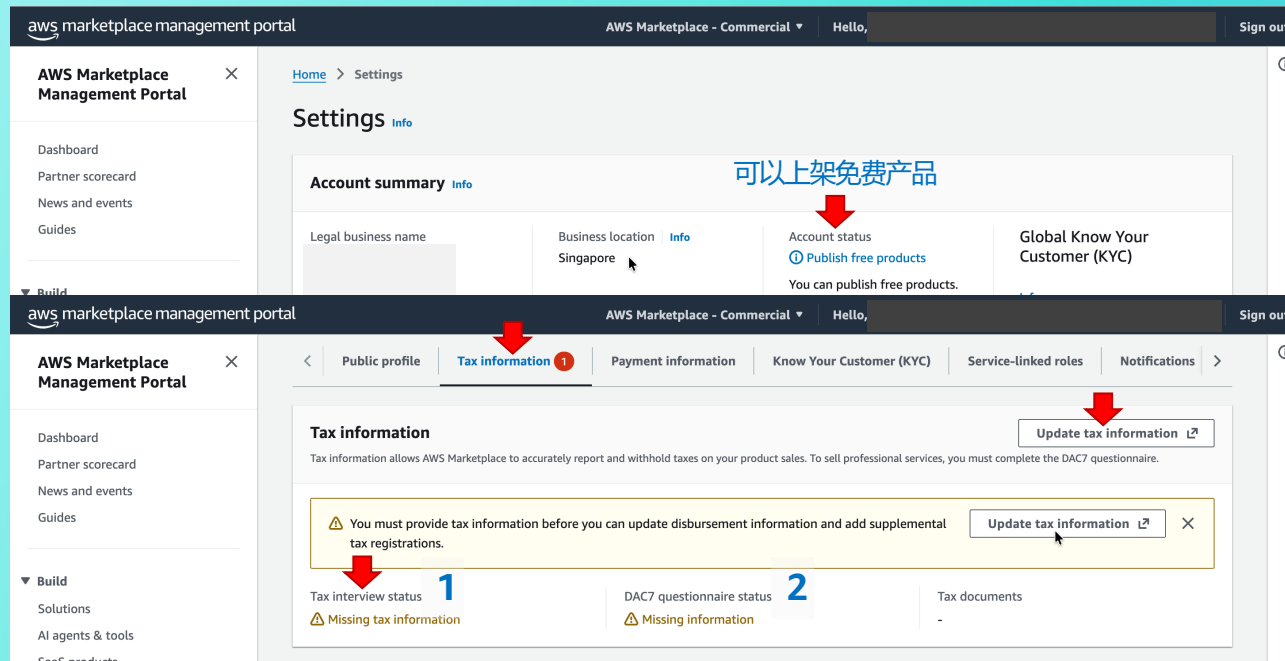
The 'Public Profile' form is shown with the following fields and instructions:

- Display name** 1: Can be different from your business's legal entity name. (40 characters maximum)
- URL to website** 2: <https://aws.amazon.com/marketplace>
- Enter company description or personal bio** 3: <Company Introduction and Description> We specialize in software solutions and professional consulting services designed to help organizations build, scale, and optimize on AWS. From product implementation to advisory engagements, we partner with customers to accelerate cloud adoption and deliver measurable business outcomes. (600 characters maximum. Supported special characters are ®, ©, ™ and currency symbols.)

Buttons: Cancel, Submit

2. 添加税务信息 (Tax Information)

TAX INFORMATION -> TAX INTERVIEW



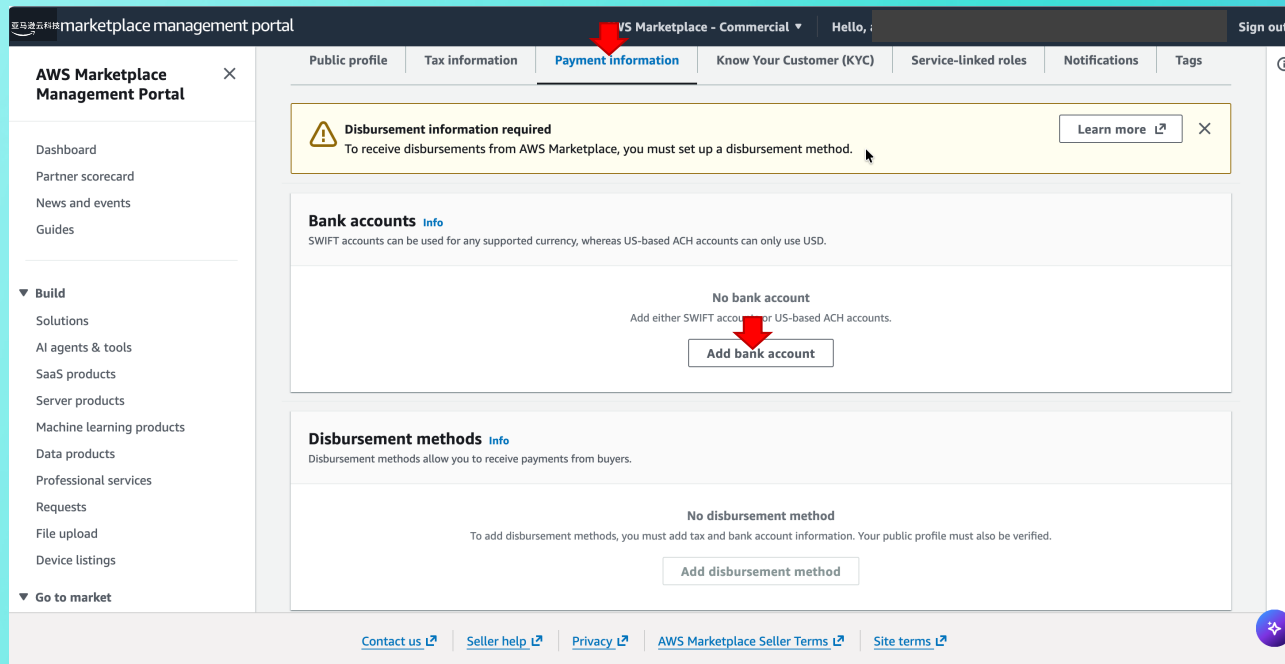
1. Tax Interview 有效期3年 – 税务地区与账户所在地必须一致
2. DAC7 没有期限 – 准许售卖专业服务 (Professional Services)

注意事项：中国不属于亚马逊云科技 Marketplace 的司法管辖区，不能售卖付费产品。

建议使用香港 (Hong Kong) 登记。

3. 添加银行户口 (Add bank account)

PAYMENT INFORMATION -> ADD BANK ACCOUNT



卖家只能添加：
(1) 美国银行户口
(2) 在亚马逊云科技 Marketplace
司法管辖区里开的银行户口，
例如：香港 (Hong Kong)

4. 添加收款方式 (Add disbursement method)

PAYMENT INFORMATION -> ADD DISBURSEMENT METHOD

marketplace management portal

AWS Marketplace - Commercial Hello, Sign out

Public profile Tax information **Payment information** Know Your Customer (KYC) Service-linked roles Notifications Tags

AWS Marketplace Management Portal

Dashboard
Partner scorecard
News and events
Guides

▼ Build

- Solutions
- AI agents & tools
- SaaS products
- Server products
- Machine learning products
- Data products
- Professional services
- Requests
- File upload
- Device listings

▼ Go to market

Disbursement information required
To receive disbursements from AWS Marketplace, you must set up a disbursement method. [Learn more](#) X

Bank accounts (1) [Info](#) [View details](#) [Edit tags](#) [Delete](#) [Add bank account](#)

SWIFT accounts can be used for any supported currency, whereas US-based ACH accounts can only use USD.

	Account number	Verification status	Payment method	Last updated
☐	**** *356	Not required	US-based ACH account	10 Jun 2026, 08:03:18 pm

Disbursement methods [Info](#)

Disbursement methods allow you to receive payments from buyers.

No disbursement method
To add disbursement methods, you must add tax and bank account information. Your public profile must also be verified.

[Add disbursement method](#)

[Contact us](#) [Seller help](#) [Privacy](#) [AWS Marketplace Seller Terms](#) [Site terms](#)

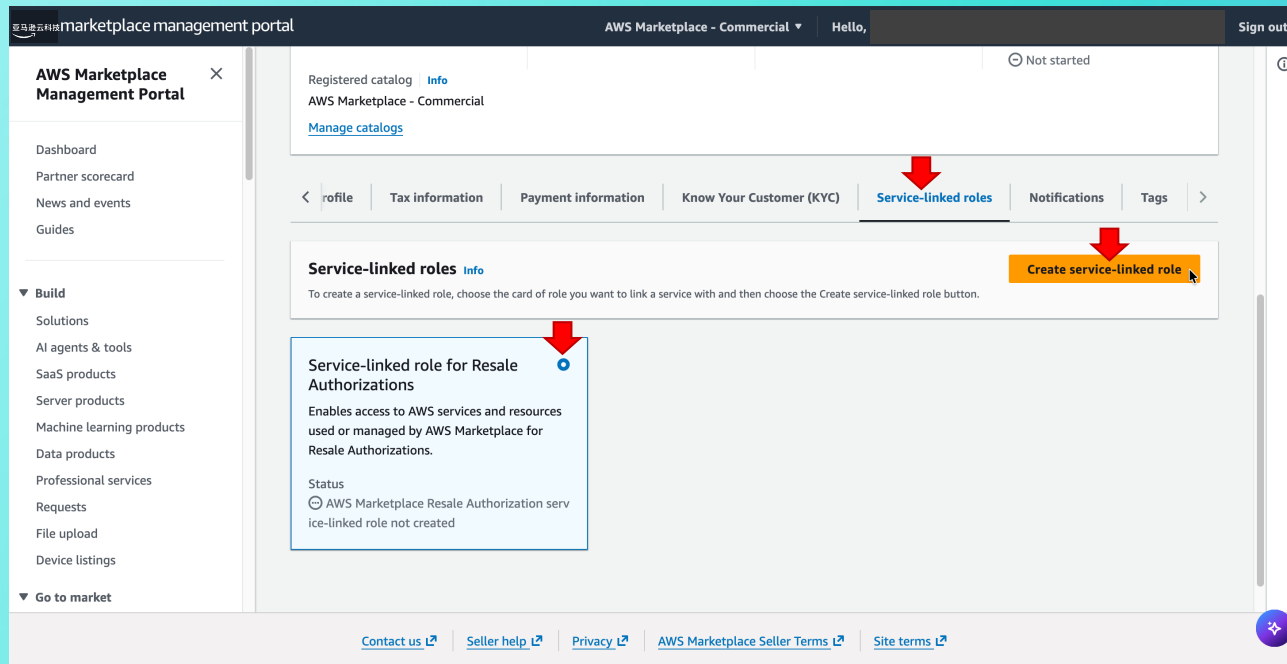
公开资料在**通过审核后**，才能**添加收款方式**。

审核后的电子邮件会发送至**主账户**的电子邮箱。

注意事项：您必须设置**美金 (USD)** 为收款货币之一。

5. 创建 Service-linked Role (SLR)

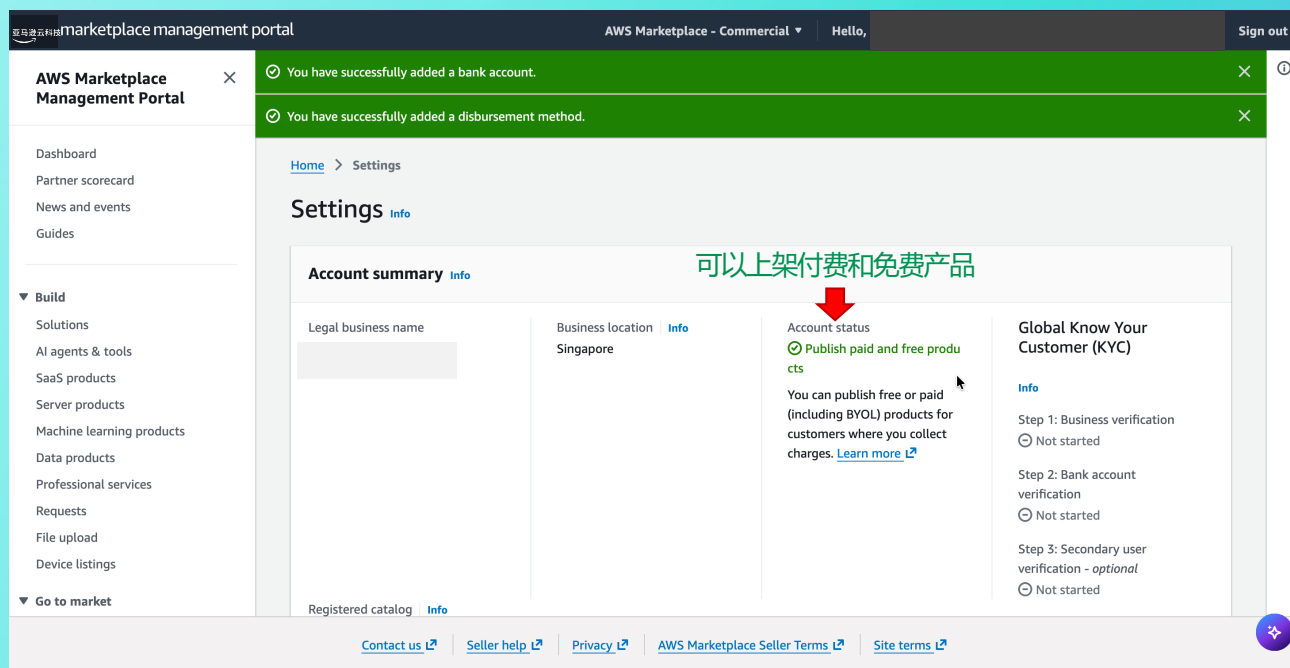
MARKETPLACE SETTINGS -> SERVICE-LINKED ROLES



SLR 让软件供应商 (ISV*) 给予授权产品转卖，也让转售商 (CP^) 被授权后可以转卖软件产品和服务。

*Independent Software Vendor
^Channel Partner 渠道合作伙伴

注册完毕，恭喜成为付费卖家！



完成以上注册步骤，顺利成为付费卖家，便可以上架付费软件产品和服务了！

PART 2

简介: 产品分类

如何选择正确的产品类型?

Marketplace 产品分类

Server



Amazon
Machine
Image
(AMI)

亚马逊机器
映像



Cloud
Formation
Template
(CFT)

CloudFormation
模板



Amazon
Container
Services

容器产品



Amazon
SageMaker
机器学习服务

SaaS



Software
as a
Service
(SaaS)

软件即服务

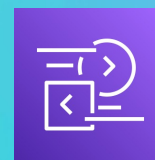
Services



Professional
Services

专业服务

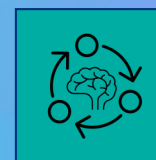
Data



Amazon Web Services
Data Exchange

数据产品

Agents



AI Agents
and Tools

AI 智能体

Marketplace 产品分类

产品类型	产品简介	适合什么产品?	定价方式
SaaS 软件即服务	卖家托管的云端软件，客户订阅后直接使用	客户无需部署 – Web应用、API、在线平台	合同制/ 用量制/ 混合制
AI Agents and Tools AI 智能体 (最新分类)	AI 智能体和工具	AI 智能体、RAG 工具、LLM 应用框架	按调用/ 按月/ 按用量
Professional Services 专业服务	由卖家团队提供的人工服务	咨询、实施、培训、托管运维	按项目/ 按月/ 按年
AMI 机器镜像	预装软件的虚拟机镜像，部署到 EC2	需完整 OS 环境的服务器软件、数据库	按时/ 年 + EC2 费用
CFT 云形成模板	基础设施即代码模板，一键部署架构	涉及多个 AWS 服务的复杂解决方案	通常与 AMI 组合
Container 容器	容器化应用，部署到 ECS/ EKS/ Fargate	已容器化的微服务、DevOps/ 监控工具	按时/ 月/ 年 + 容器费
SageMaker 机器学习	可在 SageMaker 中使用的 ML 模型和算法	预训练模型、ML 算法、数据标注工具	按推理/ 训练/ 实例
AWS Data Exchange 数据	通过平台交付的数据集	金融、地理、市场洞察、天气等数据	按订阅/ 数据集/ API

多产品解决方案 (Multi-Product Solution)

将多个 MARKETPLACE 产品打包成一个解决方案，让客户一键购买，简化采购流程

运作方式

- 1 每个产品创建一个专属优惠 (Private Offer)
- 2 将专属优惠组合成一个优惠集 (Offer Set)
- 3 客户收到一个链接，一次性审核并接受解决方案里所有产品

关键优势

- ✓ 简化客户采购体验（一次审批 vs. 多次审批）
- ✓ 可以包含自己和不同卖家的产品（跨卖家组合）
- ✓ 特别适合企业客户 — 采购审批只需走一次

适用产品类型

SaaS 软件即服务

AMI 机器镜像

Professional Services 专业服务

Container 容器

Machine Learning 机器学习

AI Agents AI 智能体

PART 3

SaaS 定价模式

合同制 | 用量制 | 混合制 | 专属优惠

SaaS 定价模式: 公开售价 (Public Offer)

SaaS 用量计费



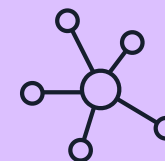
在软件内追踪客户用量

SaaS 合同

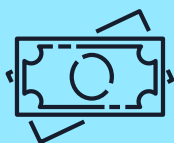


合约可选 1 个月、1 年、2 年、
或 3 年期限

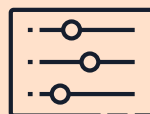
SaaS 合同 + 用量计费



合约与用量的混合模式



Marketplace 将按提交的客户
实际用量计费



客户将预付全款



合约以外超额的用量将另外计费

注意事项: 所有公开售价都以美金 (USD) 计算。

SaaS 合约: 分层级合约

示例：安全扫描软件

层级	合约用量上限	价格
基础版 Basic	1,000 次扫描	\$99/月
专业版 Professional	10,000 次扫描	\$499/月
企业版 Enterprise	100,000 次扫描	\$1,999/月

- 客户从预定层级中选择其中一项
- 适用于服务等级划分清晰、界限分明的产品
- 配置：**合约制** -> 定义各层级 -> 每份合约只允许客户选择**一项层级**

注意事项：所有公开售价都以美金 (USD) 计算。

SaaS 合约: 按功能分类

示例：视频托管平台

功能	功能说明（数量）	价格
核心平台	基础托管（数量: 1）	\$299/月
数据分析	观看行为分析（数量: 1）	\$99/月
CDN 增值模块	全球 CDN（数量: 1）	\$199/月

- 客户选择自己所需功能和设定数量
- 维度名称里标明每项功能数量为 1
- 配置：**合约制** -> 定义各项功能 -> 支持**多维度选项**

注意事项：所有公开售价都以美金 (USD) 计算。

SaaS 合约: 按功能和数量分类

示例：团队合作平台

维度	内容包含	价格
5 个工作区	5 个团队工作区	\$50/月
10 个工作区	10 个团队工作区	\$90/月
存储块	100GB	\$20/月

- 客户可按自己所需数量购买同一项功能
- 简化定价结构，配置更加灵活
- 维度说明中需要标明最小或最大数量
- 配置：**合约制** -> 定义各项功能 -> 支持**多维度选项**

注意事项：所有公开售价都以美金 (USD) 计算。

SaaS 用量: 固定单价用量计费

示例：数据平台（\$0.005/TB）

维度	说明	单价
数据处理量	数据摄入量	\$0.005/TB
标准 API	标准请求	\$0.01/次调用
高级 API	高级请求	\$0.02/次调用

- 一律固定单价
- 卖家需记录客户用量，并通过 Marketplace API 上报用量数据
- 配置：按**用量定价** -> 定义各维度

注意事项：所有公开售价都以美金 (USD) 计算。

SaaS 用量: 阶梯式用量计费

示例：API 安全防护服务

层级	用量区间	单价
层级 1	前 10,000 次	\$0.02
层级 2	10,001 – 50,000 次	\$0.01
层级 3	50,001 次及以上	\$0.005

- 用量层级越高，单位价格越优惠
- 由软件监控客户用量并判定层级和对应单价
- 通过 Marketplace API 按对应层级维度上报客户用量

注意事项：所有公开售价都以美金 (USD) 计算。

阶梯式用量计费: 计算费用

场景：单月调用 60,000 次 API

用量区间	单价	计算方式	费用
前 10,000 次	\$0.02	$10,000 \times \$0.02$	\$200
接下来 40,000 次	\$0.01	$40,000 \times \$0.01$	\$400
最后 10,000 次	\$0.005	$10,000 \times \$0.005$	\$50
合计			\$650

注意事项：所有公开售价都以美金 (USD) 计算。

SaaS 合约 + 用量计费 (混合模式)

运作方式

合约用量上限
(客户承诺消费额)

+

超额用量
(按用量计费)

- 结合 (1) 合约预付费用和 (2) 超额按用量计费
- 合约有用量上限，覆盖已承诺的用量
- **用量超出合约上限将按用量单价计费**
- 适用于工作量可预测、但存在可能有波动的场景

注意事项：所有公开售价都以美金 (USD) 计算。

如何选择合适的定价模式？

	合约制	用量制	合约 + 用量计费
收入模式	可预测，客户预先付费	按用量计费，收入浮动	混合：合约上限 + 超额用量计费
适配客户	客户有明确用量需求	入门门槛低，易于新客户试用	企业客户与成长型客户
定价方式	按层级或功能分类	按单位用量计费	合约费用 + 单位用量
最适用于	SaaS 平台、企业许可	API、数据处理、公用型服务	稳定用量但存在突发峰值的平台

专属优惠 (Private Offer)

卖家与买家一对一协商的定制交易

核心功能

- **自定义价格** — 可给予折扣，设定不同于公开售价的价格
- **自定义 EULA** — 可使用自定义的最终用户许可协议
- **灵活付款计划** — 支持分期付款
- **合约期限** — 可设置自定义的合约时长
- **有效期** — 专属优惠有接受截止日期

专属优惠是做大客户生意的关键工具。

大客户通常不会按公开售价直接订阅。他们会要求折扣和定制条款。这时候专属优惠就会派上用场。

如果有渠道合作伙伴可以帮您销售并转售产品，渠道合作伙伴专属优惠 (CPPO) 便可以让合作伙伴直接在 Marketplace 上代您完成交易。

关键点： 专属优惠只有指定客户和授权亚马逊云科技账号才能看到并接受优惠，其他客户看不到。

PART 4

实操演示: SaaS 产品上架和实践

如何完成产品上架?

SaaS 产品上架最佳实践

避免常见错误，顺利通过审核发布产品

环节	最佳实践	避免常见错误（导致被拒）
产品标题与描述	清晰准确描述产品 – 用词专业、无语法错误	不能夸大宣传（例如：业界最快）、提及竞争对手或产品、使用亚马逊云科技商标、向上推销产品或套餐
产品类别归属	确保是纯 SaaS 产品 – 服务类请归入 Professional Services 专业服务	把咨询/ 专业服务当作 SaaS 上架
支持信息	至少提供一种联系方式，例如：邮箱、电话或支持网页	缺少具体联系方式或直接写‘不提供支持’
注册落地页 (Fulfillment URL)	页面须收集客户信息（至少联系邮箱）– 可使用亚马逊云科技提供的 CloudFormation 模版创建所需资源，包括注册落地页	页面无表单收集客户信息，未调用 Marketplace API
定价维度命名	准确描述客户将购买的内容，避免重复维度名称	维度名含 ‘Test’、‘Private Offer only’、‘Do not subscribe’ 等字眼，或重复命名会造成混淆
定价模式选择	根据产品特性选择：合同制 / 用量制 / 混合制	—
EULA 与退款政策	使用标准合同，或上传自定义 EULA 到公开 S3 储存 明确写出退款政策，其中包含‘不退款’也要写明	EULA 链接无法公开访问，建议上传 PDF 退款政策填 ‘N/A’
图片与视频	图片 .png 无透明，780×439px (16:9) 视频 .mp4，2-3分钟，1920×1080	尺寸/ 格式不符、视频与产品无关或含不当内容
上架前测试 (包括 API 集成)	在 Limited 限制状态充分测试订阅、计量、取消等场景后再申请产品上架，例如：合同制须调用 GetEntitlements API 验证订阅、用量制须通过 BatchMeterUsage API 上报用量	未在自己测试账号验证完整流程，例如：未调用 Marketplace API、未发送测试计量记录，限制状态下需特别向订阅客户提供访问权限



2026 亚马逊云科技软件企业峰会 暨亚马逊云科技 Marketplace 用户大会

10月13-14日 | 深圳



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让中国企业 “一键全球买”

汇聚全球软件高管、ISV 卖家与企业买家，共探 Agentic AI 驱动的软件创新、全球业务拓展与软件采购新方式。

重磅嘉宾

Mona Chada
Director, WW Infrastructure,
Amazon Web Services
Partner COE Technology

储瑞松
阿里云生态合作部总经理
阿里云生态合作部总经理

Dr. Werner Vogels
VP & CTO, Amazon.com

陈晓建
大中华区零售与渠道运营
大中华区零售与渠道运营

苏小龙
阿里云生态合作部总经理
阿里云生态合作部总经理

Cathy Lonergan
VP, Global Customer,
Industry & Partner Marketing

Thank you!