



AWS Marketplace Seller Success Guide

How to Maximize Your Listing with PeerSpot



www.peerspot.com

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Start Strong: Why This Guide Matters

Your AWS Marketplace listing is where buyers decide whether to trust your solution. Their evaluation is shaped by two things:



✓ **Recognition from AWS Marketplace** through Competencies and validations.



✓ **Authentic, recent customer reviews** from verified AWS customers.

PeerSpot is the sole provider of first-party reviews in AWS Marketplace.

That makes us your partner in capturing AWS-approved proof points, accelerating review flow, and ensuring your listing is credible when it matters most — whether you're applying for a Competency or meeting buyers at AWS re:Invent.

This guide doesn't just help you collect reviews — it lines you up with the AWS Marketplace Characteristics of Successful Sellers (COSS), the framework AWS itself says defines winning. PeerSpot makes Pillar 1 (APN programs) easier by equipping you with proof points AWS field teams can use, and Pillar 2 (Product selection) stronger by giving buyers the verified reviews they trust to make purchase decisions.

Competencies: Proof That Sets You Apart

AWS Marketplace Competencies are among the most powerful signals of trust you can show buyers. They confirm that AWS has validated your solution's technical strength and customer success.

But Competencies are also some of the hardest milestones to achieve. They require **detailed, on-the-record customer proof points** — and most sellers struggle to capture those stories at the depth AWS expects.



PeerSpot helps you clear that hurdle. Through our process, we get customers on the record in a format AWS accepts.

Our reviews are **approved as Competency proof points**, giving you the evidence you need to move forward faster and stand out when buyers filter for validated solutions.

Reviews: From Steady Starts to Quick Bursts

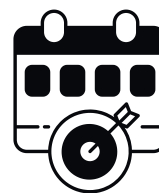
Reviews do appear in AWS Marketplace without any action from you — but slowly, and on AWS's timeline:



✓ Buyers are invited to review **30 days** after purchase.



✓ Each submission goes through **PeerSpot validation and moderation**.



✓ Approved reviews are **ingested weekly** into Marketplace listings.

That pace is fine for some sellers:

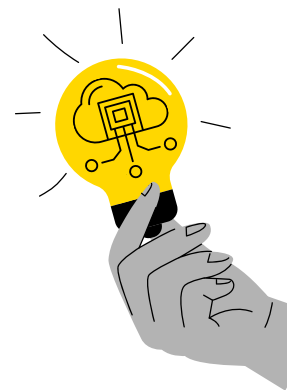
- With only a few reviews, **one negative comment can swing perception overnight**.
- **Older reviews look stale** — a year-old review can undermine buyer confidence.
- A **steady pace** alone doesn't guarantee the right customer stories AWS requires for Competencies, leaving critical proof points unmet.



Reviews: From Steady Starts to Quick Bursts

PeerSpot helps you take control of that process. We accelerate review collection so that within **30 days you'll see results** — fresher reviews, more perspectives, and a stable foundation of buyer trust.

And at major events like **AWS re:Invent**, you can work directly with our team to gather reviews live — capturing dozens of new customer voices in days instead of months.



MDF: Fuel to Scale Your Marketplace Success

AWS Marketing Development Funds (MDF) exist to help sellers strengthen their AWS Marketplace presence. PeerSpot programs are MDF-approved, which means you can:



Fund review campaigns ahead of re:Invent or AWS Summits.



Capture Competency-ready proof points without tapping your own budget.



Scale review collection to keep your listing current and credible.

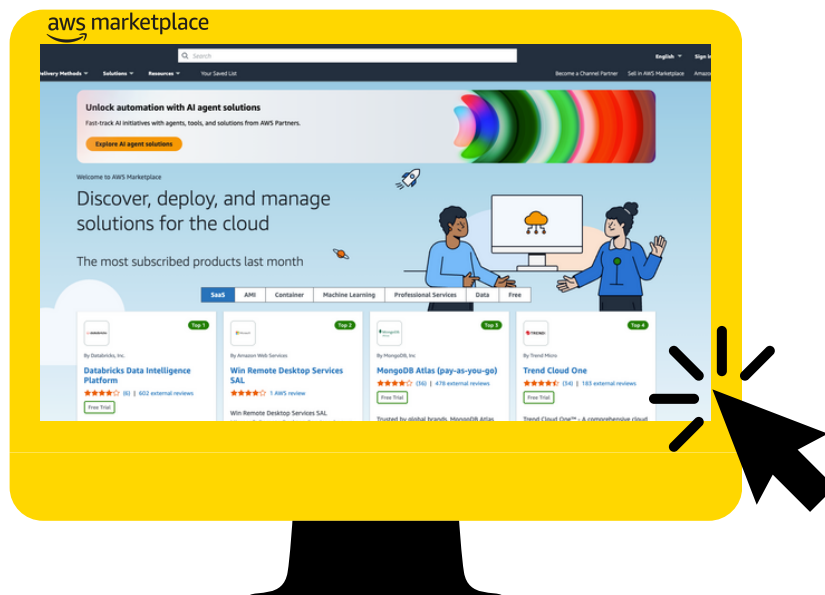
MDF removes the budget barrier so you can focus on **growth and visibility**.



Seller Success Checklist

To maximize your AWS Marketplace listing:

- ✓ Capture **Competency-ready proof points** with PeerSpot interviews.
- ✓ Accelerate **first-party review collection** to strengthen your listing within 30 days.
- ✓ Keep reviews **fresh and current** so buyers see up-to-date feedback.
- ✓ Plan for **AWS re:Invent** — work with PeerSpot live to gather reviews on-site.
- ✓ Apply **MDF** with your AWS account team to fund PeerSpot programs.



Next Step

This **AWS Marketplace Seller Success Guide** is your roadmap for building trust and visibility where buyers are making decisions. Our team will follow up with you directly — but if you'd like to accelerate, connect with your PeerSpot representative today.

By following these steps, you're not just improving your listing — you're checking the boxes AWS itself has set for success. PeerSpot helps you deliver on Pillar 1 (APN programs) with the customer stories that fuel co-sell and marketing, and Pillar 2 (Product selection) by keeping your Marketplace presence fresh and buyer-ready. That means you're not only aligned with AWS's playbook — you're executing it faster and more effectively than competitors.

**Discover how PeerSpot supports
AWS Marketplace success.**

