Provider Playbook

The complete how-to for Providers on the Snowflake Marketplace

June 2025

Key Reference Documents

- Marketplace Provider Quickstart Guide
- Provider Policies
- Snowflake Marketplace Technical Documentation
- Provider Cost Examples
- Provider Best Practices
- Marketplace Capacity Drawdown Program - PROVIDER FAQ
- Data Sharing Rebate Program
- For **brand new Providers** with questions, contact Marketplace Operations.
- For **all other inquiries**, contact Snowflake Support.

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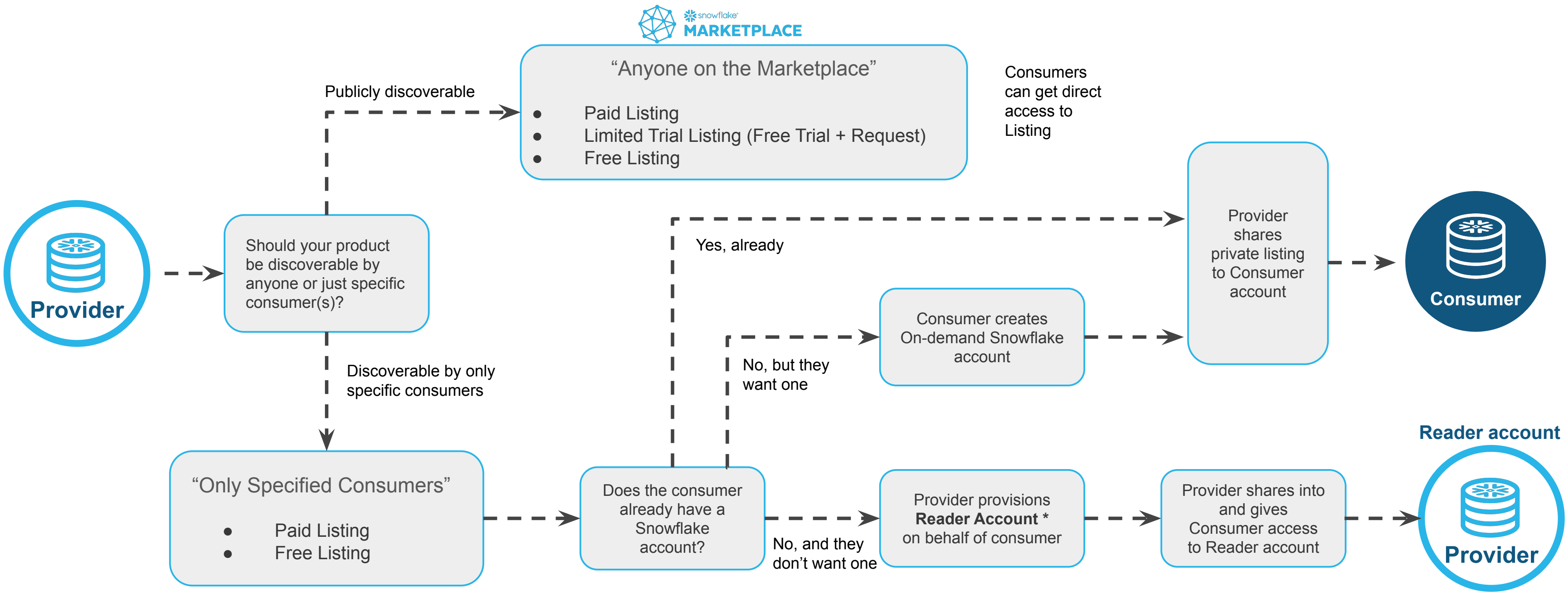
See the Consumer Playbook for consumer views. Resource can be given to your consumers.

Overview & Strategy

- → Marketplace and Data Sharing Overview
- → Legal & Listing Terms
- → Listing & Fulfillment Strategy

Snowflake Marketplace and Data Sharing Overview

Snowflake Marketplace is built using Snowflake's patented cross-cloud technology
enabling teams and businesses to share data or apps between accounts

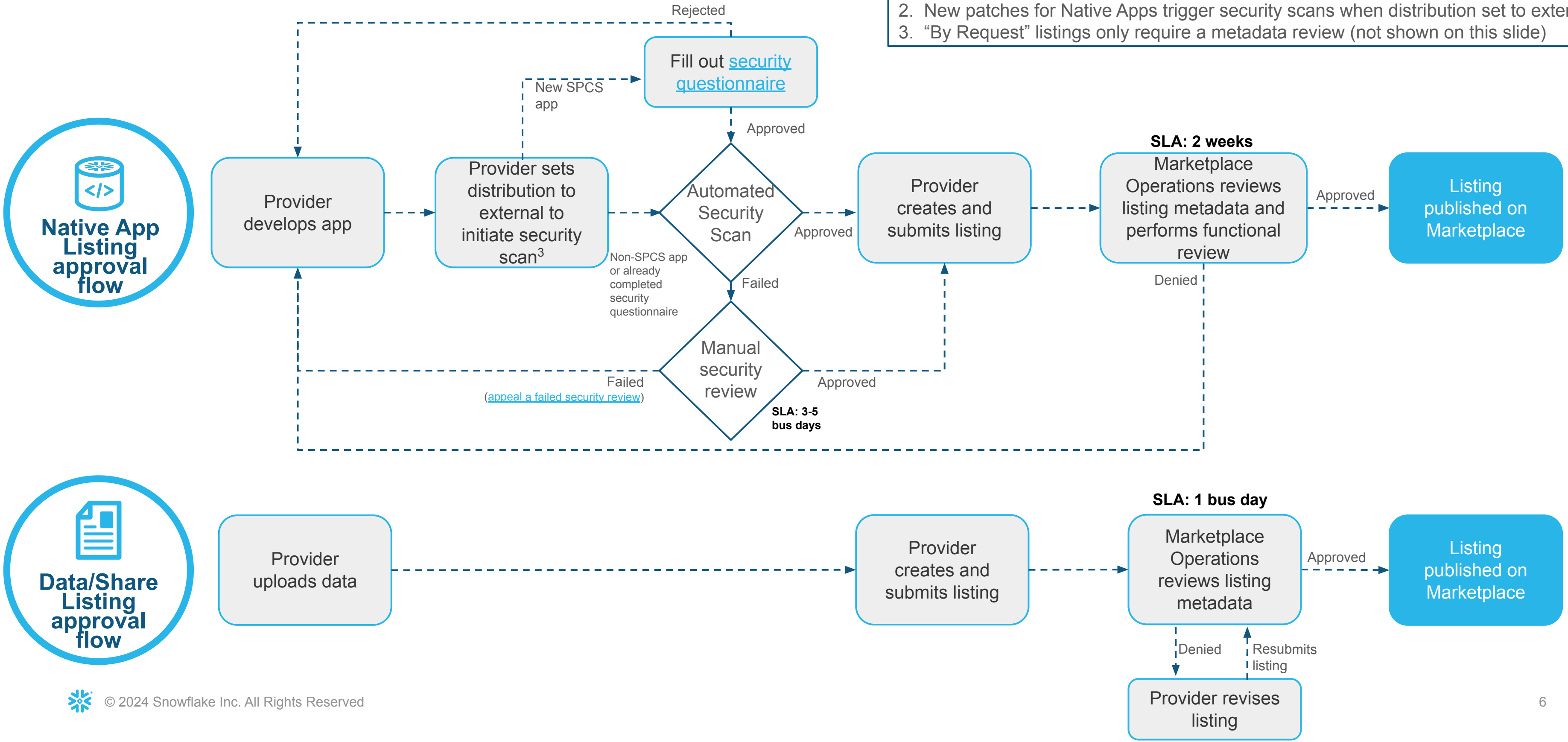


*For Reader Accounts, consumers can only query data shared by provider; costs of querying accrue to provider; See [Managing reader account documentation] for directions on how to provision Reader Accounts

Provider Journey Milestones for Public Marketplace Listings

Data and Native Application approval flow for Limited Trial, Free and Paid Public Marketplace listings

Key Notes:
1. Private Native Apps skip metadata & functional reviews; require only security review
2. New patches for Native Apps trigger security scans when distribution set to external
3. “By Request” listings only require a metadata review (not shown on this slide)



Snowflake Provider and Consumer Terms

Legal requirements to participate in the Marketplace

	Details
Documentation	• Snowflake Provider and Consumer Terms • Legal requirements for providers and consumers of listings
Scope	• Govern our customers' use of the Snowflake Marketplace, and address the relationship, rights, and obligations of Snowflake and our customers in connection with this offering. • They include compliance with Snowflake's Provider and Consumer Policies
Frequency	**One-time** acceptance • ***Providers* required** to accept in order to: provide public Marketplace listings; provide free private listings via Snowsight; and provide paid listings (private or public). • ***Consumers* required** to accept in order to consume paid listings; and consume free listings via Snowsight.
Where to accept	• Customers may agree to these terms via their Service Terms (e.g., Self-Service On Demand Terms of Service, our Terms of Service, or an MSA). • Otherwise, customers may agree to the terms in Snowsight by going to Admin > Billing & Terms
Role required	ORGADMIN is required to accept the terms in Snowsight
Listing types covered	All listings (Public and Privately shared)
Ability to redline	No

Listing Terms

Consumers must agree to Listing Terms

	Custom Terms by Provider	"Standard Terms" Standard Agreement for Marketplace Products
Scope	**Provider's terms of service** for their listing(s)	
Frequency	**Consumer must accept for every listing,** except when terms are provided offline	• **Consumer must accept for every listing** • **Org Admins may authorize acceptance by Users**, which will be displayed to Users
Where to accept	• Consumer accepts Custom Terms when clicking "Get" on the listing	• Consumer accepts Standard Terms when clicking "Get" on the listing • Org Admin can authorize User acceptance in Admin > Billing & Terms
Role required	ACCOUNTADMIN	
Listing types covered	• Public listings (listing terms URL required) • Private listings (listing terms URL optional, Provider may specify "Offline" terms)	
Changes to Terms	• Any redlines, amendments, or updates to terms must be addressed and agreed to offline by the parties	

Public Native Apps Listing & Fulfillment Options

	Paid on Snowflake *recommended*	**Limited Trial**	**Free**	**By Request** *Reach out to your dedicated Partner Rep. Not available for self-serve providers.*
Sales motion	App is fully self-serve • No sales engagement required • No know-your-customer restrictions	Apps with a trial available to anyone, but: • Provider sales engagement required for full product • Custom product or custom pricing is required	Apps where full version is available to anyone for free	Apps requires provider sales engagement and at least one of the following: • Know-your-customer restrictions • Pricing model varies by consumer • Apps with highly involved / complicated configuration process
Product requirements	• Trial version of the app • Full version of the app • Publicly visible pricing model	• Trial/demo version of app that is independent from the full version of app.	• Full version of app	• Private app ready to be shared on Snowflake
Fulfillment process	• 100% self-serve by consumer • Access trial via "Get" button in Public Marketplace • Convert to paid listing via "Buy" button	• Consumer accesses trial via "Get" button • Consumer clicks "Request" button for full product • Email sent to provider, request appears in Provider Studio • Provider + consumer align on engagement • Provider creates private listing to share app with consumer	• 100% self-serve by consumer • Access full version via "Get" button	• Consumer clicks "Request" button • Email sent to provider, request appears in Provider Studio • Provider + consumer align on engagement • Provider creates private listing to share app with consumer
Tags consumer sees in product	Free to Try · Paid	Free to Try · By Request	Free	By Request

Private Native Apps Listing & Fulfillment Options

	Paid on Snowflake *recommended*	**Free (or paid off-platform)**
Sales motion	Provider shares app privately with consumers they already have a relationship with. • Payment is on-platform • Option to offer custom pricing per customer	Provider shares app privately with consumers they already have a relationship with. • Payment is off-platform
Product requirements	• Full version of the app • Optional trial for app • Custom [Pricing model available on Snowflake]	• Full version of the app
Fulfillment process	• Provider creates private listing and publishes to specified consumers • Consumer accesses listing in Snowsight under **Data Products > Apps**	• Provider creates private listing and publishes to specified consumers • Consumer accesses listing in Snowsight under **Data Products > Apps**
Tags consumer sees in product	Free to Try Paid OR Paid	Free

Public Datasets Listing & Fulfillment Options

	Paid on Snowflake *recommended*	**Limited Trial**	**Free**
Sales motion	Dataset is fully self-serve ● No sales engagement requirement ● No know-your-customer restrictions	Dataset with trial available to anyone, but ● Sales engagement required for full product ● Custom product or custom pricing is required	Dataset is available to anyone for free ● No sales engagement required
Product requirements	● Trial version of the dataset ● Full version of the dataset ● Publicly visible pricing model	● Trial/sample version of the dataset that is distinct from the full dataset	● Full version of dataset
Fulfillment process	● 100% self-serve by consumer ● Access trial via “Get” button in Public Marketplace ● Convert to paid listing by clicking “Buy”	● Consumer accesses trial via “Get” button ● Consumer clicks “Request” button for full product ● Email sent to provider, request appears in Provider Studio ● Provider + consumer align on engagement ● Provider creates private listing to share dataset with consumer	● 100% self-serve by consumer ● Access full version via “Get” button
Tags consumer sees in product	Free to Try Paid	Free to Try By Request	Free

Private Datasets Listing & Fulfillment Options

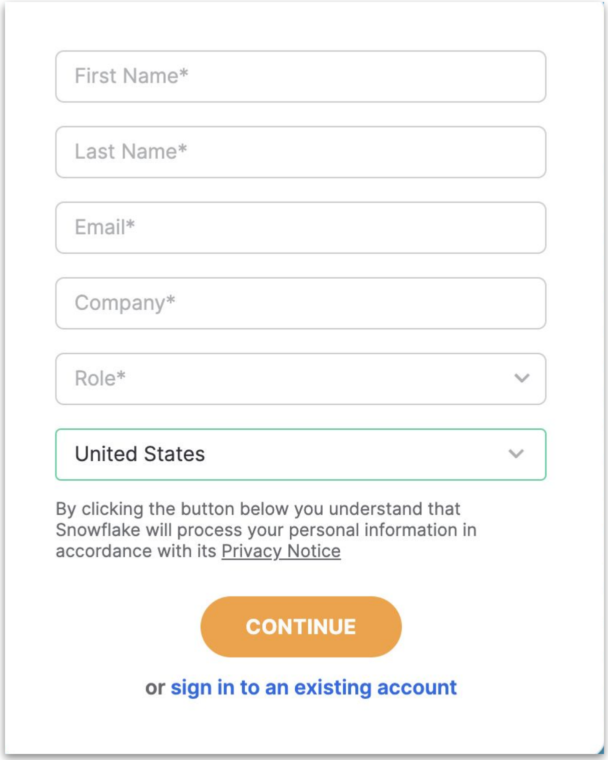
	Paid on Snowflake *recommended*	**Free (or paid off-platform)**
Sales motion	Provider shares dataset privately with consumers they already have a relationship with, ● And/or deliver a custom dataset ● And/or offer custom pricing ● And payment is on-platform	Provider shares dataset privately with consumers they already have a relationship with, ● And/or deliver a custom dataset ● And payment is off-platform
Product requirements	● Full version of the dataset ● Optional trial ● A pricing model available on Snowflake	● Full version of the dataset
Fulfillment process	● Provider creates private listing and publishes to specified consumers ● Consumer accesses listing in Snowsight under Data Products > Private Sharing	● Provider creates private listing and publishes to specified consumers ● Consumer accesses listing in Snowsight under Data Products > Private Sharing
Tags consumer sees	Free to Try Paid OR Paid	Free

Snowflake Account

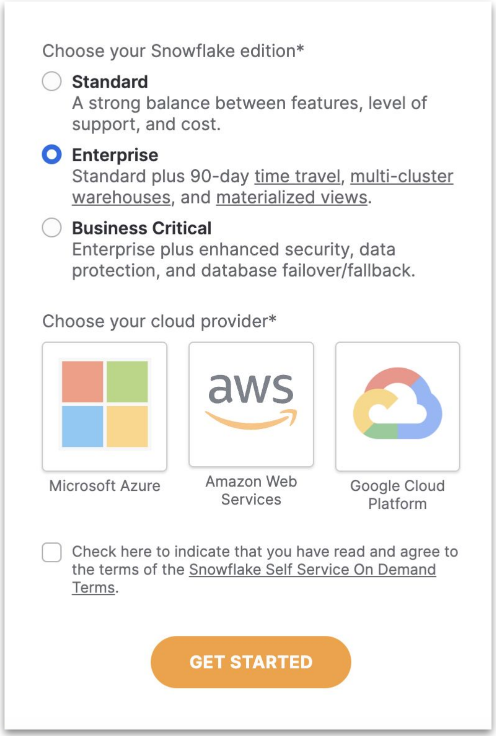
→ Sign Up For Snowflake
→ How To Get Key Roles

Sign up for Snowflake

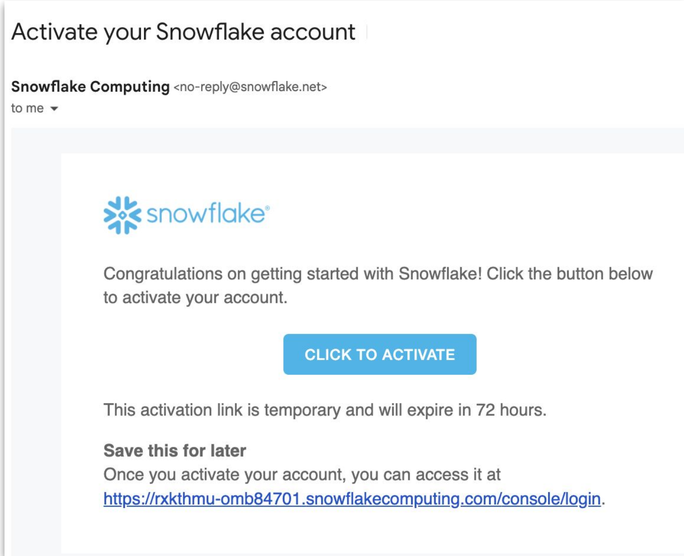
Step 1: Sign up at signup.snowflake.com



Step 2: Select Account Type and Cloud Provider & Accept Snowflake Self-service On Demand Terms



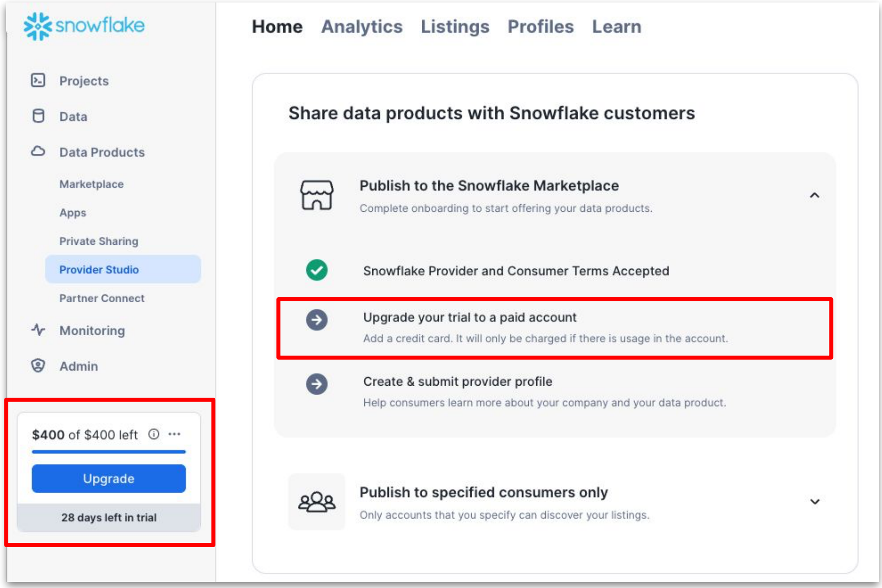
Step 3: Activate your Snowflake account through a link sent via email



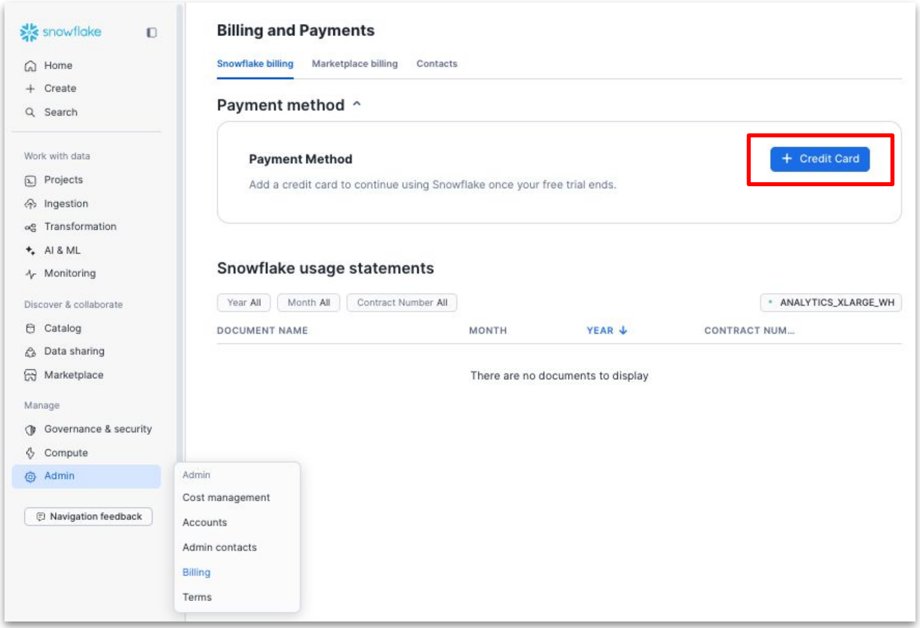
Note that you will need to convert to a **Paid** account next

Upgrade Your Account

Step 1: Navigate to **Data Products > Provider Studio** to upgrade your account. Upgrading your account from a trial account to a paid account is required in order to create a listing.



Step 2: Once you click upgrade, you'll be prompted to add a credit card that will be used for compute and storage costs. The Payment Method screen can also be found under **Admin > Billing > Snowflake Billing**



Note that instead of entering a credit card, you can set up a company level contract. Please ask your Marketplace Business Development Representative for more information

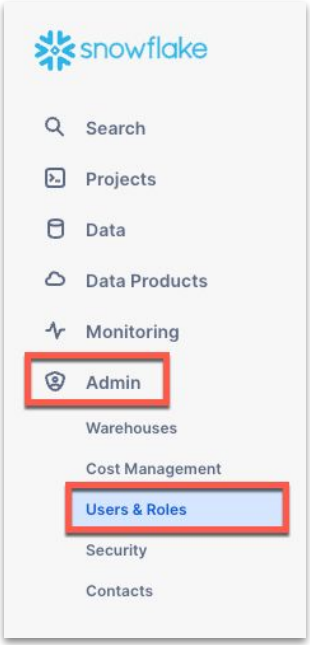
How to Get the Key Roles

Task	Required Privileges	Grant using	Who can provide access
Create a provider profile	Global CREATE DATA EXCHANGE LISTING privilege.	SQL or Snowsight	Your AccountAdmin grants you the privilege: *Create data exchange listing*
Manage or update a provider profile	The OWNERSHIP or MODIFY privilege on the profile.	Snowsight	The current listing owner grants OWNERSHIP or MODIFY privileges
Modify listing capabilities and properties	The OWNERSHIP or MODIFY privilege on the listing.	Snowsight	The current listing owner grants OWNERSHIP or MODIFY privileges
View a listing	The OWNERSHIP, MODIFY, or USAGE privilege on the listing.	Snowsight	The current listing owner grants OWNERSHIP, MODIFY, or USAGE privileges
Attach a share to a listing	OWNERSHIP of the share and OWNERSHIP or MODIFY privileges on the listing.	Snowsight	The current listing/share owner grants OWNERSHIP, MODIFY, or USAGE privileges
Set up auto-fulfillment for a listing	The account-level MANAGE LISTING AUTO FULFILLMENT privilege granted by an ACCOUNTADMIN with delegated privileges, and OWNERSHIP or MODIFY privileges on the listing.	SQL	The current listing owner grants OWNERSHIP or MODIFY privileges and ACCOUNTADMIN with delegated privileges
Fulfill a listing request	OWNERSHIP or MODIFY privileges on the listing.	Snowsight	The current listing owner grants OWNERSHIP or MODIFY privileges

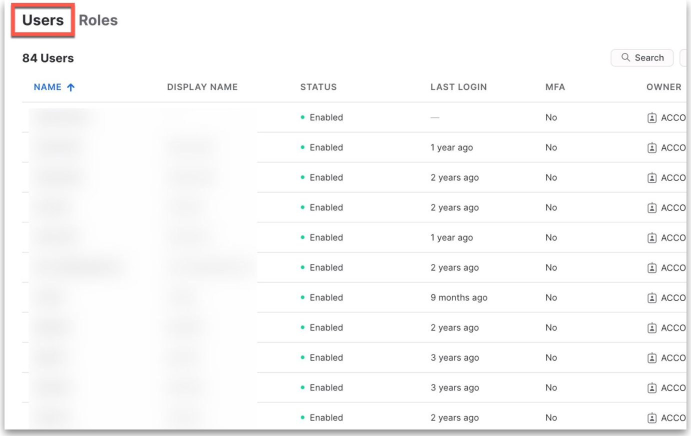
Reference Links: [1] Granting Privileges Documentation, [2] Granting Roles Documentation, [3] Privileges required for working with listings

How to Grant Roles Within The UI

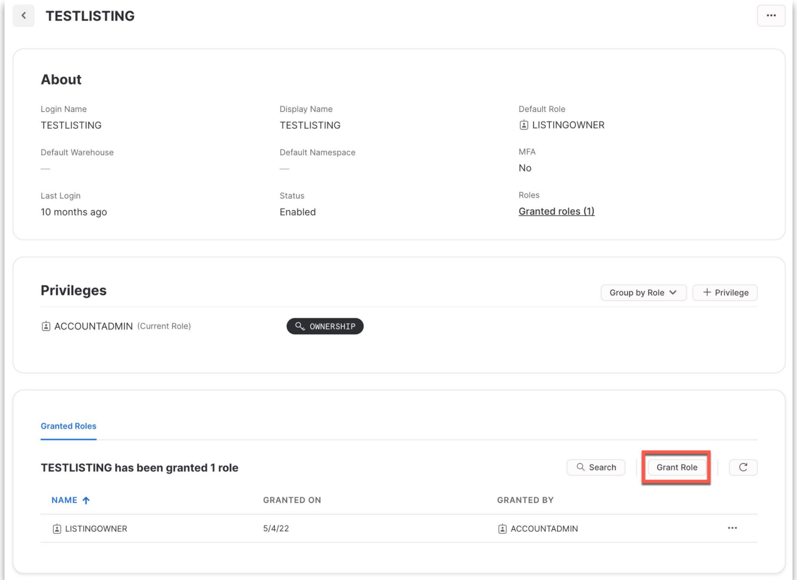
Step 1. Click on **Admin > Users and Roles** on the left-hand side of your screen



Step 2: Click on **Users** at the top, find your name in the list of Users, and click on it.

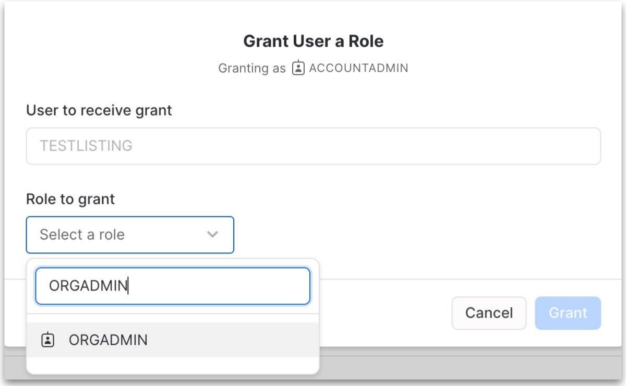


Step 3: Click on **Grant Role** in the **Granted Roles section.**

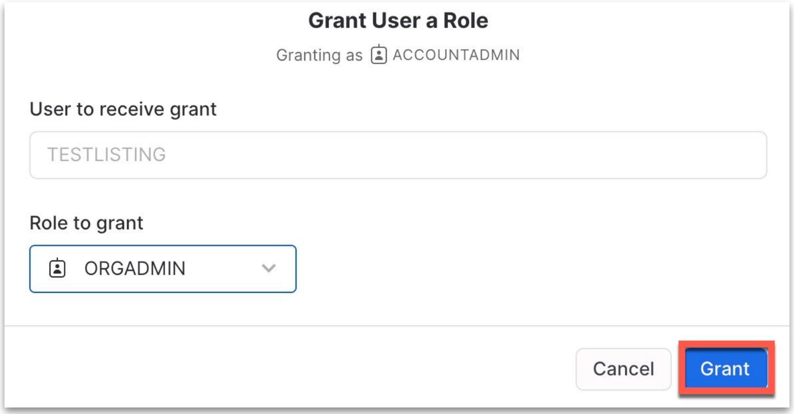


How to Grant Roles Within The UI

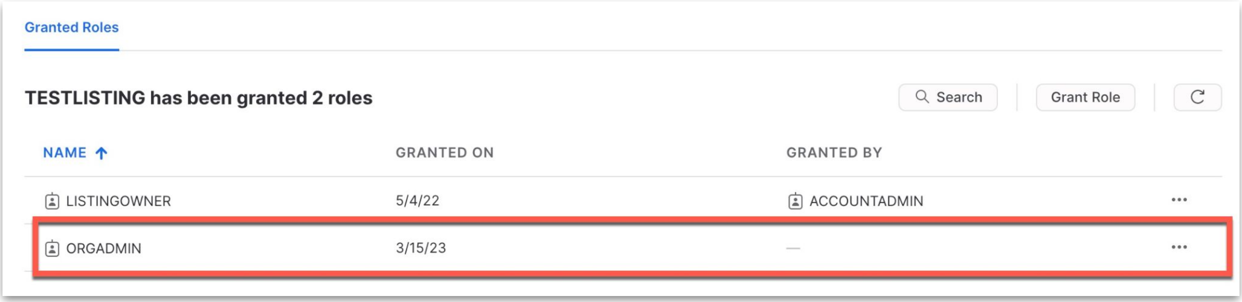
Step 4: Search for the role name (e.g. ORGADMIN) in the dropdown box and click on it.



Step 5: Click the blue Grant button.



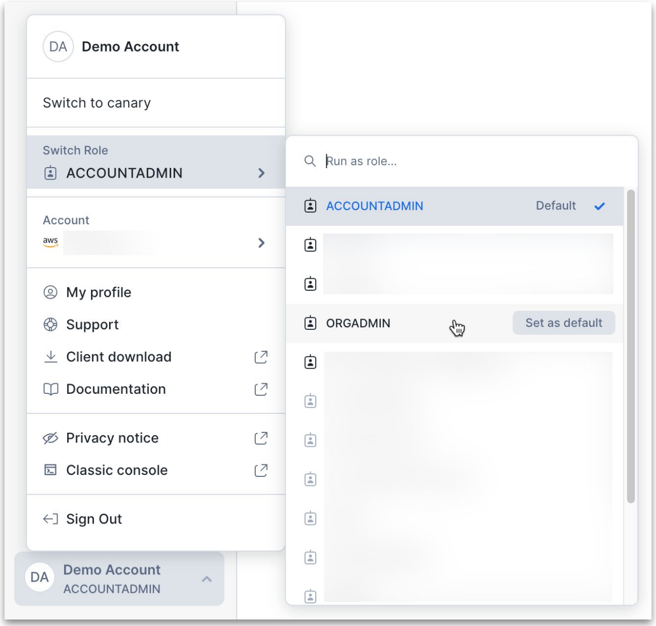
Step 6: Verify that your selected role appears in the Granted Roles section.



Accept Snowflake Provider & Consumer Terms of Service

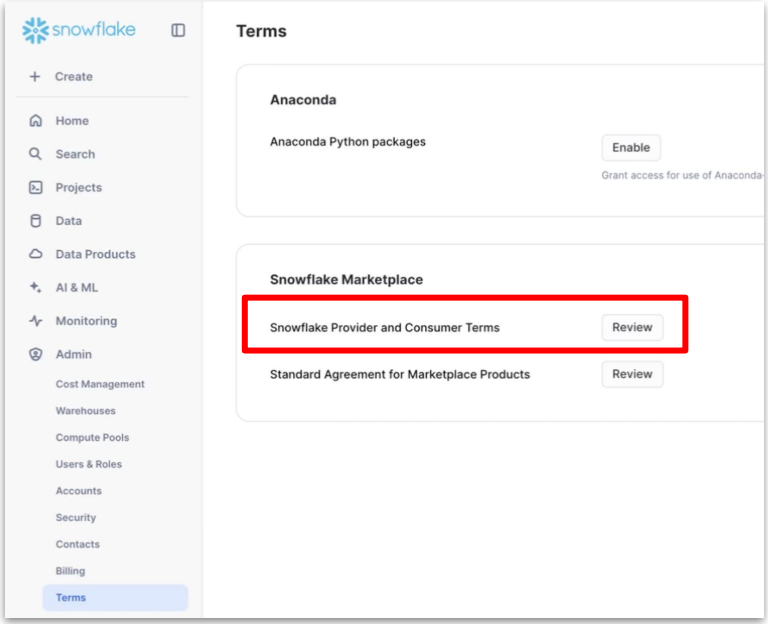
Generally only applicable to accounts created before February 2024

Step 1: Switch your role to ORGADMIN



Step 2: Navigate to **Admin >> Terms**

Review and accept Snowflake Provider and Consumer Terms



Snowflake Provider and Consumer Terms: https://www.snowflake.com/legal/snowflake-provider-and-consumer-terms/

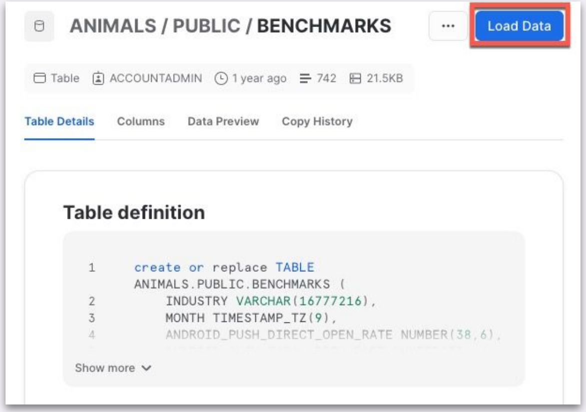
Datasets

→ Load Data
→ Annotate, Enable Change Tracking, Format

Set Up Dataset For Sharing:
Load Data

Load from CSV File

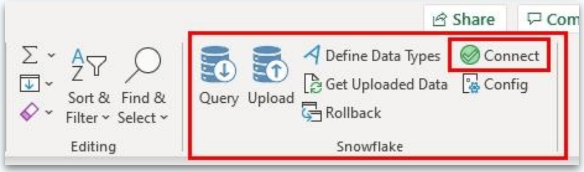
[Snowflake Documentation - Loading CSVs](#)
Navigate to **Data > Databases** and create a database, schema, and table. Select **Load Data** and follow the UI prompts to upload a file and define the file format.



Load from Excel

Prepare your data using Excel. Then using a third-party add-in such as [Excelerator](#)*, connect to your Snowflake account and upload the data to your desired database.

** Note Excelerator is a third-party product that is not supported by Snowflake*



Load from Cloud Storage

[Snowflake Documentation - Load from Cloud Storage](#)
Using the Snowflake UI, navigate to **Data > Databases** and create a database, schema, and table(s). Create an external stage using your S3, Azure, or GCP integration key(s). Copy data from each set of files in the external stage into your table(s).

```
copy into mytable from
@my_ext_stage
pattern = '.*data.*.csv' ;
```

Technical

Set Up Dataset For Sharing:

Annotate, Enable Change Tracking, Format

Enable Change Tracking

Snowflake Documentation - Change Tracking

Enable change tracking so that customers can monitor changes over time. This allows customers to see which rows changed and when.

You must enable this on **each table individually.**

This is a critical feature for many consumers. We highly recommend that you enable it.

```
alter table mytable set
change_tracking = true ;
```

Annotate Data

Snowflake Documentation - Comment

Add comments explaining the definition, source, and/or range of each column in your tables or views.

These are used in data dictionaries to help customers quickly understand your datasets.

Use Snowflake Cortex to automatically generate descriptions for each table, view, and/or column.

```
comment on column
mytable.mycolumn is
'Explanation comment of
column' ;
```

Update Table, View, & Column Setup

Snowflake Documentation - Alter Table

If your table, view, or column names are not clear to potential end users, you can update them so that they can intuitively be understood by customers accessing your data for the first time.

Avoid case-sensitive names as most Snowflake customers have case-insensitive configurations.

```
alter table mytable rename
column random_name to
clear_name;

alter table random_name to
clear_name;
```

Native Apps

- → Overview: Snowflake Native Applications
- → Marketplace App Standards
- → Native App Resources
- → Native App Publishing Process
- → Security Scan FAQ

Overview: Snowflake Native Applications

The Snowflake Native Application framework allows developers to create applications native to and powered by Snowflake. Native Apps is now generally available in all commercial (non-gov) regions. See Native Applications Overview V2 for an introduction to the Native Application framework.

Core Functionality of Native Apps

- Create and manage apps via Snowsight, VScode and Streamlit
- Share applications via private listings, intra-org and cross-org, to all commercial regions
- Submit public application listings for publication on the Snowflake Marketplace, available to consumers in all commercial regions

Adding Containers to Native Apps

- Snowflake Native Apps can integrate with Snowpark Container Services (NA+SPCS) to create apps that run any containerized service supported by SPCS.
- The integration with SPCS is now in Public Preview in AWS commercial regions. This feature is not yet available for customers in Azure or GCP. You can learn more about working with containers in native apps here.
- ***Note****: Snowflake implements an additional approval process for an app with containers. This entails our team reviewing your organization's security practices and application architecture. You can learn more about this here.*

Marketplace App Standards

Snowflake is committed to providing our partners with a great platform for building, distributing and monetizing great applications. At the same time, we want to offer our customers best in class, high quality apps that can be procured directly from Snowflake.

The quality of the apps on the Marketplace is upheld by a review process that applies the following standards. Providers should adhere to these standards for a streamlined review and not to risk rejection. Please consider these standards while developing your app.

Immediate Utility	Native Apps must deliver immediate utility for customers such that apps can be used from Snowflake without external setup.
Standalone	Native Apps are stand alone which means customers can leverage the full functionality of the applications from their accounts.
Responsible Data Access	Native Apps must deliver immediate utility for customers such that apps can be used from Snowflake without external setup.
Transparent	Native Apps should utilize features offered by Snowflake to maximize their visibility into the application's resource and access requirements and simplify consumer's configuration process.

Native App Resources

Overviews

- Native apps overview deck — intro to the native app framework that covers high-level concepts and overall process of application creation

Development

- Native app development quick-start guide — step by step guide on the process of creating a native app
- Working with containers — introduction to adding Snowpark Container Services to a native app

Security & Requirements

- Application security requirements — outlines the requirements and processes for app security
- Marketplace application standards — outlines the enforced requirements and recommended best practices for all applications on the Marketplace

Distribution

- Version management and release directives — outlines process and best practices for creating and managing versions of your application and which version your consumers have access to
- Adding billable events — outlines how to create a custom billing scheme for your application

Native App Publishing Process

Below are the actions required for a provider to publish an application listing to the Marketplace.

The following slides will cover each of these steps in detail and provide links to valuable resources for each step.

1. Develop application

2. Submit application for Security Review

3. Set release directive

4. Submit application for Functional Review

Native App Publishing Process

1) Develop application

Follow Snowflake's documentation on the Native Application Framework to develop your application. If you get stuck along the way, open a Snowflake Support case and the team can help you get back on track.

Make sure to review the documentation on application requirements and custom billing during the development process to help expedite your application approval and go-to-market.

Resources:

- App development quickstart
- Marketplace application standards
- Add billable events to an application
- Open a Snowflake Support case

2) Security review

Before you can share your application outside of your organization, your application package must pass an automated security scan. This scan ensures that your application is compliant with Snowflake application security requirements.

The security scan is conducted on a per-patch basis. If a patch fails security review, you will receive a message explaining why in the application package UI. You can either appeal the rejection or submit a new patch.

Resources:

- Security requirements overview
- Run the automated security scan
- Appeal a failed security review

For NA+SPCS apps: please review additional security requirements.

Native App Publishing Process

3) Set release directive

Determine which patch/version of your application consumers can access by setting your release directive. Release directives are set at the patch level. Native apps support 2 versions with 130 patches each.

The default release directive sets the application that all consumers will access unless otherwise specified. You must set a default release directive to create a listing for an application. You can create additional release directives that target specific accounts, which take priority over the default release directive for the targeted accounts.

Resources:

- Set release directive
- Version management and release directives

4) Functional review

To publish your application to the Marketplace, you must create and submit a listing for your application. The Marketplace Operations (MPOps) team will review your listing and get in touch to request access to your application. Applications are shared with MPOps by creating a private listing.

The functional review is intended to validate the consumer experience of Marketplace apps. The review is centered around making sure apps are compliant with the Marketplace app standards and do not have any glaring issues. The MPOps team will install and configure the application and confirm the app functions as advertised.

Functional reviews are completed within 2 weeks of listing submission.

Resources:

- Marketplace application standards
- Create a private listing

Security Scan FAQ

Questions	Answers
When does my app get reviewed?	Any time you set the distribution of a package to external and then every time you add a new version or patch.
How long does the security scan take?	It can take up to 3 business days. Ensure that you account for this much time in your release cycles.
How do I initiate the security scan?	Set the distribution to external. Ensure that you have separate application packages for production releases and development releases. Read more about tips to speed up your development process.
Why is my app pending secondary review?	Some complex applications require additional manual validation of findings from the automated scan, which is the secondary review.
My app failed the security scan? What should I do next?	View the reason for failure in the App Packages section, and adjust your code to address the feedback.
I don't understand the reason for rejection. What should I do next?	If you still have questions, please contact Snowflake Support.
Can I change my app back to INTERNAL so that it does not need to be scanned?	No. If your app is still in development and you do not want to trigger the security scan, you can create a new app package and use Development Mode. See more about implementing Development Mode here.
My app passed the security scan. What should I do next?	Prepare to submit your application to the Snowflake Marketplace by following these guidelines.
My previous version of my application was approved, but my current version was denied. Why did this happen?	We constantly update our scanning pipeline, which can result in new findings. Additionally, changes in code can lead to different outcomes of the security scan. If you disagree with the reason for denial, please contact Snowflake Support.
My latest patch has passed the security scan, but it is not being reflected in my consumer's account. Why is this?	Ensure that you have updated the default release directive.

Publishing & Fulfillment

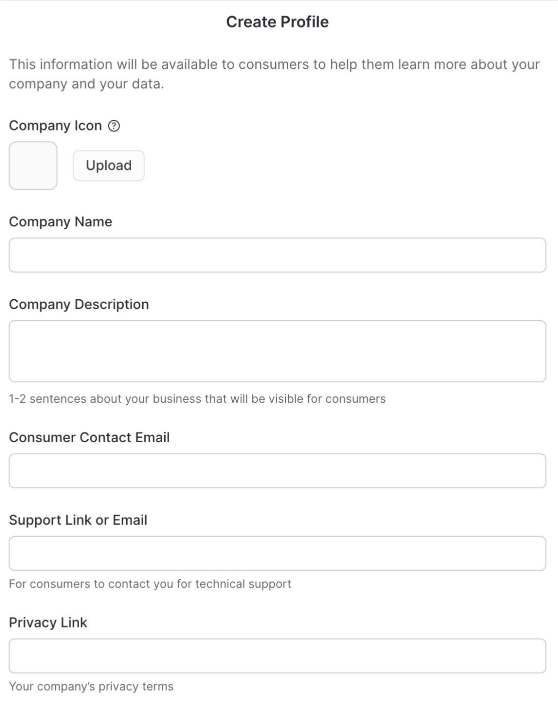
- ➔ Create a Profile
- ➔ Create a Listing
- ➔ Update Profile, Listing, or Pricing
- ➔ Replication and Costs
- ➔ Fulfill Consumer Requests

Create A Profile

[Link to Visual Walkthrough]

Create a New Profile

Navigate in Provider Studio to **Profiles > + Profile**, complete required fields, and submit for approval.



Profile Best Practices

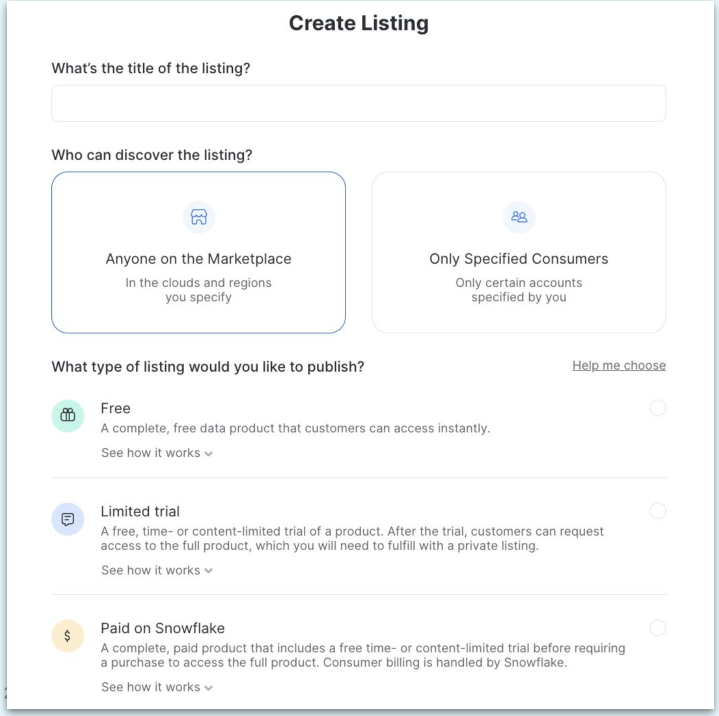
- Ensure Support & Privacy Policy links are relevant and publicly accessible. We do not allow links that go to a login screen or shortened links (e.g. bitly).
- Use email groups for your Support and Consumer Contact emails.
    - E.g. Use support@yourcompany.com vs. your individual email address.
- The Consumer Contact Email is where you will receive all consumer requests.
- Profiles are reviewed by our Marketplace Operations team within 1 business day.
- Profiles are required for all Paid listings and public facing Free listings.
- This is what consumers will see when viewing your profile.

Create A Listing

Link to Visual Walkthrough

Choose Listing Type

Navigate in Provider Studio to **Listings > + Listing**. See detailed visual walkthrough for steps on each section.



Complete Listing Content

Complete required fields and submit for approval. See detailed visual walkthrough for steps on each section.

- Listings are reviewed by our Marketplace Operations team within 1 business day.
- Review our Provider Policies and Provider Best Practices as you prepare your listing.

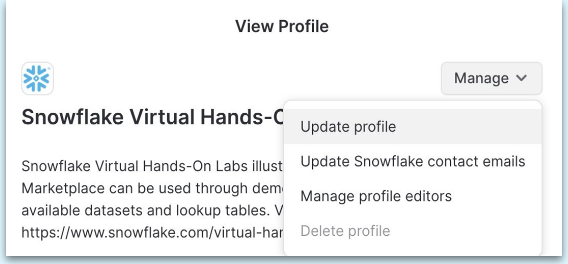
Update Profile, Listing, or Pricing

Update Profile Information

1) Navigate in Provider Studio to **Profiles**.
2) Select the profile you wish to update and click **Manage**.
3) Edit your profile information and submit for approval.

Notes

- Updates to Snowflake contact emails do not require approvals.



Update, Unpublish, & Delete Listings

1) Navigate in Provider Studio to **Listings**.
2) Select the listing you wish to update.
3) Begin modifying the listing in a new draft without impacting the published listing.
4) Once your edits are completed, submit for approval.

Notes

- Updates to region visibility and replication do not require approvals.
- You can retire a listing by selecting **Unpublish** in the top right corner and then selecting the **Delete** icon.

Update Pricing on Pricing Plan

- You can update your pricing of a paid listing at anytime, but cannot change the price of a listing to zero dollars.
- After the newly-priced listing is approved and published, Snowflake automatically notifies current consumers of the listing about the price change.
- When you change the price, new consumers see the new price immediately. See documentation for cadence of when existing consumers are charged the new price.

Replication and Costs

How to Set Up Auto-Fulfillment on your Listings

- Under the **Region Availability** module, select **Automatic** fulfillment
- Complete the setup steps
- Note that to use auto-fulfillment, all shared objects must be in the same database and the database must not contain any external tables.

Cost Resources

- Provider Cost Examples
- Snowflake Compute Costs
- Managing Cross-Cloud Auto-fulfillment costs

Tips to Optimize Replication Costs

Sample/Free Data

- Use a small subset of your full dataset that allows customers to see value from your data.
- Use a static dataset or reduce refresh frequency.
  - This includes how often data is updated and the refresh frequency used in auto-fulfillment setup.
  - Synchronize the two refreshes.
- Create a separate database for each listing when possible containing only your sample data.
  - If listings share databases, you may end-up unintentionally replicating data to regions where you do not have customers.

Paid/Full Data

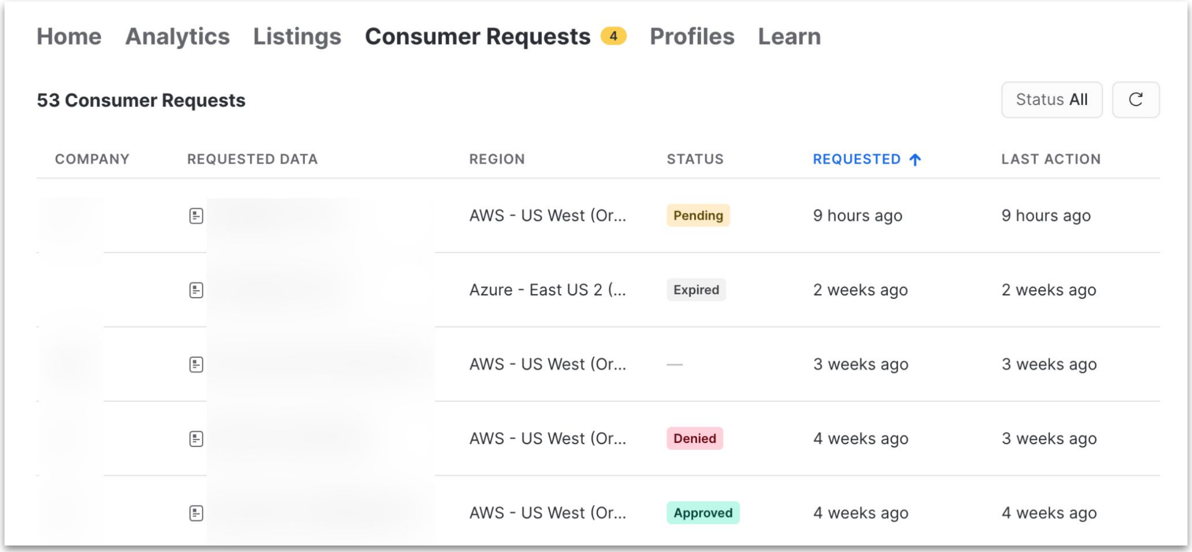
- Use the minimum required refresh frequency based on the customer's needs and the terms agreed to.
- You can find more here on understanding auto-fulfillment costs.

Fulfill Consumer Requests

Step 1: Navigate to Data > Provider Studio > Consumer Requests to view your pending consumer requests.

Step 2: Reach out **via the email address** that the consumer provided in the Request and agree upon the product that you will be fulfilling.

Step 3: Create a new private listing and attach the consumer's product



Paid Listings

Paid Listings Publishing Steps Overview

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Verify Paid Listing Eligibility	Set Up Payout Method	Create Data Product	Create Profile & Listing	Consumer Pays	Monitor your purchase

Step 1 - Verify Paid Listing Eligibility:

A. Verify that you are in an approved country to provide to Paid Listings (note Supported Consumer locations)

B. Talk to Snowflake before preparing your paid listing (**required** for listing approval)

→ **Reach out to your Partner sales representative** to ensure alignment on your Go-To-Market strategy.

→ **If you do not have a Partner sales representative** please reach out to the Marketplace Operations team

Step 2 - Set Up Payout Method:

Set up a **Snowflake** Stripe Connect Express account to disburse funds directly to your bank account. Note that you cannot use an existing Stripe account.

Step 3 - Create Data Product

A. **Dataset:** Set up secure views to correctly identify free trial and paid shares using the system$is_listing_purchased() predicate

B. **Native App:** decide whether to charge consumers using subscription model or custom billable events

Paid Listings Publishing Steps Overview

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Verify Paid Listing Eligibility	Set Up Payout Method	Create Data Product	Create Profile & Listing	Consumer Pays	Monitor your purchase

Step 4 - Create Your Profile & Listing

A. **Create your Profile:** Providers are required to have a profile to publish both private and public marketplace paid listings

B. **Create your listing:** refer to Create a listing slide

   a. Choose your Listing Trial and Pricing Plans

C. Test Your Listing: share to an account in your organization to test the look & usage of your listing

Step 5 - Consumer Pays

A. **Consumers supported payment methods:** Wire (ACH credit transfer), credit card, Capacity Commitment, SWIFT

B. Providers are paid to the bank account specified in your Snowflake Stripe Connect Express Account **within 30 days after your consumer pays their invoice**, regardless of your consumer's payment method (e.g. wire, credit card, Marketplace Capacity Drawdown)

Step 6 - Monitor your purchase

Monetization Usage Metrics: run these views in worksheets in order to monitor:

A. status of your consumer's invoices

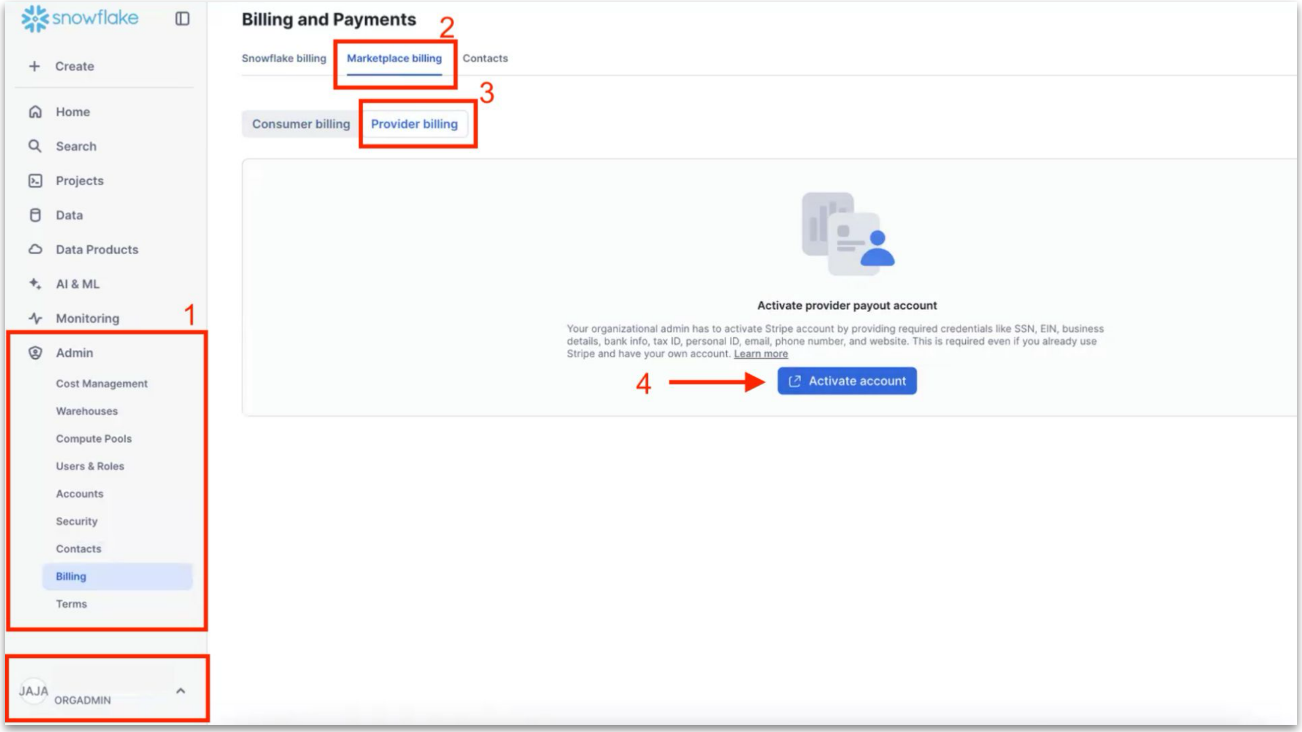
B. earning disbursed to your bank account

C. daily consumer usage for each listing

Set Up Payout Method (I)

🔒 **ORGADMIN** role required

1) On left menu, go to **Admin > Billing**
2) On top of screen, go to: **Marketplace Billing**
3) **> Provider Billing**
4) **> Activate Account**

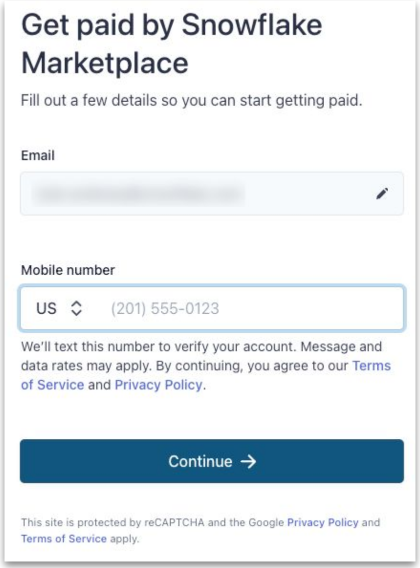


Important notes:

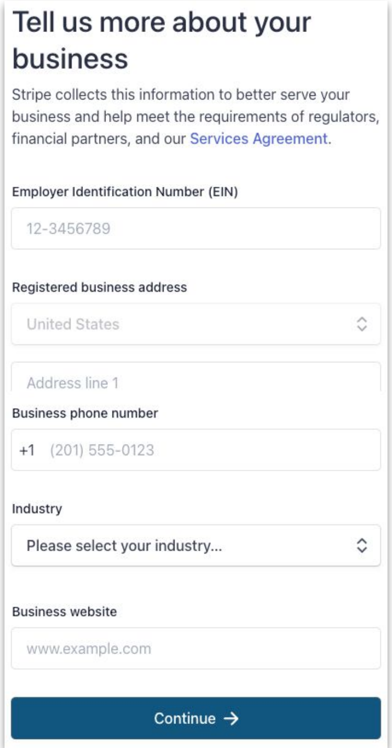
1) You will get paid out in the official currency of your country. See [Supported accounts and settlement currencies] for more information. If you'd like to get **paid out in USD, your Snowflake billing entity must be in the United States or Canada**.
2) Snowflake requires Providers to be in a complete state on Stripe, meaning that you must include everything required in Stripe, along with:
   a) **Information about your Stripe Account Representative (full 9-digit SSN or ITIN, address, date of birth, phone number)**
   b) **Business Tax ID (e.g. EIN, VAT ID, BN, UTR)**
   c) **Business Registration**

Set Up Payout Method (II)

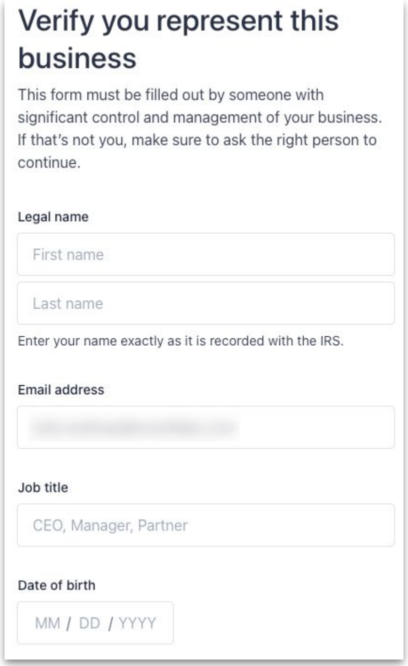
Add Email/Phone



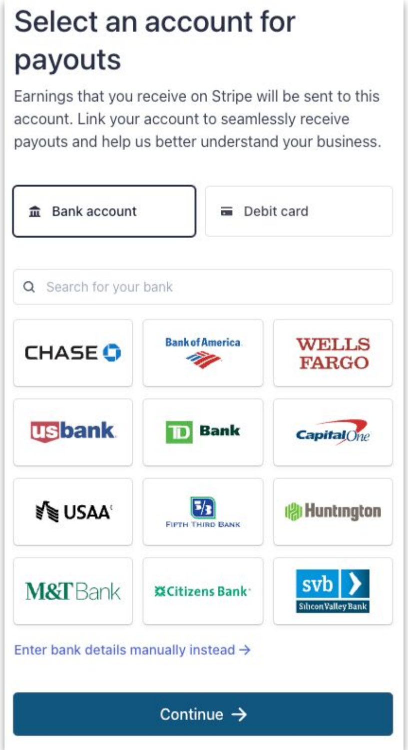
Complete Business Verification



Identify an Account Representative



Input Banking or Card information



Providers must accept Stripe Connected Account Agreement as final step in setting up account to receive payments

Dataset: Set Secure Views for Your Paid Listing

Set up secure views to correctly identify free trial and paid shares using the **system$is_listing_purchased()** predicate.

Objects without this predicate are available to:

- Customers using a limited functionality trial offering
- Customers in a limited time trial
- Customers who have purchased access to your data, app, or service

See Snowflake documentation for additional details

Example 1: Return Data Based on the Purchase Status of the Account

Create a secure view that selects all columns in a table. The view returns rows only when queried within a consumer account that has purchased your paid listing. Limited time free trial will not have access to this view.

```
create secure view my_product
as
  select *
  from my_schema.my_table
  where
system$is_listing_purchased()=
  true;
```

Example 2: Return a Subset of Rows Based on the Purchase Status of the Account (Limited Functionality View)

Create a secure view that returns a subset of rows based on the boolean value of a specific column in the data. In this example, the underlying table contains a column named is_free that is used to determine which data to show to which consumers. The dataset is also limited to 1000 rows.

```
create secure view my_product
  as
  select *
  from my_schema.my_table
  where is_free
     or
     system$is_listing_purchased() = true
limit 1000;
```

Example 3: Return Only the Most Recent Rows Based on the Purchase Status of the Account

Create a secure view that returns only rows from the previous 7 days to a consumer account that is trialing, but has not yet purchased, your paid listing.

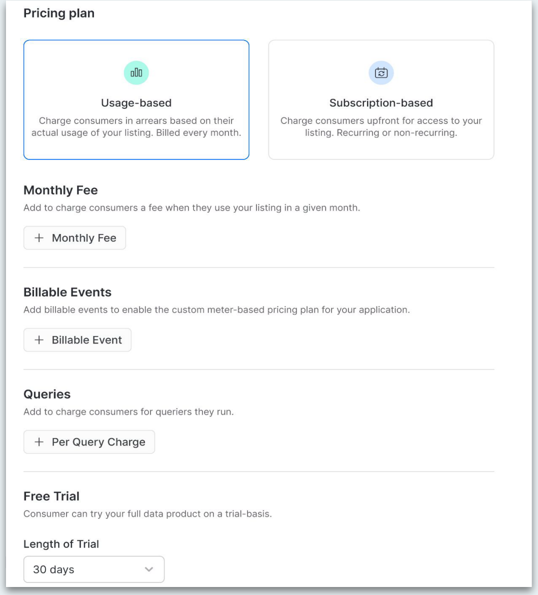
```
create secure view my_product
  as
  select *
  from my_schema.my_table
  where
    (timestamp > current_timestamp() -
interval
    '7 days')
    or
    system$is_listing_purchased() = true;
```

Listing Trial and Pricing Plans

Once you select a secure share, the Trial & Pricing section will appear for you to add. For additional information on our pricing models, refer to Paid listings pricing models documentation. Note that all pricing plans are only supported in USD currency.

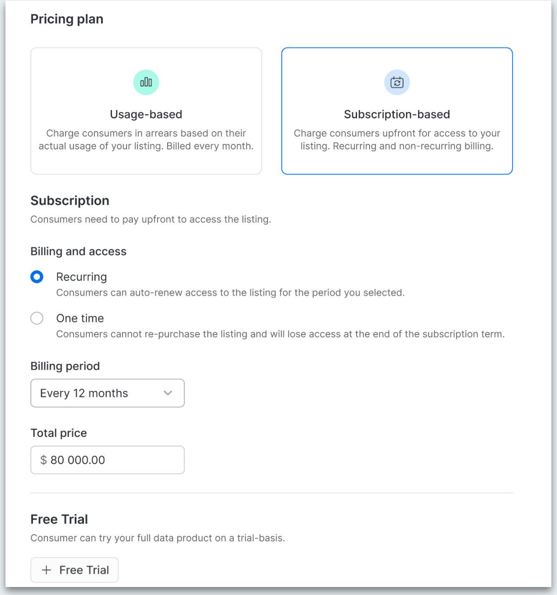
Usage-based: Per-Month and/or Per-Query

- Consumer pays after use per calendar month
- Billable Events for Native Apps: Define custom meter-based pricing plan on a public or private Native App listing through an API model (refer to: Configure your listing for custom event billing).



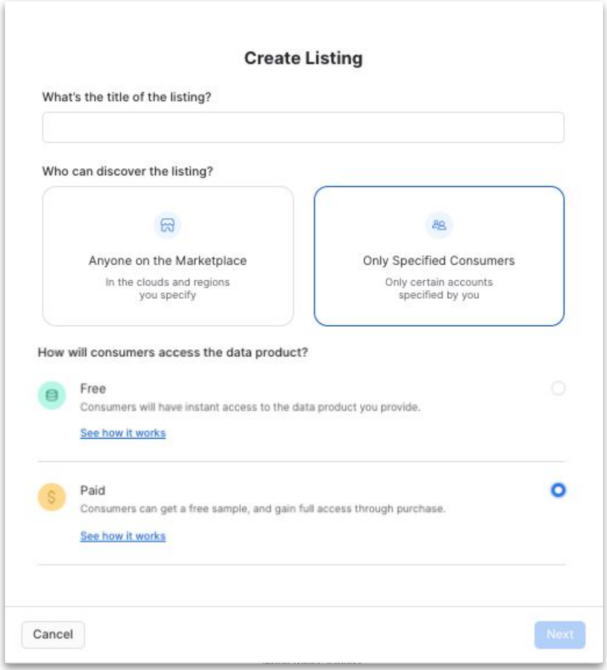
Subscription-based: Recurring or One time

- Consumer is billed per billing duration specified by provider
- Two options:
  - Recurring: 1-36 months for the billing period
  - One time: 1-36 months for the access period



Test Your Paid Listing: Look & Usage

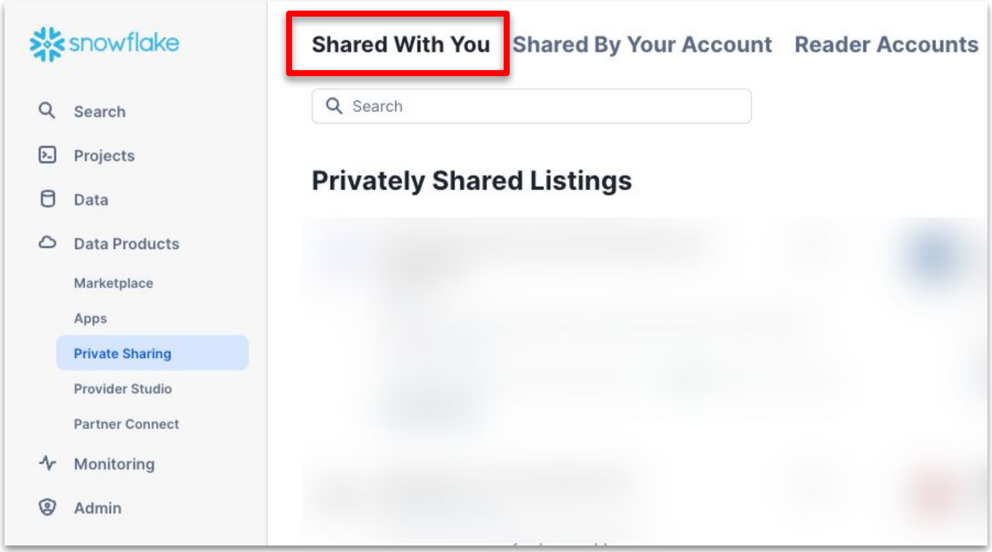
Step 1: Test how your listing will look and function for a consumer by sending private share ("Only Specified Consumers") to an account within your organization



Step 2: Find your test listing by going to **Data Products > Private Sharing > Shared With You.**

Step 3 (optional for paid listings): To query the paid portion of the listing, you will need to set up a ***Consumer*** Stripe Express account – however, your Stripe Account will not be charged (intra org paid listing does not charge the consumer).

- Set up a Consumer Stripe account by **Admin > Billing & Terms > Invoices & Payment Method > Add Payment Method on Stripe**



Paid Listing Views & Reporting

Paid listing data is found as a set of views in the ORGANIZATION_USAGE and DATA_SHARING_USAGE schemas in the shared SNOWFLAKE database.

Marketplace Listing Invoice Status View

The MARKETPLACE_LISTING_INVOICE_STATUS View provides information about the status of your consumer's invoices for your paid listings in the Snowflake Marketplace (only visible to providers of paid listings).

Key columns: invoice number, invoice status (open, closed, voided, rebilled), total billed amount (incl. taxes), billing contact email.

Below are a few ways you can use this view:

- Identify which invoices are open (unpaid) by: consumer, date or listing name
- Find the billing contact on file to reach out to
- Use the invoice number and total billed amount to discuss pending payments with your consumer

To run the view:
In Snowsight, on the left hand console, navigate to Projects >> Worksheets. Run the below:

```
SELECT * FROM
SNOWFLAKE.DATA_SHARING_USAGE.MARKETPLACE_LISTING_INVOICE_S
TATUS;
```

Marketplace Disbursement Report

The MARKETPLACE_DISBURSEMENT_REPORT view in the ORGANIZATION_USAGE schema lets you query the history of your earnings from paid listings in the Snowflake Marketplace.

Query to run the view:

```
SELECT * FROM
SNOWFLAKE.DATA_SHARING_USAGE.MARKETPLACE_DISBURSEMENT_REPO
RT;
```

Monetized Usage Daily View

The MONETIZED_USAGE_DAILY View lets you query the history of daily consumer usage for each listing, including charges accumulated for the usage

Query to run the view:

```
SELECT * FROM
snowflake.organization_usage.monetized_usage_daily;
```

Paid listings: Sample invoice & payment information

Direct all payment questions to
Accounts.receivable@snowflake.com

Supported Payment methods:

- Credit Card
- ACH Credit/wire/SWIFT
  - Invoice will be sent to a customer's billing email address on file within 1 hour after they click subscribe/purchase
  - All ACH Credit/wire payments must be paid to Wells Fargo bank noted in the bottom left hand corner of the invoice
- Marketplace Capacity Drawdown
  - Snowflake Documentation

Invoice

snowflake | MARKETPLACE

Invoice number SM-119489
Date of issue June 10, 2024
Date due June 10, 2024
PO# 94404
Invoice date Jul 31, 2021

Snowflake Inc. (Snowflake Marketplace)
United States
support@snowflake.com

Bill to
dmx_regression_test_company_b17
b328f98e04b119d231aedc1bfde6c
450 Concar Dr
San Mateo, California 94402
United States
test.fake1_b17b328f98e04b119d231
aedc1bfde6c@snowflake.com

Ship to
dmx_regression_test_company_b17b3
28f98e04b119d231aedc1bfde6c
450 Concar Dr
San Mateo, California 94402
United States

$11,000.00 USD due June 10, 2024

Pay online

IMPORTANT: Snowflake Marketplace Invoices go to the Wells Fargo Bank (instructions found at bottom left corner of invoice).
DO NOT send to Snowflake's JPMorgan bank account.

Include the invoice number in the payment memo line (i.e. SM-XXXX).

Description	Qty	Unit price	Amount
DX_B_4: DX_A_4 - dmx listing demo 1 FIXED: Jul 1, 2021 - Jul 31, 2021	1	$11,000.00	$11,000.00
Sales tax	1	$0.00	$0.00
		Subtotal	$11,000.00
		Total	$11,000.00
		Amount due	**$11,000.00 USD**

SM-119489 · $11,000.00 USD due June 10, 2024 Page 1 of 2

The seller of record for the Products listed in this Invoice is the applicable Listing Provider that listed the Products in the Marketplace, as such terms are defined in the Snowflake Provider and Consumer Terms located at https://www.snowflake.com/legal/snowflake-provider-and-consumer-terms/ (or such successor URL as may be designated by Snowflake) ("Terms"). Please check your Snowflake usage reports for additional information.

Any reference to a Purchase Order ("PO") in this invoice is solely for the Customer's internal purposes. Snowflake rejects and in the future is deemed to have rejected, any PO terms to the extent they add to or conflict in any way with the Terms or this Invoice. Any such additional or conflicting terms will have no effect.

Except as expressly set forth in this Invoice or the Terms, this Invoice is non-cancelable, non-transferable, and non-refundable. This Invoice is accepted and agreed to as of the date of issue.

In cases where Customer has elected to use the Marketplace Capacity Drawdown Program, governed by the Snowflake Marketplace Capacity Drawdown Program Terms located at https://www.snowflake.com/legal/snowflake-marketplace-capacity-drawdown-terms/ (or such successor URL as may be designated by Snowflake), for the purchase of any Products, the following also applies:

Customer's payment of the Marketplace Capacity Drawdown amount reflected in this receipt constitutes payment to the applicable Listing Provider. Please retain this receipt. It serves as evidence of payment of the Marketplace Capacity Drawdown amount reflected in this receipt for the Products listed herein. Customer bears no risk of loss to the applicable Listing Provider for such payment for the Products reflected in this receipt due to any failure of Snowflake to remit such payment to the applicable Listing Provider.

Snowflake Tax ID Numbers
* US EIN: 46-0636374
* Canadian Revenue Agency: 747051738 RT0001
* Quebec QST Number: 12 27289194TQ0001
* Saskatchewan PST Number: 7232598
* British Columbia: PST-1451-9808

Pay with ACH or wire transfer
Bank transfers, also known as ACH payments, can take up to five business days. To pay via ACH, transfer funds using the following bank information.

Bank name	TEST BANK
Routing number	110000000
Account number	test_406ebd16eaf9
SWIFT code	TSTEZ122

SM-119489 · $11,000.00 USD due June 10, 2024 Page 2 of 2

Provider Paid Listings FAQ (I)

Topic	Questions	Answers
Onboarding	*Why do I need to set up a Snowflake Stripe Express account if I have a credit card on file or capacity commitment?*	Stripe Express is used to disburse funds to you or pay for marketplace listings. The credit card on file or capacity commitment contract is to pay for consumption and storage costs.
Onboarding	*Can I use my own Stripe account?*	No, the Snowflake Stripe Express account you set up is exclusively used for Snowflake. See more about this account type: https://support.stripe.com/express/topics/account
Listing creation	*What Pricing Models current exist?*	Please see Pricing Plan documentation
Listing creation	*How should I price my data product?*	The most successful providers have a mixed strategy, utilizing both entry level usage-based pricing and subscription-based higher tier pricing.
Taxes & Fees	*What is the fee to list on the Snowflake Marketplace?*	Find the fee schedule by navigating to **Snowsight -> Admin -> Billing & Terms -> Fee**
Taxes & Fees	*Will I be charged additional fees from Stripe?*	Snowflake's fee is inclusive of all Stripe charges. You will not be charged additional fees.
Taxes & Fees	*Does Snowflake cover sales tax on these purchases?*	Where required by law, Snowflake calculates and collects taxes from the Provider or the Listing Consumer (as applicable) and issues a compliant tax invoice for those taxes. Providers should consult their accountants or tax advisors as needed to confirm their tax obligations for domestic & international sales. At this point, Snowflake Inc. only invoices & collects US and Canada sales taxes from Listing Consumers and Providers based in US and Canada, as applicable.

Provider Paid Listings FAQ (II)

Topic	Questions	Answers
Consumer Payment	*Can my consumer pay with Snowflake capacity commitment to purchase my listing?*	Eligible consumers can use their Snowflake Capacity commitment to [buy products on Snowflake Marketplace].
Consumer Payment	*Does the Marketplace price include compute costs?*	No, compute costs are not included. They are billed separately to your consumer.
Post purchase	*How and when do I get paid?*	You will be paid to the bank account you specified in your Snowflake Stripe Express Account within 30 days after your consumer pays their invoice.
Post purchase	*How can I Identify the number of subscribers on our marketplace listing?*	Use the listing_events_daily view (in the event_type column) to see how many consumers have purchased your listing.
Post purchase	*How can I identify whether and when a marketplace customer unsubscribed?*	Use the listing_events_daily view (event_type = cancelled) to identify whether a consumer cancelled their purchase
Post purchase	*For recurring subscriptions, what is the next date my consumer will be charged?*	Your consumer will be charged the same day of the corresponding month. For example, if recurring billing is set for every 3 months and the subscriber paid on 28 February, your consumer will be charged on May 28th.
Post purchase	*How can I see all outstanding invoices for my listings?*	The MONETIZED_USAGE_DAILY View lets you query the history of daily consumer usage for each listing, including charges accumulated for the usage.
Post purchase	*What does Snowflake do to collect payment on my behalf?*	Snowflake sends dunning emails to customers for outstanding payments. Please note that under the Snowflake Provider and Consumer Terms, you, as the provider, are the seller of record for your listings and are responsible for seeking any remedies from the consumer in regards to this dispute.

Go to Market & Performance Tracking

→ Go To Market Overview
→ Leads & Usage Metrics

Go To Market With Snowflake

See our comprehensive **GTM Guidebook for Data Cloud Products**

1. Sign up for Snowflake Partner Network

Log in to or sign up for the Snowflake Partner Network to access co-marketing assets & guidelines.

For Native Apps, join the Partner Activate Program to help you develop core content, boost awareness, and generate consumption.

2. Announce with Snowflake

New listings are featured weekly on #MarketplaceMonday via Snowflake's Twitter and LinkedIn.

New listings and providers are featured in the Monthly Partner Roundup Newsletter.

3. Share Your Listing with Customers & Prospects

Follow our Provider Website Best Practices. Add your listing link to your website and share with customers: app.snowflake.com/marketplace/listing/<your_listing_id>

- *Existing Snowflake customers* will land on your listing
- *Non Snowflake customers* will be able to sign up for a Snowflake trial account and then land directly on your listing upon sign up

4. Follow Up with Leads

Keep an eye on which customers are using your data in the marketplace through usage metrics.

Follow up with leads to build up your pipeline of Snowflake-based customers.

Set up automatic lead notifications in Slack with this QuickStart guide.

View Leads

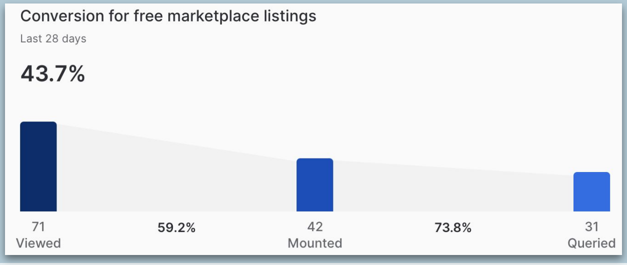
Business User

You can view leads in Provider Studio, such as Reach, Engagement, Active Consumers, and Conversion Funnel.

Conversion Funnel

Viewed > Mounted: Indicates browsing to expressing interest. Mounts suggest there is intent. If you're not seeing conversion, adjust your listing metadata, use data dictionaries etc.

Mounted > Queried: A stronger signal of expressing interest. Queries suggest strong intent. A lead's quality depends on usage activity and other qualifiers (company name, email address, snowflake edition etc.) If you're not seeing conversion, follow up with consumers asap.



Technical User

You can use the data from the *DATA_SHARING_USAGE* schema to view new leads.

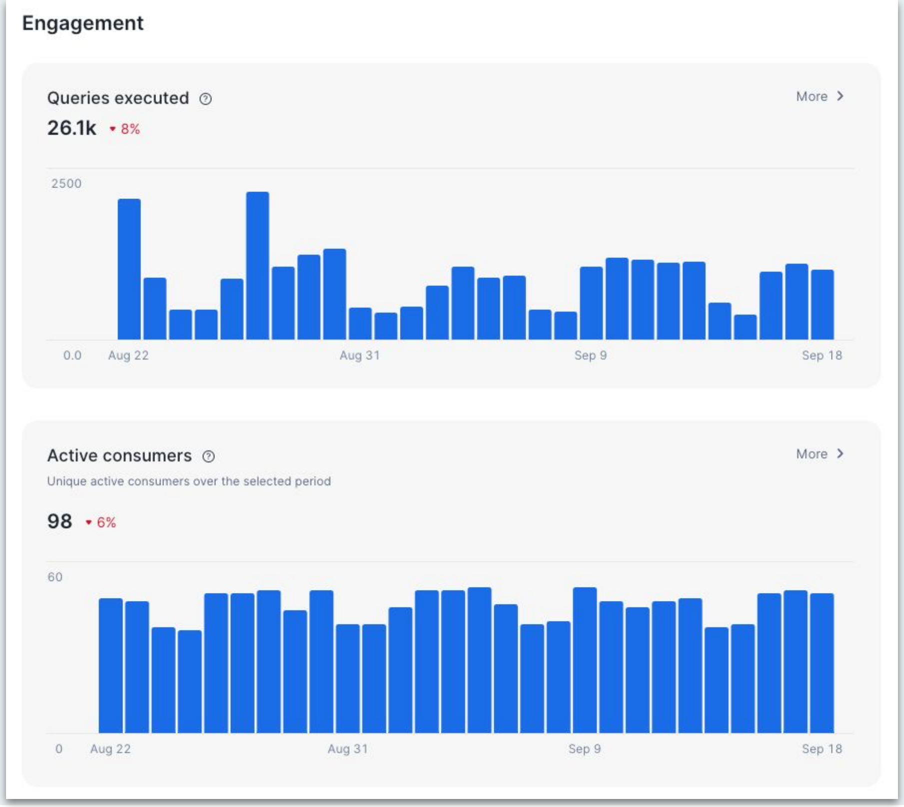
The below query is an **example** of how you can see consumers who have clicked to Get your listing:

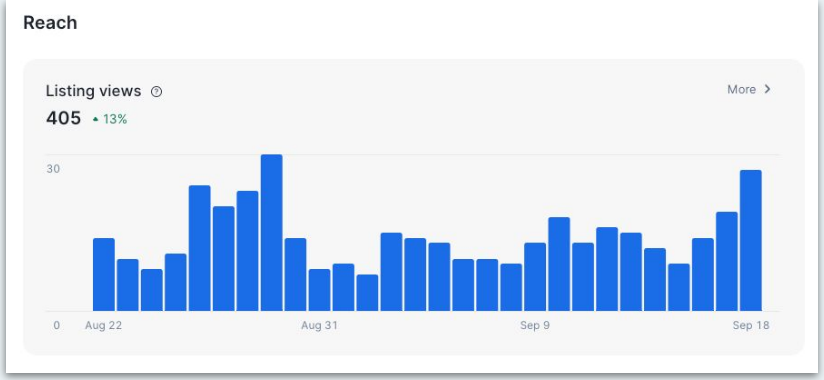
```
SELECT event_date,
consumer_metadata:first_name::varcharAS
consumer_first_name,
consumer_metadata:last_name::varcharAS
consumer_last_name, consumer_email,
listing_display_name, consumer_account_locator,
consumer_organization, snowflake_region
FROM
snowflake.data_sharing_usage.listing_events_daily
WHERE event_type = 'GET'
ORDER BY event_date DESC;
```

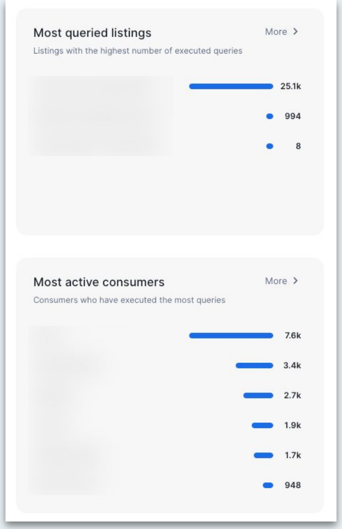
Reference Link: Snowflake Documentation - UI

View Leads

Here are examples of Listing Views, Top Regions, Queries Executed, & Active Consumers



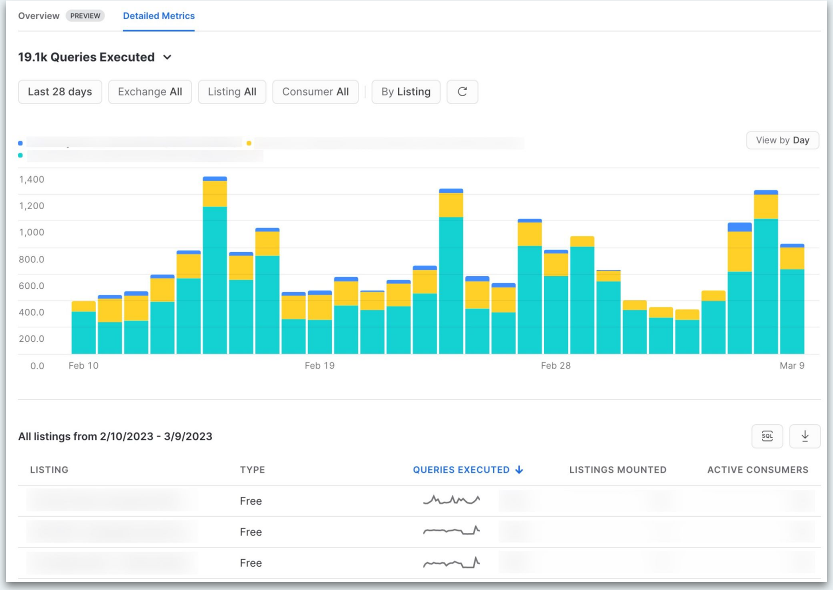




View Usage Metrics

Business User

You can view usage metrics in Provider Studio to determine if consumers are actively querying your data.



Technical User

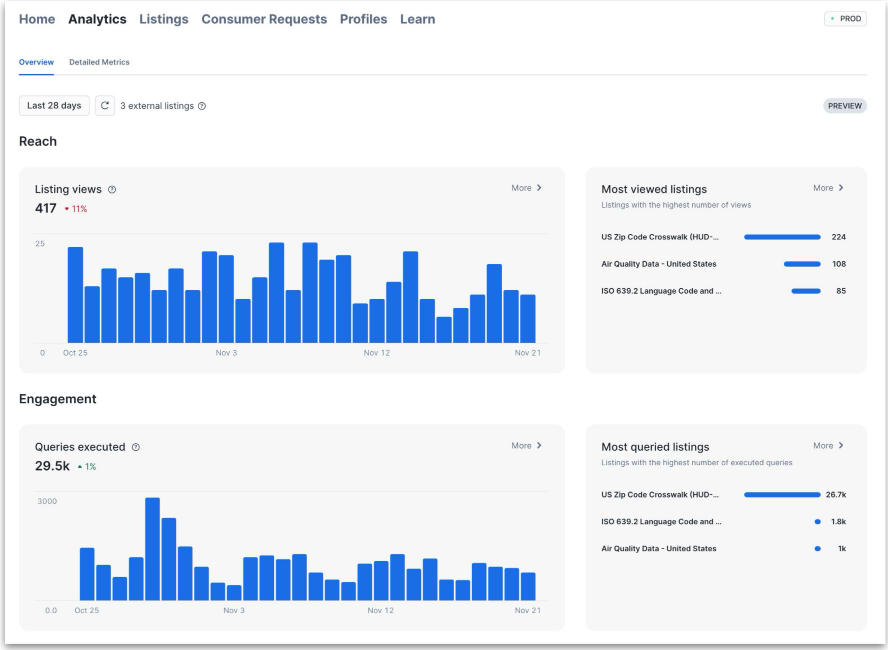
Detailed breakdowns of consumer usage are available in the various views in the *DATA_SHARING_USAGE* schema.

The below query is an example of how you can see number of queries consumers have run on your database. You can use this to re-engage consumers who've dropped off and follow up with highly engaged consumers.

```
SELECT lcd.event_date, lcd.listing_display_name,
led.consumer_email,
led.consumer_metadata:first_name::varchar AS
consumer_first_name,
led.consumer_metadata:last_name::varchar AS
consumer_last_name, lcd.consumer_account_name,
lcd.consumer_account_locator, lcd.consumer_organization,
lcd.snowflake_region, SUM(lcd.jobs) AS queries_run
FROM
snowflake.data_sharing_usage.listing_consumption_daily lcd
JOIN snowflake.data_sharing_usage.listing_events_daily led
ON lcd.consumer_account_locator =
led.consumer_account_locator
GROUP BY 1, 2, 3, 4, 5, 6, 7, 8, 9
ORDER BY listing_display_name, event_date DESC;
```

Video: Understanding Listing Performance

Click here to launch video



FAQ

- → Provider
- → Consumer

Provider FAQ

Questions	Answers
Who is my AccountAdmin/OrgAdmin?	Please file a support ticket using these instructions
I don't have my login credentials. How can I get access to my account?	Please file a support ticket using these instructions
How are search results ranked on the marketplace?	The algorithm will include all listings with keywords searched and rank based on stable edges/number of jobs ran.
How can I sync leads from the Marketplace with my CRM?	There currently is no native integration for this. You can access all lead information programmatically though the *DATA_SHARING_USAGE schema* and create your own pipelines from Snowflake to your CRM.

For additional FAQs, please see the Snowflake Marketplace Provider Best Practices.

Consumer FAQ

Questions	Answers
How can my consumer know when my data is updated?	The provider must set up Change Data Tracking on the shared objects. Then the consumer can set up Streams, which will allow them to see which records changed and when.
My prospect would like to understand how much Snowflake will cost to use my data product. How can I answer their question?	Snowflake on-demand accounts are billed monthly in arrears. We (the provider) pay for the storage. You only pay for the compute. How much compute resources (ie. queries) you use is really up to you. Compute usage is billed on a per-second basis, with a minimum of 60 seconds. There is no additional cost. You can cancel at any time. See the Snowflake pricing page for more information.
My consumer is having trouble accepting my terms of service, what's wrong?	• They'll need to be in the OrgAdmin role (documentation) • They can change their role in the top left screen where their username is located. • If they do not have OrgAdmin permissions, they can will need to find someone on your team that does.

Also refer to our Consumer Playbook

Appendix

Govern Customer Access Using Secure Views & Functions

Certain data products that you offer may need to be limited in scope to the specific rows or slices of your overall product that are available to any given customer. You can govern this access by defining secure views and secure table functions that expose only your desired rows to consumers.

Reference Links

[Snowflake Documentation - Working with Secure Views]

[Snowflake Documentation - User-Defined Functions]

Create Secure Views

If you need to filter results from a larger table to deliver a customized data extract for a given customer, you can define a secure view that will share only the rows identified in the view definition.

Consumers do not have access to your view definition, so you do not have to expose your operational logic and data structures.

```
create secure view customer_view as
select * from my_schema.my_table where
customer_id = 'my_customer';
```

```
-- Consumer Query:
select * from customer_view;
```

Create Secure Table Functions

If you only want to share data outputs without providing underlying data to your customers, you can define a secure table function that will return the output of your specified query.

Consumers do not have access to the underlying raw data in this table and do not have access to the function definition, so you do not have to expose your raw data or data structures.

```
create secure function my_function(ip_address varchar)
returns table(ip_address varchar, country varchar)
language sql
as $$
  select ip, country from my_schema.my_table
    where ip = ip_address
$$;
```

```
-- Consumer Query:
select * from table(my_function('1.1.1.1'));
```

Managing Changes to Your Data Product

When making potentially breaking changes to your data product (e.g. adding, dropping, or updating table, view, function, column, and schema names) we recommend contacting your customers in advance to inform them about behavior changes and when possible, providing a migration or grace period. In most cases, a 30-day migration period is sufficient and is consistent with Snowflake's behavior change process.

Reference Links

[Snowflake Documentation - Usage Views]()

[Snowflake Documentation - Release Notes]()

Updating or Renaming Objects

Recommended Process:

1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Create a new object (e.g. view, table, column, function, etc) without dropping the old version of the object (e.g. CONTACTS_V2)
3. Contact customers to let them to test the new version of the object and when you plan to change over to the new version
4. When the stated deadline arrives, drop the old object (e.g. drop table CONTACTS;) and update the name of the new object to the original object name (e.g. alter table CONTACTS_V2 rename to CONTACTS;)
5. Trigger cross-region replication as needed

Dropping Objects

Recommended Process:

1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Contact customers to let them know when you plan to drop the object
3. When the stated deadline arrives, drop the object
4. Trigger cross-region replication as needed

Updating Historical Data

Most customers prefer that historical data remain consistent, so that this can be used for backtesting or consistency in historical analyses. If you plan to regularly update historical data, we recommend making this clear in your listing and/or data dictionary.

Recommended Process for One Time Updates:

1. Use usage metrics tables to identify impacted customers (customers actively using the object)
2. Contact customers to let them know when you plan to publish restated data
3. Update historical data based on your stated timeline
4. Trigger cross-region replication as needed

Supporting Your Consumers

Per our Provider Policies, we require that you respond to consumers within 3 days. For technical issues, you can direct the customer to open a Snowflake Support case.

Reference Links

Submit Snowflake Support Case

Snowflake Documentation

When Consumers Reach out to You

Examples:

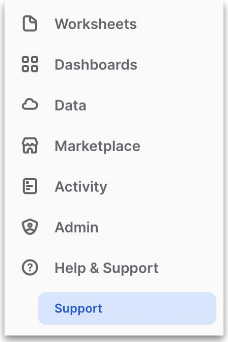
- Data not up-to-date / refreshed
- Rows / columns / views missing
- How to improve query performance
- How to interpret data dictionary

When Consumers Reach out to Snowflake Support

Examples:

- Missing or incorrect elements in UI
- Snowflake commands returning incorrect data / stats
- Snowflake account login issues

*Customers can open cases in the Snowflake UI by navigating to **Help & Support > Support***



Implement Custom Roles & Privileges

To manage Snowflake Marketplace listings, custom roles require the following privileges:

- CREATE DATA EXCHANGE LISTING
- CREATE SHARE

To attach a share to a listing, the role must have ownership of the share and ownership or modify privileges on the listing. The role must also have the USAGE/SELECT privileges on the database, schema, table(s), view(s), and/or secure function(s) WITH GRANT OPTION.

To view usage metrics, the role should have imported privileges on the SNOWFLAKE database.

The Marketplace Provider Accelerator includes a **sp_accountadmin_creatempadminuser()** stored procedure that automatically runs these steps.

If you would like to run all commands manually instead:

```
create role marketplaceadmin;
grant create data exchange listing on account to role marketplaceadmin;
grant create share on account to role marketplaceadmin;
grant usage on database my_db to role marketplaceadmin with grant option;
grant usage on schema my_db.my_schema to role marketplaceadmin with grant option;
grant select on table my_db.my_schema.my_table to role marketplaceadmin with grant option;
grant imported privileges on database snowflake to role marketplaceadmin;
grant usage on warehouse my_warehouse to role marketplaceadmin;
grant role marketplaceadmin to role accountadmin;
grant role marketplaceadmin to user my_user;
```

Reference Links

Snowflake Documentation

Github - Marketplace Provider Accelerator

```
call sp_accountadmin_creatempadminuser();
```

Questions?

If you are a **brand new Provider** looking for guidance on how to get started, contact Marketplace Operations.

For **all other inquiries**, contact Snowflake Support.

snowflake®