Marketplace Profile & Listing Template

Process Overview

This template enables you to create, collaborate on, and finalize the content for your Snowflake Marketplace listings before submission. You can complete this template by substituting the examples with your own information.

Please contact our Marketplace Operations team if you have any questions or would like your template reviewed prior to submission.

For additional support, you can review:

Snowflake Marketplace Provider Playbook	**Create a Profile and Listing Walkthrough**
Snowflake Documentation Becoming a Provider	**Provider Best Practices**

Content You Will Submit

Provider Profile *Public Facing*	**Snowflake Contact Info** *Only Visible to Snowflake*	**Listing** *Public Facing*
One-time creation of public profile information. Multiple profiles may only be created if you have legally separate entities.	Contact information for a business contact and technical contact so that Snowflake can get in touch regarding your profile & listing.	Basic unit of content for the products in the Marketplace. You will publish 1 listing for each distinct product.

Unless otherwise stated, **all fields are required**. Please review the notes & instructions associated with each field.

Submission Steps

1. Review Snowflake's Provider Policies before you set up your profile and listing.
2. Complete this template as a collaboration/staging document before you proceed.
3. Navigate to **Data » Provider Studio.**
4. Click **+ Profile**, input profile details, and click **Submit for Approval.**
5. Navigate to **Listings » + Listing**, input listing details, and click **Submit for Approval.**
6. Wait for approval from our team as we review submissions to ensure they meet quality standards. We typically review profiles and listings within 1 business day.

1a: Provider Profile (User Facing)

Input Field	Notes	Your Information
Company Logo	➔ High-res PNG or JPG format ➔ Square. 256x256px recommended. ➔ Maximum 2MB	Select file:
Company Name	➔ Name of your company	
Company Description	➔ 2-3 sentence description of your company, the data provider	
Consumer Contact Email	➔ Appears publicly next to your listing for inbound inquiries ➔ Receives notifications when consumers request access to your data ➔ Can be a group alias/email address ➔ Must be able to receive emails from the snowflake.com domain ➔ Per our provider policies, please respond with initial contact to consumer requests within three business days	
Support Link or Email	➔ URL or email address for consumers to contact you for technical support ➔ Please respond quickly to consumer support inquiries	
Privacy Link	➔ URL for the data provider's privacy policy ➔ Must be publicly accessible and not behind a login screen ➔ PDFs or similar docs are acceptable	

1b: Provider Profile (Snowflake Use Only)

Input Field	Notes	Your Information (Examples in Blue)
Business Contact Email	➔ Email that Snowflake can contact with general questions about your listings, in accordance with our privacy notice. ➔ Can be a group alias/email address ➔ Must be able to receive emails from the snowflake.com domain	
Technical Contact Email	➔ Email that Snowflake can contact with technical questions about your listings, in accordance with our privacy notice. ➔ Can be a group alias/email address ➔ Must be able to receive emails from the snowflake.com domain ➔ Can be the same as the business contact email address	

2: Listing Details

Input Field	Notes	Your Information (Examples in Blue)
Listing Title	➔ Title of the dataset ➔ 40-60 characters recommended. Must be <= 110 characters. ➔ All major words should be capitalized ➔ Must be unique & different from any other listings under your profile	
Listing Type	➔ Free listings have free and ready to access data, which customers can query instantly ➔ Limited Trial listings have free and ready to access data that is available to consumers as a limited or unlimited time trial. They can submit a request for the full data product at any time during the trial period. ➔ Paid listings have ready to access data that a consumer can purchase for a fee ➔ Listing type cannot be changed once you publish your listing	
Basic Information		
Subtitle	➔ Short, informative explanation of the dataset ➔ Visible ➔ Must be < 100 characters ➔ Must be different from the title ➔ Capitalize only the first letter and any proper nouns or acronyms	
Category	➔ Only <u>one</u> option can be selected ➔ Helps consumers find your data when filtering listings by category	
Terms of Service	➔ URL for the data provider's terms of service related to the appropriate use of data assets and other information ➔ Must be publicly accessible and not behind a login screen ➔ Required for free listings ➔ PDFs or similar docs are acceptable ➔ Contact your account team if you are unable to create a public-facing terms of service	

Details		
Description	→ **Most important part of your listing, helps consumers understand what data you have and whether they should request** → 250-6,000 characters → Must include three sections: 1) intro paragraph, 2) sample tables, 3) sample fields → Add an extra line break between paragraphs → Use consistent punctuation → Use dashes instead of bullet points → Spelling & grammar check recommended **Please structure as follows:** → **Intro paragraph** outlining the scope, scale, and value of data and how it can be used → **[For data services providers] Expected workflow** that details if and how consumers need to share data with the provider and how the provider will share the results back → **[Optional] Sources:** sources of data → **[Optional] Additional information:** any additional information that is important to include in your listing. No information should be duplicated that is already available elsewhere in the profile (e.g. contact address or terms of service)	
Link to Documentation	→ Should include additional documentation on the dataset, preferably a data dictionary → Must be publicly accessible and not behind a login screen → PDFs or similar docs are acceptable	
Data Product		
Data	→ Specify a Snowflake share, application package, or database objects that will be part of a Snowflake share accessible to consumers → Required for Free and Limited Trial listings	
Update Frequency	→ Select the most frequent update frequency of your dataset's components → Only <u>one</u> option can be selected	
Geographic Coverage	→ Select one or more geographic regions for which your data or data services have coverage → Identify specific countries or U.S. states if applicable	
Geographic Granularity	→ Select the most granular geography of your dataset's components → Only <u>one</u> option can be selected → Not required if you specified <u>Not applicable</u> for Geographic Coverage	
Time Range	→ Specify the time period for which your data or data services have coverage → Custom dates can be specified as a fixed time range (2020-01-01 - 2021-01-01) or a dynamic time range (Next/Last X days, weeks, months, or years)	
Timestamp Granularity	→ Select the most granular timestamp type of your dataset's components → Only <u>one</u> option can be selected → Not required if you specified <u>Not applicable</u> for Time Range	

Additional Attributes	➔ Optional ➔ Up to 4 additional distinguishing attributes of the data can be specified ➔ 2-5 words recommended per attribute to maximize readability ➔ Must be < 80 characters	
Business Needs		
Business Need	➔ Help consumers understand the best application for your data or service ➔ Helps consumers find your data when filtering listings by business need ➔ At least 1 business need is required. Up to 6 business needs can be specified. ➔ Custom needs of 2-4 words can be inputted but will not appear in the consumer dropdown filter	
Description	➔ Provides an illustrative example for the customer's use case or business need ➔ Add a **unique** description for each business need	
Sample SQL Queries		
Title	➔ 3-4 sample queries recommended to help consumers understand how they can use the data. ➔ At least 1 sample query required for free and limited trial listings	
Description	➔ Optional ➔ Ties the title/question to an actual business need for the data ➔ Automatically loaded as a descriptor comment when users run the sample query	
SQL Query	➔ Directly answers the title/question ➔ Do not include the database name since this can be renamed by the consumer. Use <schema>.<table> format. ➔ Will be validated against your share to make sure the query can run	