

SNOWFLAKE MARKETPLACE PROVIDER QUICKSTART GUIDE

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KEY RESOURCES

The [Provider Playbook](#) is the complete how-to for providers on the Snowflake Marketplace. It covers the below steps in greater detail, along with additional topics and FAQs.

- [Create a Profile and Listing](#) step-by-step guide.
- [Provider and Consumer Policies](#) governing participation in the Marketplace.
- [Paid listings](#) overview, eligibility, and restrictions.
- [Marketplace Capacity Drawdown](#) (MCD) overview, FAQs, and guide to transacting.
- [Native app guide](#) covering the end-to-end process from development to approval.
- [Auto-fulfillment costs](#) to make your data product available in other Snowflake regions.
- [Submit a ticket](#) with the Marketplace Operations team if you have any questions.

KEY STEPS TO BECOME A PROVIDER

Prerequisite: Verify with your Snowflake Partner that your data product is supported for Snowflake Marketplace listing; if you do not have a partner, consult the [Provider Playbook](#).

1. Set up your Snowflake account

- a. If you are using a [trial account](#), [convert to a paid account](#) (on-demand or capacity).
- b. Review and accept the [Snowflake Provider and Consumer Terms](#) with your legal department (must be done by a user with role ORGADMIN).
- c. If providing paid listings, set up a payout method with your finance team. Please note the [restrictions listed here](#).

2. Create a Provider profile

- a. [Follow these steps](#) to submit your profile for approval. **Note:** a provider profile is not required for free “only specified consumers” listings.
- b. Profile submissions are reviewed within 1 business day.

3. Create a listing

- a. Choose your [Product Type](#)
 - i. **Data Share**
 - ii. **Native App**
 - iii. **Connected App** ([requirements](#))
- b. Choose your [Access Type](#)
 - i. **Free** (a complete, free data product that consumers can access instantly)
 - ii. **Limited Trial** (a free, time- or content-limited trial of a product)
 - iii. **Paid** (billed on Snowflake, [requirements](#))
- c. [Follow these steps](#) to complete the required fields and submit for approval.
- d. Listing submissions are reviewed within 1 business day.

4. Manage your business

- a. [Snowflake Partner Network](#): log in or sign up for access to co-marketing assets and guidelines.
- b. [Provider Studio](#): view leads (Reach, Engagement, Active Consumers, Conversion Funnel, etc.) and usage metrics to understand how consumers are using your data.
- c. [DATA SHARING USAGE schema](#): view new leads (Consumer name, email, account locator, organization, Listing name, etc.) and additional usage data.

