

What is the Marketplace?

Infusionsoft's Marketplace is home to a small business ecosystem full of Infusionsoft certified apps, integrations, and content. Infusionsoft customers have one place to discover everything they need to succeed. The best way for your integration to gain visibility is to be on the marketplace. Grow your business by reaching over 100K small business users!

Overview of App Listing Process:

- 1 Review application requirements and policies.
- 2 Create and submit company listing
- 3 Schedule a demo
- 4 Submit App listing for approval
- 5 Yearly app review

Requirements:

Only apps that include an automated integration utilizing the Infusionsoft API may list in the Marketplace. The app must use our API to automatically move data to other apps. For example, an app that would not be approved requires Infusionsoft data to be exported out of Infusionsoft and imported into another software app.

If a free trial is offered, you must list the actual price once the trial expires. If your product has multiple pricing levels, it is recommended that you list the lowest price, and link your listing to a page with additional pricing info.

OAuth requirement

OAuth2 authentication is required for all app listings in the Marketplace. OAuth provides a simplified authentication experience for your customers. If your app isn't able to utilize OAuth and you would like to request exception, please email devsupport@infusionsoft.com with an explanation and we'll review your request.

Application Demo

Every application is required to provide a demo for our marketplace team to review and approve.

Integrations must meet the following requirements:

- Secure app using SSL (https)
- Use OAuth2.0 to authenticate within their App
- Comply with all Infusionsoft marketplace guidelines
- Support listed browsers
 - Chrome
 - Safari
 - Firefox
 - Internet Explorer

Yearly App Review

Every application must go through a yearly app review to make sure the application is up to current security and application standards.

How to apply

1. Log in to The Marketplace using your existing Infusionsoft credentials.
2. Click on the avatar drop-down menu in the upper right corner and select “My Marketplace.”
3. Click “Add/Change” on the Company tab and select “Add New.” Create your Company Profile with company logo, contact information, and description.
4. Submit company profile for approval. (Allow up to 3 business days for review.)

You will receive an email to schedule a product demo with a member of the Marketplace team. Once your demo is complete and your integration is approved, you can create and submit your app listing for the integration, which includes areas for a full description, images, marketing videos, etc...

5. Create app/service listings or edit existing listings. (You will only be able to do this once the company profile is approved and demo has been completed)
6. Submit app/service listings for approval.

App Listing Guide

Listing Title: (Required)

Title of your integration limited to 75 characters and may not include Infusionsoft.

Short Description: (Required)

This description is used to drive traffic to your app's listing page. The short description is limited to 140 characters.

Get the App Button: (Required)

The "Get The App" button must redirect to a landing, pricing, or contact page.

Listing Icon: (Required)

170 x 170 px image

Images must be sized to fit the image size requirements. Provide high-resolution images (pixelated images may be rejected)

Listing Cover Image: (Required)

420 x 420 px image

Short Introduction: (Required)

Listing names and logos cannot infringe on trademarks or copyrighted work from Infusionsoft or other companies.

Full Description: (Required)

Web page addresses and email addresses turn into links automatically

Allowed HTML tags: <a> <cite> <blockquote> <code> <dl> <dt><dd>

Benefits 1-5 (Required)

385 x 385 px image

Marketing Video (optional)

(YouTube, Vimeo, or Wistia)

Discoverability (Required)

Url to purchase application

Keywords

Application type

Industry

Lifecycle Marketing

Region Served

**Please note that Infusionsoft reserves the right to modify app listing categories based on overall site performance.*

MARKETPLACE LISTING POLICY

Infusionsoft retains sole discretion to determine eligibility of each Company Profile or listing. Submitted listings will remain unpublished until reviewed and approved by Infusionsoft. Listings must be fully completed and meet all applicable guidelines before approval. Some

A Company Profile must be submitted and approved by Infusionsoft before any app listing can be created.

General Requirements and Info:

- Infusionsoft reserves the right to review, refuse, or remove any Company Profile or Marketplace listing at any time without notice.
- All applications, integrations, content, campaigns, and service listings published to the Infusionsoft Marketplace for use by Infusionsoft customers must be compliant with our Acceptable Use Policy <http://www.infusionsoft.com/legal/aup> and adhere to email best practices, if applicable.
- All listings must be an accurate description of the application.
- Listing can't be negative toward other products or applications.

- The Marketplace is intended to serve Infusionsoft customers. If your app or service does not do something useful, unique, or provide some type of lasting benefit and value, it may not be accepted.
- Infusionsoft strictly prohibits any involvement in Unsolicited Commercial E-mail campaigns.
- Listings can not link to an OAuth Authentication method.
- Email address acquisition methods must align with permission-based marketing practices.
- Products, services, or content must not be associated with abusive business practices or spam.
- Listings cannot have “Infusionsoft” or any trademarked term in the title. “Infusionsoft” may be used in the subtitle and description fields.
- Listing names and logos cannot infringe on trademarks or copyrighted work from Infusionsoft or other companies.
- Images must be sized to fit the image size requirements. Provide high-resolution images (pixelated images may be rejected).
- SLA and support requirements: 48-hour response time is expected for all customer inquiries. One of our biggest customer complaints is lack of support or slow response.
- Multiple offenses may result in termination of listing.
- Infusionsoft reserves the right to change the manner in which listing ranking order is determined at any time, without advanced notice.
- We will reject listings for any content or behavior that we believe is over the line. While “the line” may appear undefined in some cases, we believe we’ll both know when it’s crossed.
- If you attempt to cheat the system (for example, by, trying to trick the review process, steal data from users, copy another user’s work, or manipulate the ratings or ranking process) your listings will be removed from the Marketplace and you will be expelled from the Marketplace program.
- By submitting to the Marketplace, you are claiming to have the rights and permission to use to all content published. Infusionsoft will not mediate copyright or trademark disputes of listing content.
- Web page addresses and email addresses turn into links automatically.
- Allowed HTML tags: <a> <cite> <blockquote> <code> <dl> <dt> <dd>

TRADEMARKS AND USAGE

Registered Trademarks:

INFUSIONSOFT® INFUSION SOFTWARE®

Trademarks:

CUSTOMERHUB™ ELITE ENTREPRENEUR FORUM™ INFUSION™ INFUSIONBLOG™
INFUSIONCON™ IMPLEMENTATION ACCELERATOR™ INFUSIONSOFT ADDON PRODUCTS™
INFUSIONSOFT CERTIFIED CONSULTANTS™ INFUSIONSOFT SUCCESS COACHES™
INFUSIONSOFT TRUSTED ADVISORS™ PERFECT CUSTOMER LIFECYCLE™ (PCL) ULTIMATE
MARKETER™ INFUSIONSOFT KICKSTART™

For the complete policy and guidelines regarding usage of our Trademarks, please visit:

<http://www.infusionsoft.com/legal/trademark-usage>