

AWS & Azure SaaS Marketplace Listing Copy Template

Fill-in copy for every text field on your AWS Marketplace and Microsoft Marketplace SaaS listing, with the current limits beside each field.

Free resource from Automatum · automatum.io
Limits checked against official AWS and Microsoft documentation on 3 October 2026.

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MARKETPLACES

4

STEPS

Fill-in

COPY BLOCKS

Character limits and image specs

Limits include spaces; check the live console before submitting, as requirements can change.

AWS MARKETPLACE — SAAS PRODUCT

FIELD	LIMIT	NOTES
Product title	72 characters	Use your brand name. Avoid hyperbole.
Short description	1,000 characters	Required.
Long description	5,000 characters	Required.
Highlights	1 to 3 bullets	AWS shows up to three. Buyers can search by highlights.
Search keywords	3 keywords, 250 characters	Do not repeat the product title.
Support description	2,000 characters	Give an email address, a phone number, or a support form link.
Product logo	120 to 640 px	Public HTTPS image URL. Transparent or white background. Ratio 1:1 or 2:1 (wide).

AWS accepts ASCII characters 0 to 126, plus ©, ®, ™ and the symbols ¢ £ ¤ ¥. Use straight quotes and plain hyphens.

MICROSOFT MARKETPLACE (AZURE) — SAAS OFFER

FIELD	LIMIT	NOTES
Name	200 characters	No emojis. Trademark and copyright symbols are allowed.
Search results summary	100 characters	One sentence. No line breaks.
Description	5,000 characters	The count includes HTML markup and spaces.
Getting started instructions	3,000 characters	Required for transactable offers.
Search keywords	Up to 3	Optional. Name and description are searched already.
Large logo	216 to 350 px	PNG. Equal width and height. Partner Center makes the 90 px and 48 px logos for you.
Screenshots	1 to 5 images	PNG, 1280 x 720 px. Each image needs a caption.
Privacy policy and support URLs	Required	The privacy policy link must start with https.

AWS listing copy

Replace each highlighted placeholder. Delete this guidance when you paste the text into the console.

Product title

MAX 72

[Product]: [primary capability]

Short description

MAX 1,000

[Product] helps [buyer role] at [company type] achieve [outcome] by [mechanism]. Use it to [primary workflow] with [relevant integration].

Long description

MAX 5,000

[Product] helps [buyer role] at [company type] achieve [outcome] by [mechanism].

How it works:

1. Connect [data source or integration].
2. Configure [setting or workflow].
3. Review [output] and take [action].

Best suited to [use case]. Requires [prerequisites]. Get started through [onboarding process]. Support is available through [support channel].

Highlights

1 TO 3 BULLETS

- [Benefit 1]: [one-line proof or mechanism]
- [Benefit 2]: [one-line proof or mechanism]
- [Benefit 3]: [one-line proof or mechanism]

Search keywords

3 KEYWORDS, 250 CHARACTERS IN TOTAL

[Keyword 1], [Keyword 2], [Keyword 3]

Do not repeat the product title.

Support description

MAX 2,000

For help with [Product], contact [support team] at [support email or support page URL]. Support hours: [days, hours and time zone]. First response target: [response time you can meet].

Give an email address, a phone number, or a support form link.

WRITING TIPS FROM THE AWS SELLER GUIDE

Put your main search keyword in the title, the short description and the highlights. Avoid unnecessary capital letters and punctuation. Do not add redirect information. Include only critical, useful information.

Azure listing copy

Azure has a shorter summary field and a separate description. Keep the same promise on both clouds, and name Azure integrations only where they are supported.

Name

MAX 200

[Product]: [primary capability]

Search results summary

MAX 100

[Primary outcome] for [target team].

Description

MAX 5,000 INCL. HTML

Opening line:

[Product] helps [buyer] [outcome] through [mechanism].

Then adapt the AWS long description. Name Azure integrations only where supported.

Use plain text, or simple HTML tags if you want formatting. Tags count toward the limit.

Getting started instructions

MAX 3,000. REQUIRED FOR TRANSACTABLE OFFERS

After you subscribe, [Product] sends you to [landing page URL].

1. Sign in with [authentication method].
2. [First setup step].
3. [Second setup step].

For help, contact [support channel].

Search keywords

UP TO 3. OPTIONAL

[Keyword 1], [Keyword 2], [Keyword 3]

Name and description are searched already.

Links and assets for both listings

Support URL

REQUIRED

[https:// \[your-domain\] / \[support-page\]](https://[your-domain]/[support-page])

Privacy policy URL

REQUIRED (HTTPS)

[https:// \[your-domain\] / \[privacy-page\]](https://[your-domain]/[privacy-page])

Asset checklist

- AWS product logo: 120 to 640 px, transparent or white background, ratio 1:1 or 2:1.
- Azure large logo: PNG, square, 216 to 350 px.
- Azure screenshots: 1 to 5 PNG files at 1280 x 720 px, each with a caption.
- One support page and one privacy policy page that both clouds can link to.

CHECK BEFORE YOU SUBMIT

Limits include spaces; check the live console before submitting, as requirements can change.

Keep your listings aligned.

Keep your listings aligned with Automatum's sync tool.

www.automatum.io

Sources (checked 3 October 2026). AWS: Marketplace Catalog API reference, "Work with seller products" (title, descriptions, highlights, support, keywords); Seller Guide, "Company and product logo requirements"; Seller Guide, "Providing metadata for AWS Marketplace products". Microsoft: Microsoft Learn, "Plan a SaaS offer for Microsoft Marketplace" and "Configure SaaS offer listing details in Microsoft Marketplace". Automatum is not affiliated with AWS or Microsoft.