



Publishing an App for Ecommerce

This guide describes the necessary steps for listing and publishing an Ecommerce application on the ADP Marketplace.

Step 1: Access Your Marketplace Account

Before you begin, make sure that you have set up:

- ⊕ ADP-approved Partner account. For details, see [Apply for a Partner Account](#).
- ⊕ Login credentials to access ADP Marketplace. For details, see [Set Up Credentials for the ADP Marketplace](#).

To access your Marketplace Partner account:

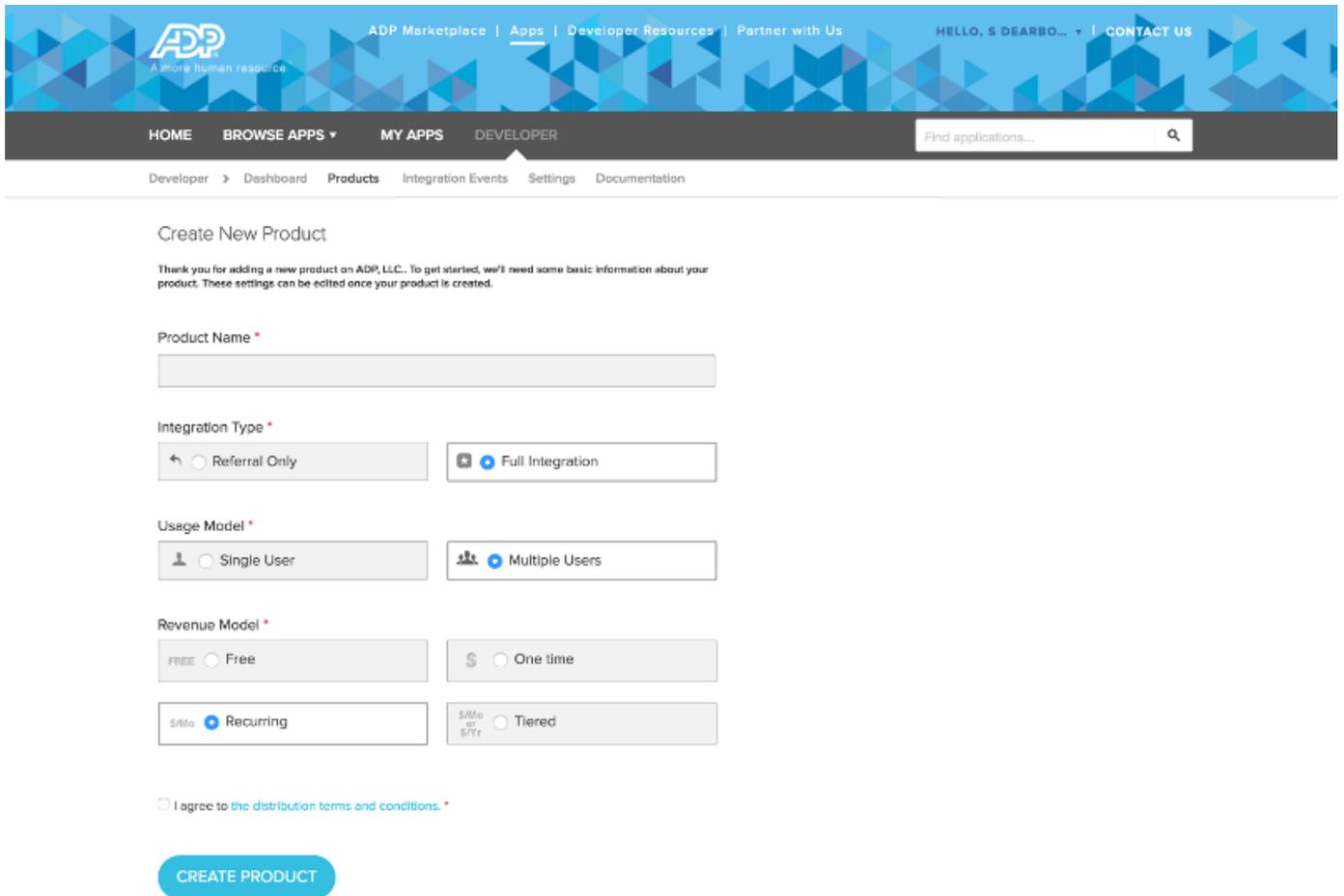
1. On the [ADP Marketplace](#) website, click **SIGN IN**.



2. Enter your username and password and click **SIGN IN**.
3. On the User Consent page, click **CONFIRM** to allow access to your contact information and unique identifier.

Step 2: Add an App Listing to the ADP Marketplace

1. Sign in to your Partner account on the ADP Marketplace website if you are not already done so.
2. On the Marketplace main page, select Developer > Products. If you have apps in the Marketplace, click **Add Products**. The **Create New Product** form appears.



The screenshot shows the ADP Marketplace website interface. The top navigation bar includes the ADP logo, 'ADP Marketplace | Apps | Developer Resources | Partner with Us', and a user greeting 'HELLO, S DEARBO...' with a 'CONTACT US' link. Below this is a dark navigation bar with 'HOME', 'BROWSE APPS', 'MY APPS', and 'DEVELOPER' (which is highlighted). A search bar is located on the right of this bar. Underneath, a breadcrumb trail shows 'Developer > Dashboard > Products > Integration Events > Settings > Documentation'. The main content area is titled 'Create New Product' and contains a message: 'Thank you for adding a new product on ADP, LLC.. To get started, we'll need some basic information about your product. These settings can be edited once your product is created.' The form fields are: 'Product Name' (text input), 'Integration Type' (radio buttons for 'Referral Only' and 'Full Integration', with 'Full Integration' selected), 'Usage Model' (radio buttons for 'Single User' and 'Multiple Users', with 'Multiple Users' selected), and 'Revenue Model' (radio buttons for 'Free', 'One time', 'Recurring', and 'Tiered', with 'Recurring' selected). At the bottom, there is a checkbox for 'I agree to the distribution terms and conditions.' and a blue 'CREATE PRODUCT' button.

3. On the Create New Product page, enter the following information.
4. In the Product Name field, enter a name for your app.
5. In the Integration Type field, select Full Integration.
6. In the Usage Model field, select Multiple Users.
7. In the Revenue Model field, select the option you want to use.
8. Check “I agree to the distribution terms and conditions.” and then click **Create Product**.

Note: Your app listing is created as a draft on the ADP Marketplace. It has not been published yet.

Step 3: Create a Marketing Profile

To configure the marketing profile for your app, follow these instructions:

1. Sign in to your Partner account on the ADP Marketplace website if you have not already done so.
2. On the Marketplace main page, select Developer > Products and then click **Edit** for your product.

The screenshot displays the ADP Marketplace Developer Dashboard. The top navigation bar includes the ADP logo, navigation links for 'ADP Marketplace', 'Apps', 'Developer Resources', and 'Partner with Us', and a user greeting 'HELLO, \$ DEARBO...' with a 'CONTACT US' link. Below the navigation bar, there are tabs for 'HOME', 'BROWSE APPS', 'MY APPS', and 'DEVELOPER'. A search bar is located on the right side of the navigation bar.

The main content area is divided into several sections:

- ADP MARKETPLACE Product Dashboard:** Shows 'Profile Progress' at 2% and buttons for 'PUBLISH' and 'Preview Profile'.
- ADP Marketplace Product Overview:** Shows 'Product ID', 'In Development' status, 'Not published' status, and 'Profile Progress' at 3%. Buttons for 'Preview Profile' and 'PUBLISH' are present.
- Profile & Branding (highlighted with a red box):** A sidebar menu with the following items:
 - Listing info
 - Profile
 - Features (0)
 - Support
 - Resources
- EDITIONS AND PRICING:**
 - Editions (1)
 - Add-on Offerings (0)
 - Shared Features & Footnotes
- INTEGRATION:**
 - Edit Integration
 - Edit Authentication
 - Run Ping Tests
 - Events
 - Accounts
 - Integration Report (0%)
- SETTINGS:**
 - Product Settings

The main content area on the right shows the 'Create Marketing Profile' section with three steps:

- 1. Create Marketing Profile:** Add images, marketing copy, and resources. A thorough profile sells. Progress: 16%.
- 2. Create Editions and Pricing:** At least one edition is required for users to buy your product. Progress: Complete.
- 3. Complete your Integration Report:** Healthy endpoints make it possible for users to buy, cancel and upgrade. Progress: 0%.

3. On the left side of the dashboard, under Profile & Branding, select and edit each of the items listed.

Step 4: Create Editions and Pricing

To configure editions and pricing for your app, use the following instructions:

1. Sign in to your Partner account on the ADP Marketplace website if you have not already done so.
2. On the Marketplace main page, select Developer > Products and then click **Edit** for your product.

The screenshot displays the ADP Marketplace Developer Dashboard. The top navigation bar includes the ADP logo, navigation links for 'ADP Marketplace', 'Apps', 'Developer Resources', and 'Partner with Us', and a user greeting 'HELLO, S DEARBO...' with a 'CONTACT US' link. Below this is a dark navigation bar with 'HOME', 'BROWSE APPS', 'MY APPS', and 'DEVELOPER' (highlighted), along with a search bar. A secondary navigation bar shows 'Developer > Dashboard > Products' (highlighted), 'Integration Events', 'Settings', and 'Documentation'. The main content area is divided into two columns. The left column is a sidebar menu with sections: 'ADP MARKETPLACE' (containing 'Product Dashboard' and 'Profile Progress 2%'), 'PROFILE & BRANDING' (containing 'Listing Info', 'Profile', 'Features', 'Support', 'Resources'), 'EDITIONS AND PRICING' (containing 'Editions 1' and 'Add-on Offerings 0', highlighted with a red box), 'SHARED FEATURES & FOOTNOTES', 'INTEGRATION' (containing 'Edit Integration', 'Edit Authentication', 'Run Ping Tests', 'Events', 'Accounts', 'Integration Report 0%'), and 'SETTINGS' (containing 'Product Settings'). The right column shows the product configuration for 'ADP Marketplace', which is 'In Development'. It includes a 'Product ID' (Not published), 'Profile Progress 3%', and three tasks: 1. 'Create Marketing Profile' (16% progress), 2. 'Create Editions and Pricing' (Complete), and 3. 'Complete your Integration Report' (0% progress). Each task has an 'Edit' button.

3. On the left side of the dashboard, under Editions and Pricing, select and edit each of the items listed.

Step 5: Configure Endpoints

To configure endpoint URLs for your app, follow these instructions:

1. Sign in to your Partner account on the ADP Marketplace website if you have not already done so.
2. On the Marketplace main page, select Developer > Products and then click **Edit** for your product.

The screenshot displays the ADP Marketplace Developer Dashboard. The top navigation bar includes the ADP logo, navigation links for 'ADP Marketplace', 'Apps', 'Developer Resources', and 'Partner with Us', and a user greeting 'HELLO, S DEARBO...'. Below this is a secondary navigation bar with 'HOME', 'BROWSE APPS', 'MY APPS', and 'DEVELOPER'. A search bar is located on the right side of this bar.

The main content area is divided into two columns. The left column is a sidebar menu with categories: 'ADP MARKETPLACE' (containing 'Product Dashboard' with a 2% progress indicator and 'PUBLISH' and 'Preview Profile' buttons), 'PROFILE & BRANDING' (containing 'Listing Info', 'Profile', 'Features', 'Support', and 'Resources'), 'EDITIONS AND PRICING' (containing 'Editions', 'Add-on Offerings', and 'Shared Features & Footnotes'), 'INTEGRATION' (containing 'Edit Integration', 'Edit Authentication', 'Run Ping Tests', 'Events', and 'Accounts'), and 'SETTINGS' (containing 'Product Settings'). The 'INTEGRATION' and 'Integration Report' (0%) items are highlighted with red boxes.

The right column shows the 'ADP Marketplace' product profile. It includes a 'Preview Profile' button and a 'PUBLISH' button. The product is currently 'In Development' and 'Not published'. Below this, there are three main sections for configuration, each with an 'Edit' button:

- 1. **Create Marketing Profile** (16% progress): Add images, marketing copy, and resources. A thorough profile sells.
- 2. **Create Editions and Pricing** (Complete): At least one edition is required for users to buy your product.
- 3. **Complete your Integration Report** (0% progress): Healthy endpoints make it possible for users to buy, cancel and upgrade.

3. On the left side of the dashboard, under **Integration**, select **Edit Integration**.
4. Configure each integration setting URL with the options described in the table. These URLs must be accessible through the internet and contain the {eventUrl} placeholder. This placeholder will be replaced by the URL of the order event at runtime. For example: `https://example.com/appdirect/notify.php?url={eventUrl}`

Note: Data Connector applications support the Subscription Create Notification and Subscription Cancel Notification events only.

Subscriptions**Options**

Subscription Create Notification URL

- ADP will call this URL when users purchase new subscriptions.
- This URL can either be non-interactive (default and recommended behavior) or interactive.
- This URL must contain the {eventUri} placeholder which will be replaced by the URL of the order event at runtime.
- **Optional** – To configure additional product settings at checkout, select “Additional product settings required during checkout.” The Additional Settings form will also be displayed.

Subscription Change Notification URL

- ADP will call this URL when users upgrade/downgrade subscriptions.
- This URL can only be non-interactive.
- This URL must contain the {eventUri} placeholder which will be replaced by the URL of the order event at runtime.
- **Optional** – To configure additional product settings at checkout, select “Additional product settings required during checkout.” The Additional Settings form will also be displayed.

Subscription Cancel Notification URL

- ADP will call this URL when users cancel subscriptions
- This URL can only be non-interactive.
- This URL must contain the {eventUri} placeholder, which will be replaced by the URL of the order event at runtime.

Subscription Status Notification URL

- ADP will call this URL when a subscription status changes.
- For example, when a subscription becomes suspended after a free trial expires or gets automatically cancelled sometime after an invoice is overdue.
- This URL can only be non-interactive.
- This URL must contain the {eventUri} placeholder, which will be replaced by the URL of the order event at runtime.

ADP Marketplace | Apps | Developer Resources | Partner with Us | HELLO, S DEARBO... | CONTACT US

HOME BROWSE APPS MY APPS DEVELOPER Find applications...

Developer > Dashboard Products Integration Events Settings Documentation

ADP MARKETPLACE

- Product Dashboard
- Profile Progress 3%
- PUBLISH Preview Profile

PROFILE & BRANDING

- Listing Info
- Profile
 - Features 0
- Support
- Resources

EDITIONS AND PRICING

- Editions 1
- Add-on Offerings 0
- Shared Features & Footnotes

INTEGRATION

- Edit Integration

Edit Integration

English (United States)

SUBSCRIPTIONS

Subscription Create Notification URL ?

e.g. <http://www.yourapp.com/subscription/create/notification>

This is an interactive endpoint

[+ ADD REQUIRED INFO](#)

Subscription Change Notification URL ?

e.g. <http://www.yourapp.com/subscription/change/notification>

Additional product settings required during checkout

Subscription Cancel Notification URL ?

e.g. <http://www.yourapp.com/subscription/cancel/notification>

Subscription Status Notification URL ?

e.g. <http://www.yourapp.com/subscription/status/notification>

Enable upcoming invoice notification

[Go To Technical Doc](#)

5. To verify that your endpoints are valid, select Integration Report in the dashboard menu. Click the Test Integration button and verify that the status button for each event is green. Address any issues and repeat as needed.

ADP MARKETPLACE	
Product Dashboard	
Profile Progress	3%
<input type="button" value="PUBLISH"/> <input type="button" value="Preview Profile"/>	
PROFILE & BRANDING	
Listing Info	
Profile	
▶ Features	0
Support	
Resources	
EDITIONS AND PRICING	
▶ Editions	1
▶ Add-on Offerings	0
Shared Features & Footnotes	
INTEGRATION	
Edit Integration	
Edit Authentication	
Run Ping Tests	
Events	
Accounts	
Integration Report	0%
SETTINGS	
Product Settings	

Integration Report

English (United States) ⌵

0%

To ensure your integration is properly prepared, your API endpoint health must be full (if applicable). You can check off steps that you completed manually.

AppDirect Integration Tests

A series of tests to ensure that your integration is properly prepared for distribution in AppDirect marketplaces.

1	Subscribe to your product. <small>Test the Subscription Order Event</small>	<input type="button" value="Run Test"/>
2	Assign (add) a user to your product. <small>Test the User Assignment Event</small>	<input type="button" value="Run Test"/>
3	Un-assign (remove) users from your product. <small>Test the User Unassignment Event</small>	<input type="button" value="Run Test"/>
4	Change (update) the subscription. <small>Test the Subscription Change Event</small>	<input type="button" value="Run Test"/>
5	Cancel the subscription. <small>Test the Subscription Cancel Event</small>	<input type="button" value="Run Test"/>

Verify API Endpoints

Verify that the following API Endpoints have been properly prepared for your application to interface with AppDirect.

Properly link UI elements within your application.

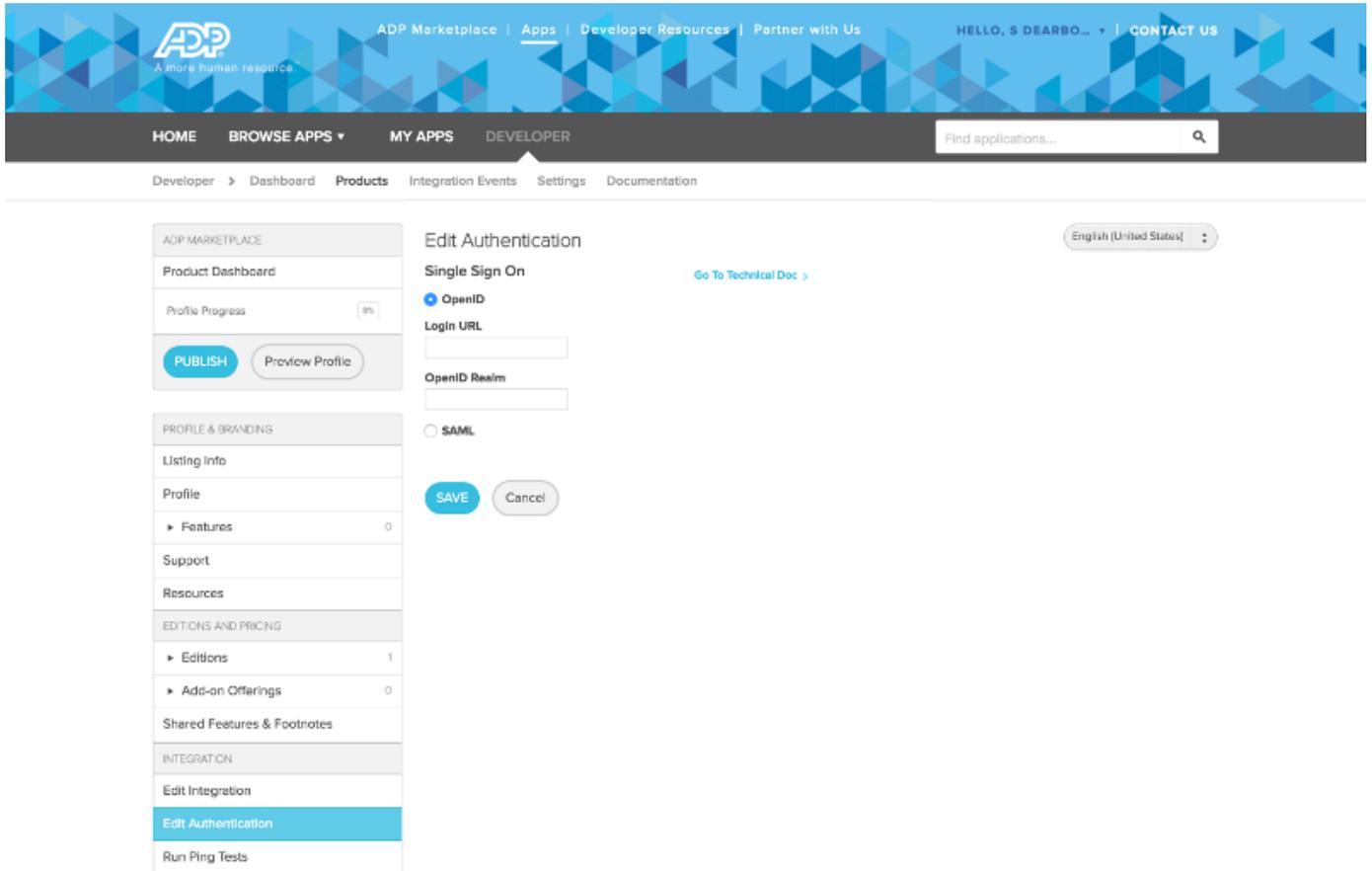
The marketplaces are responsible for handling billing related events and user management for your application. Please follow the guidelines below to maintain a seamless user experience across all applications on any marketplace:

1. Link all billing admin sections within your product to `{marketplace url}/account/apps`
This includes all upgrade/downgrade/cancel functionality from within your app.
2. Link all user management sections within your product to `{marketplace url}/account/users`
This includes anywhere you can invite/remove or manage additional user accounts from within your application.
3. Any logout flows from your product should redirect to the base `{marketplace url}`.
4. Let us know you're ready by checking off the checkbox to the right.

Step 6: Configure Authentication

To configure authentication for your app, follow these instructions:

1. Sign in to your Partner account on the ADP Marketplace website if you have not already done so.
2. On the Marketplace main page, select Developer > Products and then click **Edit** for your product.



3. On the left side of the dashboard, under **Integration**, select **Edit Authentication**.
4. Enter a Login URL to define where the logged in user is directed upon clicking your application tile under MY APPS within the ADP Marketplace. This may be an endpoint to initiate SSO for your end user consumer application, or an HTML landing page that provides next steps for your data connector.

Step 7: Submit Publishing Request

After you have configured your app listing, you can submit your app for ADP review and approval using these steps:

1. Sign in to your Partner account on the ADP Marketplace website if you have not already done so.
2. On the Marketplace main page, select Developer > Products and then click **Edit** for your product.
3. On the left side of the dashboard, select **Publish**.

The screenshot displays the ADP Marketplace Developer dashboard. The top navigation bar includes the ADP logo, navigation links for 'ADP Marketplace', 'Apps', 'Developer Resources', and 'Partner with Us', and a user greeting 'HELLO, S DEARBO...' with a 'CONTACT US' link. Below the navigation bar, the 'DEVELOPER' section is active, showing a search bar and a breadcrumb trail: 'Developer > Dashboard > Products > Integration Events > Settings > Documentation'. The main content area is divided into three columns. The left column, titled 'ADP MARKETPLACE', contains a 'Product Dashboard' with a 'Profile Progress' indicator at 2% and a 'PUBLISH' button highlighted by a red arrow. Below this are sections for 'PROFILE & BRANDING', 'EDITIONS AND PRICING', 'INTEGRATION', and 'SETTINGS'. The middle column shows the 'ADP Marketplace' product details, including 'Product ID', 'Profile Progress' at 3%, and a 'PUBLISH' button. The right column lists three tasks: '1. Create Marketing Profile' (16% progress), '2. Create Editions and Pricing' (Complete), and '3. Complete your Integration Report' (0% progress).