ADP Marketplace

ADP Marketplace
Listing Content Guide

HOW TO CREATE A WINNING APP LISTING

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Introduction

Thanks for partnering with ADP Marketplace! We look forward to adding your solution to our storefront and helping you reach ADP® clients.

This guide will help you through one of the most important steps in getting your app to market: creating your app listings. We'll show you how to write an effective listing based on client feedback so you can clearly communicate your solution and its business benefits to our audience and help optimize your conversion rates.

Why is this so important? Your listing is your chance to:

- **Make a strong impression** and convey your product's value and features, as well as clarify details on pricing and implementation.
- **Give clients confidence** — and all the information they need — to try and/or buy your solution online without having to ask questions. (If they do have questions, they can click the "Learn more" button to connect with your sales team.)
- **Help ADP sales teams** understand why your solution, and the integration with ADP, will be valuable to their clients and prospects.

Audience

The typical audience for ADP Marketplace is ADP clients, prospects, and sales and service teams. While clients are the buyers, our sales and service teams, as well as other advisors (e.g., brokers and accountants), often recommend solutions, and it's critical that all audiences can easily understand your listing.

- **ADP clients and prospects are your primary audience.** While only administrators (typically HR practitioners) have rights to purchase your solution, other stakeholders at the client's organization influence the purchase selection and need to know what is being offered and exactly how it will help them in their business.

- **ADP sales and service teams, benefits brokers, etc., are your secondary audience.** They need to know how your solution works and the value it can bring to a business.

ADP HCM Platforms

ADP Marketplace features solutions that integrate with three primary ADP HCM platforms. Your listing content should take into consideration the users of each platform your solution serves:

- **RUN Powered by ADP®:** This is the small-business platform and generally services clients with up to 50 employees.

- **ADP Workforce Now® and ADP TotalSource®:** The current version of ADP Workforce Now is for small to midsize clients, typically with 25-3,000 employees. Most ADP Workforce Now integrations are also compatible with ADP TotalSource, our PEO solution. (If you're not sure if your solution is compatible with ADP TotalSource, ask your partner development manager.)

- **ADP Vantage HCM®:** This platform is for large businesses, typically with over 1,000 employees.

ADP Marketplace Listing Essentials

Application listing models

There are two ways you can make your solution available to ADP clients:

A. A fully integrated solution for new clients and a data connector for your existing clients

B. A referral listing with a data connector app for new clients who purchase your solution through there, as well as your existing clients who want to connect your solution to their ADP platform

The type of integration you adopt will determine the types of listings you create and the corresponding content. By the time you write your listing content, your technical team will have already determined and built apps for one of the following integration models. If you are not sure which one applies to you, ask your technical team.

Depending on the type of listing, you may highlight different value points. Further in this guide, we'll detail the requirements for each integration model and listing type.

Model A: Core solution with a data connector

The most comprehensive type of ADP Marketplace app involves integration with the storefront using e-commerce, single sign-on and data integration to connect your solution with an ADP HCM platform. In this type of integration, which we refer to as a core solution, the data is shared seamlessly and in real time, without the need for new clients to purchase a separate data connector.

This setup should also include a data connector, as described below, which your existing clients can purchase to integrate their data between your solution and their ADP platform.

The two listings involved in this model are:

1. **A core solution.** This listing details the benefits of your solution, how it works and how it integrates with ADP. The product is purchased directly through ADP Marketplace.
    - **Target audience:** ADP clients who do not already use your solution

2. **A data connector.** This app connects data from your solution to an ADP HCM platform. Clients can purchase it directly through ADP Marketplace and it allows them to seamlessly and securely share data between your solution and their ADP platform.
    - **Target audience:** Your existing clients who are also ADP clients and want to share data between your product and their ADP platform

Application listing models (cont.)

Model B: Referral listing with a data connector

This model is for solutions that do not lend themselves to an e-commerce purchasing model through ADP Marketplace. After we refer clients to you and they implement your solution, they return to ADP Marketplace to purchase a data connector that syncs data between your solution and their ADP platform.

While we prefer an integrated solution, which offers more opportunities for digital merchandising, the referral app model is an option for solutions that don't fit well as e-commerce.

This approach involves two separate ADP Marketplace listings:

1. **A referral listing.** This listing — which does not involve integration with ADP — details the benefits of your solution. It has a contact form that sends leads to your sales team so clients can purchase from you directly, and then you report that revenue back to ADP Marketplace.

   - **Target audience:** ADP clients who do not already use your solution

2. **A data connector.** This listing is for an app that connects data from your solution to an ADP HCM platform. Clients can purchase it directly through ADP Marketplace and it allows them to seamlessly and securely share data between your solution and their ADP platform.

   - **Target audience:** 1) Your existing clients who are also ADP clients and 2) ADP clients who purchased your solution after being referred through ADP Marketplace (i.e., the referral app) and want to share their data between solutions.

Creating your winning listing

The following guidelines for creating and writing your ADP Marketplace app listing are based on interviews with hundreds of clients on the information they want to see before they make a purchase.

Your integration with ADP gives your solution an exciting and competitive edge. Make sure to clearly articulate this value so our teams and clients can quickly understand your offering.

Writing a successful listing with clearly explained values helps:

- **ADP clients and prospects**, so they can easily understand what the app is, how it integrates with ADP (i.e., what data is being shared), how they implement it and what it costs. The goal is to give them everything they need to seamlessly choose and purchase your solution.
- **ADP sales and service teams**, who often share your listings with ADP clients and prospects.

Your listing should clearly explain:

- **How your integration works.** Explain what your integration entails and which ADP system(s) your solution integrates with.
- **What data is being integrated.** Help clients understand what data they are moving to and/or from ADP so they can make an informed decision about how your solution will work for their business.
- **How to implement your solution.** Give clients a clear picture of what happens after they purchase your solution. What work is involved in implementation? Can the client's HR manager do it, or is there IT work involved? How long does it take to implement?
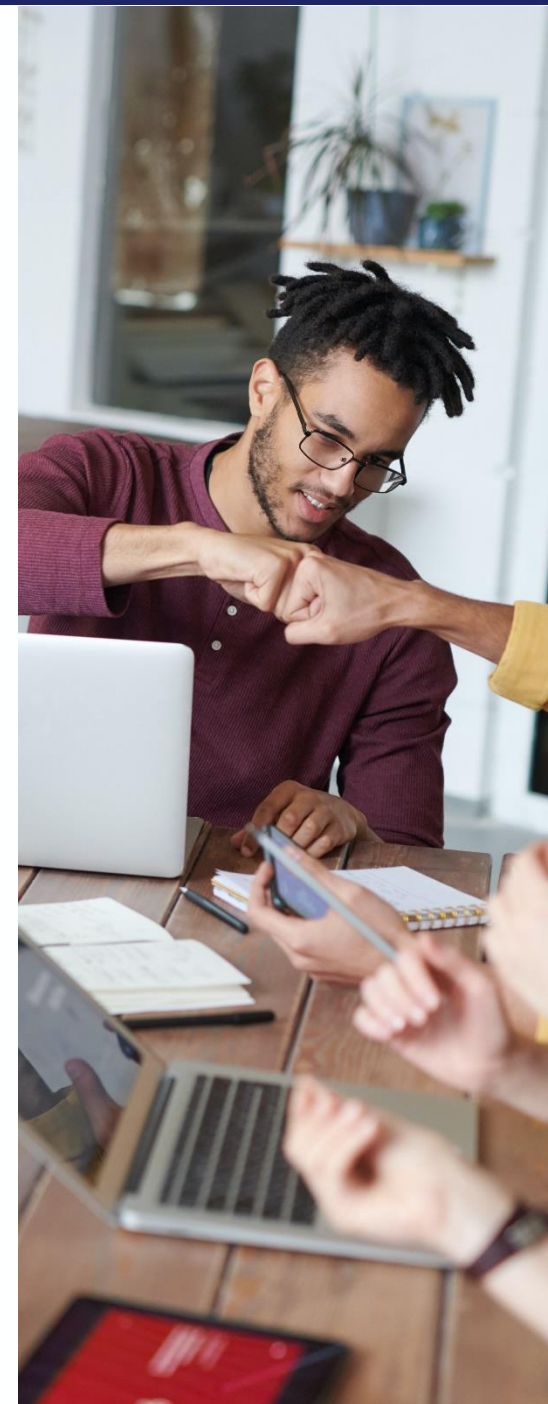
General content guidelines

For detailed content guidelines, please review our **Partner Marketing and Content Guidelines** (you must be logged in to the Partner Portal to view).

- **Using ADP branding:** You must follow our guidelines when it comes to using the ADP Marketplace Partner Badge or referencing ADP products. You cannot use the ADP logo anywhere, on any type of collateral.

- **Calls to action (CTAs) must lead back to ADP Marketplace:** The CTA on each asset and throughout your listing must direct your audience to your ADP Marketplace listing and NOT your corporate website or inside sales number. For example, a link to "Click to Learn More" or "Click for a Free Trial" cannot direct to your company's website for more information. We want our clients to stay within ADP Marketplace.

- **Do not mention any of ADP's competitors:** This applies to any assets uploaded to your listing as well as the listing itself (e.g., if you integrate with other HCM platforms).

- **Send all content to your PDM and marketing lead for approval:** We must review and approve all content before it's published on your listing.

- **Avoid general or extreme claims about your solution unless you have a source to back it up** (e.g., words like "best," "most," "fastest-growing," "biggest," "#1 rated", "the leading solution"). Some alternatives: "A leading solution," "one of the fastest-growing," etc.

Getting started

ADP Marketplace uses a platform called AppDirect to host all partner listings. Your ADP Marketplace technical advisor will help your technical team navigate the developer portal and provide you with the technical guide for creating the listing within AppDirect.

Once your technical team creates the listing shell, approximately six to eight weeks before your app goes live, it's time to populate it with information that will help you promote your solution to ADP clients. To learn how to create an ADP Marketplace app listing, **watch this video** (you must be logged in to the Partner Portal to view).

Product title and tagline

These are the basic details of your solution, which will appear at the top of your app listing and across the storefront (e.g., search results and landing pages). The content here will help users find your solution in searches in the storefront.

Title: Your title should include only the name of your solution, as short and clearly as possible (e.g., LifeMart Discounts, TextHR).

- **Core integrated apps:** If your solution integrates with a specific ADP platform, include that. (e.g., Deputy for RUN Powered by ADP®, ApplicantPro for ADP Workforce Now®). If your app integrates with ADP Workforce Now AND ADP TotalSource, only include ADP Workforce Now in the title.

Product title and tagline (cont.)

- **Data connectors:** If your app is a data connector, include "Connector" and the ADP platform supported in the title (e.g., TSheets Connector for ADP Workforce Now®).
- **Referral apps:** If you're creating a referral-only listing, only include the name of the solution (e.g., Absorb LMS, VidCruiter).

Tagline: Choose a short tagline (5-8 words) that clearly describes your solution. (e.g., "Automated, Integrated and Customizable Onboarding Solutions," "Employee time tracking and scheduling," "Employee engagement platform")

Gift of College for RUN Powered by ADP®
Education Funding Made Easy

Category:
PROVIDE BENEFITS

Deputy Connector for ADP Workforce Now®
Connect Deputy and ADP Workforce Now®

Absorb LMS
Empowering people and organizations to excel through learning

Category:
DEVELOP & REWARD

Overview tab

This is the main page for your app listing and your chance to make a great first impression on clients. The overall goal should be to clearly present your solution's value.

Resources section/media carousel

The media carousel is the first thing users will see on your listing.

You MUST have resources that showcase your unique solution. The first two documents you add to your listing should be the ADP Marketplace branded Spotlight and FAQ documents, which you'll receive from your marketing lead or partner development manager. Our clients react well to partners who have created detailed information about the integration and implementation.

In addition to our branded marketing documents, we recommend including content such as:

- **Videos and demos:** We encourage including a video (two minutes or less) or explainer asset that gives a general overview of your solution. A video showing ADP clients how to access and implement (i.e., set up) your solution after they purchase it from ADP Marketplace will be extremely helpful, too.

- **Images and screenshots:** Show clients what your UI looks like. (You can add images on your Features tab as well.)
- **Case studies:** Case studies that showcase how an ADP client is benefiting from your solution that they purchased from ADP Marketplace is great for social proof of your app.
- **One-pagers:** Feel free to include any sales assets, however, the call to action or contact information must contain links to your ADP Marketplace listing, not your company's website or sales phone number.
- **Infographics:** Any other industry- or solution-relevant information that can help ADP clients quickly understand the value proposition you bring to them.

Your ADP Marketplace marketing lead or partner development manager must review and approve any content you add to your listing before it is published. Read more about this in our **Partner Marketing and Content Guidelines** (you must be logged in to the Partner Portal to view).

Creating your winning listing

Overview tab (cont.)

Headline and intro paragraph

Below the media carousel is the first copy users will see on your app listing.

Headline: Draw them in with a descriptive headline about your solution (it can be the same as your tagline, but doesn't have to be). (e.g., "Engage, interview and hire top talent with end-to-end recruitment software"; "A powerful platform for talent success")

Introduction: Your introduction paragraph should speak directly to ADP clients. (Do not use only your boilerplate product text.) State what your solution is and your high-level value proposition, then clearly indicate how your solution can be purchased and how it is integrated with ADP. The content and keywords here will also help your listing show up in users' search results.

If your listing is a...	Your intro paragraph must contain....
Referral app	An overview of what your solution does and the value it provides.
Data connector	An overview of how the connector should be used and which ADP platform(s) you are integrated with. For example, "This connector is for existing ADP Workforce Now® and ADP TotalSource® clients who currently have an active subscription to <your solution>." Or, "This connector will automatically sync data between <your solution> and <ADP platform>, eliminating the need for duplicate data entry."
Integrated solution	An overview of what your solution does and the value it provides, as well as the value of the integration with ADP.

Headline and intro example

Time Tracking and Scheduling Built for Construction and Field Service

ClockShark is the leading time tracking and scheduling software built for local construction, field service and franchises that want a simpler way to track mobile employee time, run payroll quickly and accurately, and understand job costs. Automatically sync your employees from RUN Powered by ADP® and easily sync your timesheets back into payroll in RUN Powered by ADP®.

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Overview tab (cont.)

Features and Benefits section

This is your opportunity to highlight your unique value to ADP clients through your integration and core feature set. Ensure your messaging is relevant to ADP users and buyers. While the title says "Features and Benefits," you should focus on benefits here and save the nitty-gritty features details for the Features tab, which is separate. We recommend keeping this to **no more than 4-6 benefits**, so you don't risk overwhelming users. (Save the rest for the Features tab.) Do not include integration details here.

When you create your data connector listing, the benefits here should be about the integration with ADP specifically, not the value of your solution itself.

Features vs. benefits

A feature explains *what* you're offering: What functions does your product provide?

A benefit explains *why* it matters: How will customers benefit from your solution?

Benefit examples

Streamline communication

Keep candidates engaged while ensuring internal stakeholders stay in the loop. Integrate calendars to see schedules, coordinate interviews, and communicate with candidates through texts and email templates.

Increase Accuracy

CareerPlug's new hire export removes the need to manually key type data into ADP Workforce Now, reducing the chance of data entry errors.

Simplify and organize your return to work

From prevention to monitoring and everything in between, Aclaimant can provide the one stop location for you to keep your re-opening activities organized and streamlined.

Features tab

This is where you'll highlight your unique value to ADP clients through your integration and core feature set. Here you can get more into the details of what you're offering.

A few tips for an effective features list:

- Give your features **easy-to-understand titles**. This will help them show up in users' search results.
- We recommend including **no more than 8-10 features**, or users can get overwhelmed. If needed, you can group features into categories.
- **Use screenshots and graphics** to show how your solution will look to ADP clients.
- It's important that you **don't just grab the features list from your company website** and paste into your listing. Again, ensure your messaging is relevant to ADP users and buyers.

Note: It's OK if there is some overlap between this section and the Features & Benefits section of the Overview page, but it should not be exactly the same. The Overview page should be short and sweet, whereas the features are more detailed.

If your listing is a...	Your Features tab must contain...
Referral app	• Features that describe what your solution does and how it benefits users.
Data connector	• **"Integration Details" as the first feature.** This helps clients and prospects understand how your solution integrates with ADP and what data is shared between solutions. Use this guide to describe the integration details (this should be done by or with help from your technical team). - **If you integrate with ADP Workforce Now**, you must state "current version of ADP Workforce Now." We have an older version of the platform and don't want clients to inadvertently purchase your solution if it is not compatible with their version. • **A line explaining that the buyer must be a client of both ADP and your solution.** • **Features that describe the data-sharing aspect of your app only.** You should NOT use this listing to describe the overall value of your product (that's what the referral and core listings are for).
Integrated solution	• **"Integration Details" as the first feature.** This helps clients and prospects understand how your solution integrates with ADP and what data is shared between solutions. Use this guide to describe the integration details (this should be done by or with help from your technical team). - **If you integrate with ADP Workforce Now**, YOU MUST state "current version of ADP Workforce Now." • **Features that describe what your solution does and how it benefits users.**

Reviews tab

We've found in countless research sessions that clients rely on ratings and reviews to help make their purchase decisions. **Reviews help build trust with buyers, provide credibility for your product and help drive conversion.** Because of this, ADP Marketplace has integrated with the popular peer-to-peer reviews site G2.

If your product has reviews on G2 they will appear on your listing to help users assess your solution based on real client feedback. If you don't currently have content on G2, reach out to partnerships@g2.com and the G2 team can help you get started in soliciting reviews from clients.

Editions & Pricing tab

This is where clients and sales teams come to learn what your solution costs and what's included in the edition(s) you're offering. It should be extremely easy for clients to digest, with few calculations needed. This is the step before clients buy — which makes it extremely important! If your editions and pricing are too complex, you'll see a drop-off of potential clients.

Editions
Editions detail what's included when someone purchases your solution. Your listing must have at least one edition, but you can offer additional editions that include different features or

Editions & Pricing tab (cont.)

services (e.g., quantity of administrators or locations). **Clients should easily understand what each edition includes, how much it costs and why they are priced differently.**

If your listing is a…	Your Editions & Pricing tab must contain…
Referral app	Nothing! Since users can't purchase your solution through ADP Marketplace, ADP will hide this tab when we publish your app (it will still appear when you preview your app within AppDirect).
Data connector	• A line that says: "For clients with an existing subscription to <solution name> only." • If you offer a solution for ADP Workforce Now clients, state that this integration is for "the current version ADP Workforce Now."
Integrated solution	• At least one edition, following the guidelines on this page. • If you offer a solution for ADP Workforce Now clients, state that this integration is for "the current version ADP Workforce Now."

Editions & Pricing tab (cont.)

Here are some do's and don'ts to follow when writing your app editions.

DO:

✔️ **Give each edition an easy-to-understand name.** If you have multiple editions or tiers, we like to think of them as "good" ($), "better" ($$) and "best" ($$$), e.g., Silver, Gold and Platinum; Basic and Plus; Free, Standard and Pro.

✔️ **Be specific about the types of users included in your app.** For example, do you charge by employees in the organization? Participating or enrolled employees? Active users per month? Number of administrators in the client organization? Avoid vague terms like "user."

✔️ **Keep your edition content clear and concise.** Don't include marketing jargon or repeat everything on your features tab. Keep it to only a handful of high-level features, plus any features or services that are exclusive to that edition.

✔️ **Utilize the "Notes" section to clarify important information on terms, additional charges, or anything you think may confuse clients.** For example: You need to explain what happens after a client's free trial expires.

DON'T:

❌ **List all the features in your app listing.** Users will understand that the solution includes a base of what you've already described throughout your listing.

Next steps

We're here to help you succeed! Your partner development manager will review your listing before you go live, and if you think you need a refresh, we can help with that as well.

Use the checklists on the following pages before you submit your listing for review. If you have any questions, reach out to your PDM.

Creating your winning listing

Content Checklist (all listing types)

General

☐ All calls to action, on your listing and any attached resources, lead back to your app listing (i.e., there are no links to your company's website or inside sales information)

ADP guidelines

☐ First mention of ADP, ADP Workforce Now, RUN Powered by ADP, ADP Vantage HCM and/or ADP TotalSource include ® symbol after the product name.

☐ ADP Workforce Now, ADP Vantage HCM and ADP TotalSource are always spelled out in full. RUN is permissible if first reference says "RUN Powered by ADP® (RUN)".

Overview page

☐ Your ADP-branded marketing documents are added to the media carousel (after review by the ADP Marketplace marketing team).

☐ Your marketing lead has reviewed all documents uploaded to your listing.

☐ Features & Benefits section has no more than 6 items, and they are benefit-focused.

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Core Integrated Solution Content Checklist

Overview page

☐ Title includes your solution name and the ADP platform you integrate with.

☐ Intro paragraph gives an overview of what your solution does and the value it provides, as well as the value of the integration with ADP.

☐ Features & Benefits section focuses on your entire solution AND the benefits of the integration with ADP.

Editions & Pricing tab

☐ Every edition:
  • Has an easy-to-understand name.
  • Specifies the types of users included.
  • Does not list every feature of your product.

☐ Notes are included, if applicable, to clarify terms, additional charges, or anything you think may confuse clients.

Features tab

☐ First feature is Integration Details and it's hidden from the Overview page.

☐ Your Integration Details section should:
  • Follow the format in the given template you uploaded.
  • Include information about what data is shared between your solution and ADP.
  • Mention which ADP platform(s) you integrate with.
  • If you integrate with ADP Workforce Now, state "integrates with the current version of ADP Workforce Now".

☐ Features listed describe what your solution does and how it benefits users.

☐ Features include screenshots of your UI or other images that illustrate your product's value.

Data Connector Content Checklist

Overview page

☐ Title includes "Connector" and the ADP platform supported.

☐ Intro paragraph gives an overview of what the connector does and which ADP platform it integrates with.

☐ Features & Benefits are specific to the integration with ADP (not the core product).

Editions & Pricing tab

☐ Every edition has a line that says clients must have an existing implementation of your solution for the connector to work, and that purchasing the connector does not also include your core solution.

Features tab

☐ First feature is Integration Details and it's hidden from the Overview page.

☐ Your Integration Details should:
- Follow the format of the template you uploaded to your listing.
- Include information about what data is shared between your solution and ADP.
- Include a line that says the connector is for existing clients of your solution who want to share their data with ADP.
- Mention which ADP platform(s) you integrate with.
- If you integrate with ADP Workforce Now, you state "integrates with the current version of ADP Workforce Now".

☐ Features describe the data-sharing aspect of your app only, NOT the overall value of your product.

Referral Content Checklist

Overview page

☐ Title includes only the name of your solution (no ADP platform mentioned).

☐ Intro paragraph gives an overview of what your solution does and the value it provides

☐ Features & Benefits section focuses on your entire solution.

Features tab

☐ Features listed describe what your solution does and how it benefits users.

☐ Features include screenshots of your UI or other images that illustrate your product's value.