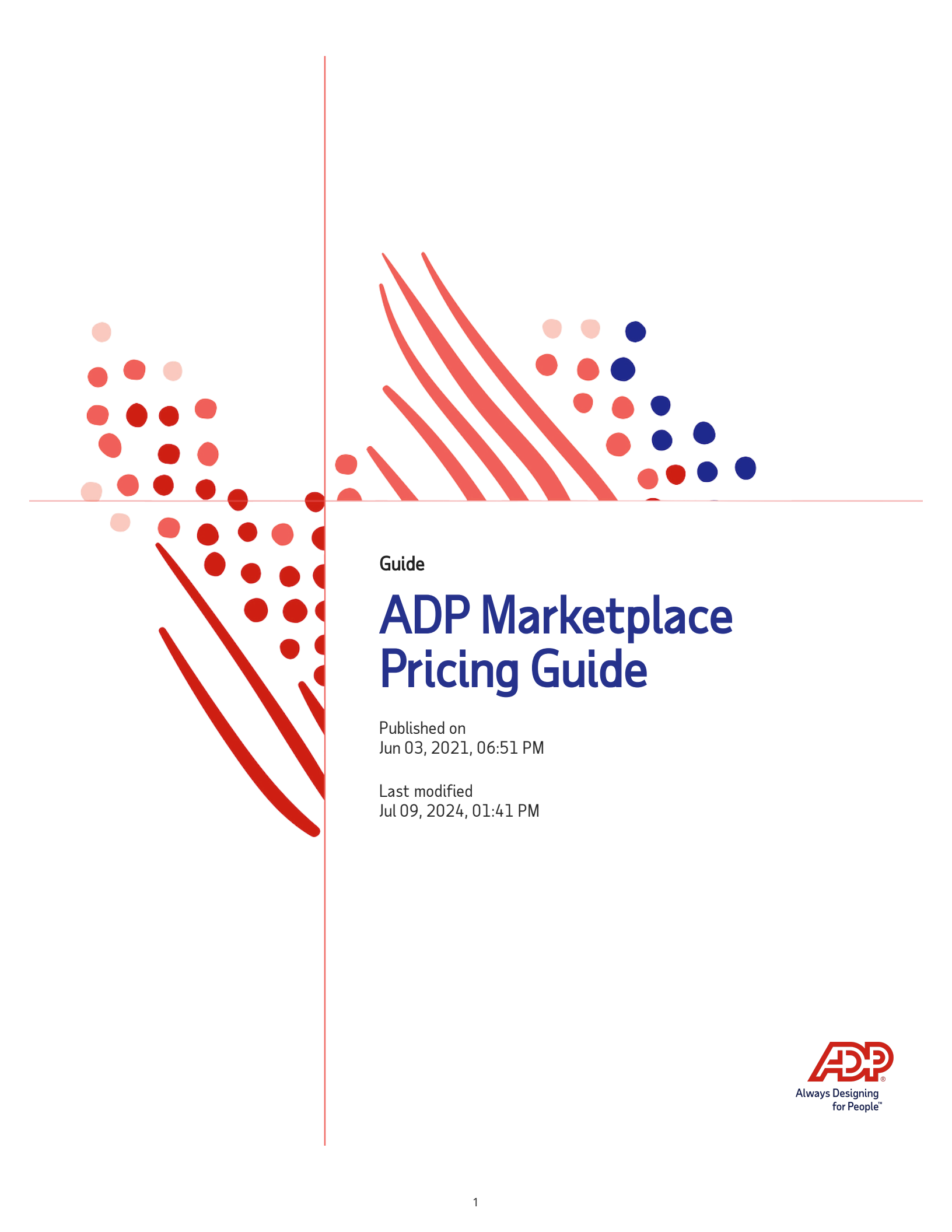


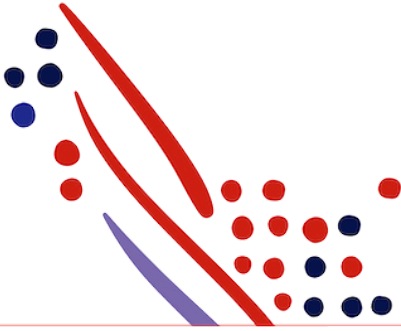


Guide

# ADP Marketplace Pricing Guide

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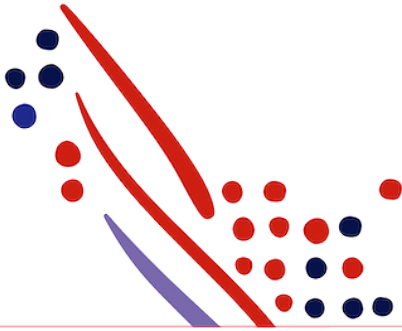
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# Introduction

## About this guide

On ADP Marketplace, ADP® clients can easily try, buy and implement HR solutions that improve processes for employers and employees. The storefront is e-commerce-enabled, meaning clients can purchase your solution directly from [apps.adp.com](https://apps.adp.com).

ADP clients and sales teams will visit your listing's **Editions & Pricing page** to learn what your solution costs and what's included in the purchase. How you price your solution and configure this page is one of the most important steps to take when creating your listing. This page is the step before clients buy — so it's critical that it's easy for clients to understand.

This guide will:

- Provide a framework for determining your editions, pricing and billing structure.
- Help you understand and choose your pricing options based on your use case(s).
- Explain and show you how to configure your editions and pricing on the AppDirect platform.

## Best practices and how to use this guide

A good pricing strategy is key to driving your app's sales on ADP Marketplace. Here are some tips to help set you up for success:

- **Collaborate with your sales, marketing and technical teams** to align on your pricing strategy and make sure everyone is on the same page.
- **Start defining your app's edition(s) early in the process** — we recommend after the framework development.
- **Learn about ADP Marketplace edition use cases** in this guide and use it to set up the editions on your app listing.

If you don't find an option that seems appropriate for your solution, discuss with your ADP partner development manager.

# Getting Started

### Info

**Free trials, add-ons and pay-as-you-use pricing require additional code development**, so keep that in mind when planning your development and launch timelines.

## About the Editions & Pricing page

The Editions & Pricing page is where clients see and understand what your solution costs and choose which plan to purchase.

**Note:** Clients must be signed into the ADP Marketplace to see the pricing and full edition details.

## ADP Sample App for ADP Workforce Now®

Tagline explaining app (5-8 words)

Category: DEVELOP & REWARD

[Manage App](#)

Your company already has this application.

Starting At \$3.00

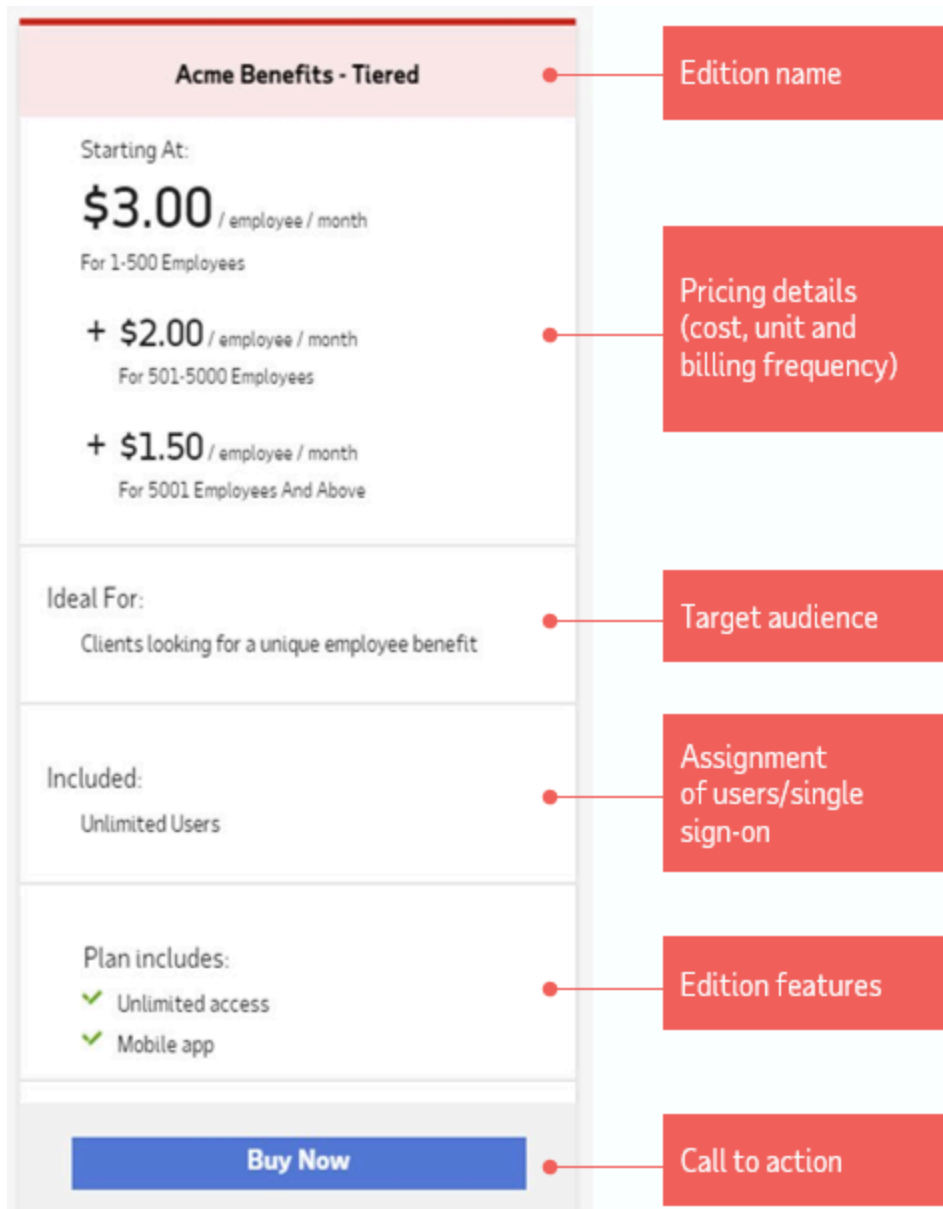
[Overview](#)
[Features](#)
[Editions & Pricing](#)
[Support & Terms](#)

### Choose your ADP Sample App for ADP Workforce Now® edition.

| Acme Benefits                                                                               | Either/Or PEPM                                                                                                                                                                                                                                                                                                              | Pay-As-You-Use                                                                                                                                          |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Starting At:</p> <p><b>\$3.00</b> / employee / month</p> <p>For 1 Employee And Above</p> | <p>Starting At:</p> <p><b>\$25.00</b> / employee / month</p> <p>For 1-500 Employees</p> <p>+ \$20.00 / employee / month</p> <p>For 501-1000 Employees</p> <p>OR</p> <p>Starting At:</p> <p><b>\$20.00</b> / employee / year</p> <p>For 1-500 Employees</p> <p>+ \$15.00 / employee / year</p> <p>For 501-1000 Employees</p> | <p>Starting At:</p> <p><b>\$5.00</b> / employee / month</p> <p>For 1-500 Employees</p> <p>+ \$4.00 / employee / month</p> <p>For 501-1000 Employees</p> |

## Edition and Pricing Terminology

These are the basic elements of an edition on your Editions & Pricing page and how it appears to clients. We'll explain how to configure each element as you choose your pricing and billing models. For a visual guide to how this appears on the back end of AppDirect, review Chapter 4 - A visual guide to AppDirect .



## ADP Marketplace client checkout experience

1. **Login:** Client logs in to ADP Marketplace using their ADP credentials.
2. **Search:** Client searches for applications based on their needs.
3. **Review:** Client reviews the application details.
4. **Buy:** Client subscribes to the application by clicking "Buy Now" and beginning the order process.
  - o New client of your solution purchasing a core solution: If the client is purchasing your core integrated product, they will simply follow the checkout prompts.
  - o Existing client of your solution purchasing a data connector: If the client is purchasing a data connector to share data between your solution and ADP, they'll be prompted to enter the unique identifier your product has assigned to them. Your application validates the unique identifier and upon successful validation, the client can continue the subscription. Learn more about this process from Chapter 3 - Choosing your editions & pricing.
5. **Order payment:** The client has two payment options:
  - o ADP Invoice: Billing for the app will be added as a line item on the client's ADP Invoice.
  - o Credit card: Client pays with a credit card.
6. **Complete order:** Client completes the order on ADP Marketplace. ADP Marketplace will notify your application for order processing.
7. **Order receipt:** Once your application processes the order, your application notifies ADP Marketplace and ADP Marketplace will send an order receipt.
8. **Data authorization:** Client must authorize ADP to allow your application to access data managed by ADP before they can begin using your app.

## Configure Edition and Pricing

You'll configure this page in your app's Editions and Pricing menu in AppDirect. Refer to the pricing and billing model sections for configuration details and Chapter 4 - A visual guide to AppDirect for a visual guide to AppDirect.

### Chapter 3

## Choosing Your Editions & Pricing

### Overview

This chapter includes a 6-step process which describes all supported models, how each is displayed for users, as well as how to configure each.

### Step 1: Choose your edition structure

Before you determine your pricing, you must decide how you want to format your editions. Your editions detail what's included when someone purchases your app. Your app listing must offer at least one edition, but you can add editions that offer different feature sets or services (e.g., quantity of administrators or locations). There are three edition structure options:

1. Single edition
2. Good-Better-Best editions
3. Standalone editions

All of these edition structures will use one of the pricing models outlined in Step 2: Choose your pricing model.

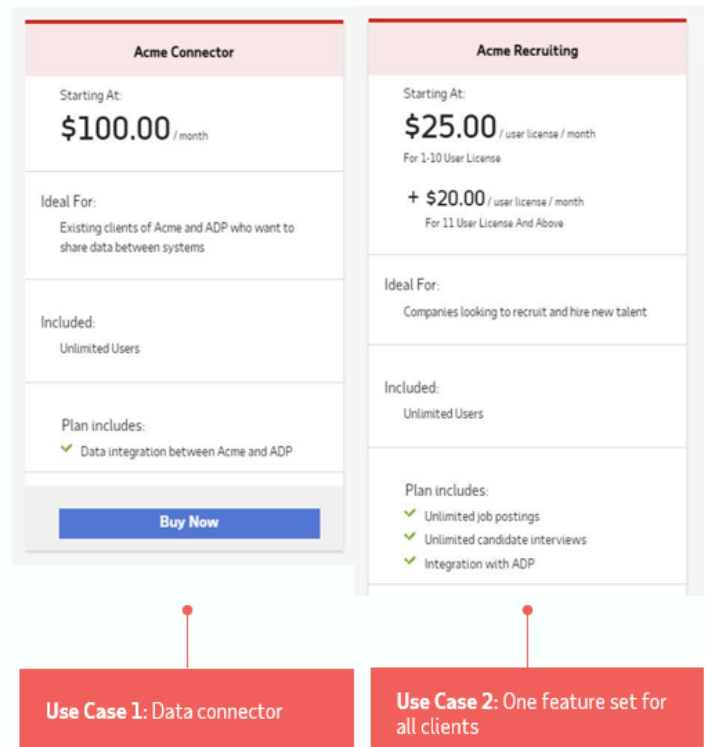
### Single Edition

#### In this structure, you're offering...

Only one edition of your solution: **Every client is purchasing the exact same product.**

#### Use cases:

1. I want to sell a **data connector** for existing mutual clients of my solution and ADP.
2. I want to sell my solution to ADP clients with all clients purchasing the **same set of features/level of service.**



The diagram illustrates two pricing cards side-by-side, each representing a different use case for a single-edition pricing model. Red lines connect the cards to their respective use case labels at the bottom.

| Acme Connector                                                                        | Acme Recruiting                                                                                          |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| Starting At:<br><b>\$100.00</b> / month                                               | Starting At:<br><b>\$25.00</b> / user license / month<br>For 1-10 User License                           |
| Ideal For:<br>Existing clients of Acme and ADP who want to share data between systems | <b>+ \$20.00</b> / user license / month<br>For 11 User License And Above                                 |
| Included:<br>Unlimited Users                                                          | Ideal For:<br>Companies looking to recruit and hire new talent                                           |
| Plan includes:<br>✓ Data integration between Acme and ADP                             | Included:<br>Unlimited Users                                                                             |
| <a href="#">Buy Now</a>                                                               | Plan includes:<br>✓ Unlimited job postings<br>✓ Unlimited candidate interviews<br>✓ Integration with ADP |

**Use Case 1: Data connector**

**Use Case 2: One feature set for all clients**

## Good-Better-Best Editions

### In this structure, you're offering...

Two or more editions of your product that include different features or levels of service, at different prices. (The client will choose one to purchase.)

#### Use case:

- I want to give clients a choice of two or three **different sets of features/levels of service** for my solution, each **at a different cost**.



#### Tips: (See [App Listing Content Guide](#) for more)

- Give each edition an easy-to-understand name (e.g., Silver, Gold and Platinum; Basic and Pro).
- Clearly show the difference between the editions. e.g., in the Gold edition, add "Everything in the Silver edition" as your first feature, then list additional features.
- Keep your edition content clear and concise. Don't include everything from your Features tab.

| Acme Time Basic                                                                                                                                                 | Acme Time Pro                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Starting At:<br><b>\$200.00</b> / month                                                                                                                         | Starting At:<br><b>\$300.00</b> / month                                                                                                                                |
| Ideal For:<br>Companies looking for simple time and scheduling capabilities                                                                                     | Ideal For:<br>Companies with complex time and scheduling needs                                                                                                         |
| Included:<br>Unlimited Users                                                                                                                                    | Included:<br>Unlimited Users                                                                                                                                           |
| Plan includes: <ul style="list-style-type: none"><li>✓ Time tracking and scheduling</li><li>✓ Mobile app for employees</li><li>✓ Labor cost reporting</li></ul> | Plan includes: <ul style="list-style-type: none"><li>✓ Everything in Acme Time Basic</li><li>✓ Advanced reporting tools</li><li>✓ Labor management dashboard</li></ul> |
| <a href="#">Buy Now</a>                                                                                                                                         | <a href="#">Buy Now</a>                                                                                                                                                |

## Standalone Editions

## In this structure, you're offering...

Two or more editions, each of which is a standalone product or module.

### Use case:

- I want to allow ADP clients to choose between a **full suite** of my product's features, **or a standalone module** with one part of my product.



### Tips: (See App Listing Content Guide for more)

- Give each edition an easy-to-understand name.
- Use the "Target audience" field (appears as "Ideal for:") to help clients determine which edition is right for them. (e.g., "Clients who need a stand-alone survey solution" vs. "Clients who need a comprehensive employee engagement platform")
- Keep your included items clear and concise. This is especially important when you are offering different products on the same page.
- You do not need to use the same pricing model for each edition.
- You can offer a combination of Good-Better-Best editions and standalone product(s).

| Acme Performance Suite                                                                                                                                                                                                                         | Acme Performance - Surveys                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Starting At:<br><b>\$4.00</b> / employee / month<br><small>For 1 Employee And Above</small>                                                                                                                                                    | Starting At:<br><b>\$200.00</b> / month                                                                                                                    |
| Ideal For:<br><small>Companies looking for an all-in-one performance solution</small>                                                                                                                                                          | Ideal For:<br><small>Companies looking for an easy-to-use employee survey tool</small>                                                                     |
| Included:<br><small>1 User</small>                                                                                                                                                                                                             | Included:<br><small>Unlimited Users</small>                                                                                                                |
| Plan includes: <ul style="list-style-type: none"><li>✓ Full suite of performance tools</li><li>✓ Employee surveys</li><li>✓ Goals and metrics</li><li>✓ Performance reviews and check-ins</li><li>✓ Rewards and recognition platform</li></ul> | Plan includes: <ul style="list-style-type: none"><li>✓ Employee survey tool</li><li>✓ Customizable surveys</li><li>✓ Reporting on survey results</li></ul> |
| <a href="#">Buy Now</a>                                                                                                                                                                                                                        | <a href="#">Buy Now</a>                                                                                                                                    |

**Note:** To see the app listing content guide you will need to log into the partner portal.

## Step 2: Choose your pricing model

### Overview

Your pricing model determines how much you'll charge clients for your product and at what frequency. We'll cover specific models at length in the following pages, but most will fall into one of these categories. For each model, we will first show you how it looks for a user, then teach you how to configure it



### Flat-Rate Pricing

- Pricing is based on one flat price per month or year.
- Price is irrespective of the number of employees in the client's organization or number of users.



### Per-Employee Pricing

Pricing is based on the total count of employees in the client organization.



### Per-User or Per-Unit Pricing

- Pricing is based on the number of users (a subset of employees) using the app within the client organization, not the total employee count OR based on a quantity of units, e.g., devices, locations or text messages.
- "Users" can be administrators, members, user licenses, or participants and **we encourage you to be as specific as possible**.



### Fixed pricing vs. tiered pricing ranges

You have two options within the Per-Employee and Per-User/Unit pricing models:

- Fixed pricing:** Clients are charged a fixed price per unit, regardless of the quantity of units.
- Tiered pricing ranges:** Clients are charged a different price per unit based on quantity ranges, at a lower cost per unit when they purchase more. e.g., \$3 per employee per month for 1-500 employees and \$2.50 per employee per month for 501 employees and above.

## Flat Rate model

### Storefront editions & pricing

**Acme Connector**

Starting At:

## \$100.00

/ month

**Ideal For:**  
Existing clients of Acme and ADP who want to share data between systems

**Included:**  
Unlimited Users

**Plan includes:**  
✓ Data integration between Acme and ADP

**Buy Now**

### Checkout

Acme Connector
Unlimited
\$100.00 / Mo

Discount Code:  Apply

**Fee due at checkout:** \$100.00  
Final price may include additional taxes.

Total recurring monthly fee as of 04/13/21: \$100.00

**Use cases**

I want to sell my product for a fixed recurring fee.

**Popular solution types**

- Data connectors
- Org charts
- Applicant tracking systems

**Billing model**

Prepaid

### AppDirect view

**Revenue Model**

Recurring

You must define either a flat or a per unit rate for this revenue model.

**RECURRING PRICE**

Payment Plan ID: Not published

**Billing Frequency**

Charge Per: 

Month

**Flat Rate Price**

Price per Month

USD

100

### How to configure

**Flat-Rate Edition Configuration**

**Revenue Model:** Select "Recurring"

**Recurring Price**

- Billing Frequency, Charge Per:** Select frequency
- Flat Rate Price:** Enter price per period

**Included Items**

- Unit type:** Users
- Quantity:** Check "Unlimited" box

**Code Development/Action Items**

None

## Per Employee model

### Per Employee model | Client view

### Storefront editions & pricing

| Acme Benefits                                                                | Acme Benefits - Tiered                                                                                                                                                                                  |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Starting At:<br><b>\$3.00</b> / employee / month<br>For 1 Employee And Above | Starting At:<br><b>\$3.00</b> / employee / month<br>For 1-500 Employees<br><br>+ \$2.00 / employee / month<br>For 501-5000 Employees<br><br>+ \$1.50 / employee / month<br>For 5001 Employees And Above |
| Ideal For:<br>Clients looking for a unique employee benefit                  | Ideal For:<br>Clients looking for a unique employee benefit                                                                                                                                             |
| Included:<br>Unlimited Users                                                 | Included:<br>Unlimited Users                                                                                                                                                                            |
| Plan includes:<br>✔ Unlimited access<br>✔ Mobile app                         | Plan includes:<br>✔ Unlimited access<br>✔ Mobile app                                                                                                                                                    |

### Checkout

|                                                         | Included Users | Included Licenses |                                                                                                                                                                          |
|---------------------------------------------------------|----------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="radio"/> Acme Benefits                     | Unlimited      | 0                 | \$3.00 / Employee / Month                                                                                                                                                |
| <input checked="" type="radio"/> Acme Benefits - Tiered | Unlimited      | 0                 | \$3.00 / Employee / Month<br>For 1-500 Employees<br>+ \$2.00 / Employee / Month<br>For 501-5000 Employees<br>+ \$1.50 / Employee / Month<br>For 5001 Employees And Above |
|                                                         |                |                   | Total Employees <input type="text" value="1"/>                                                                                                                           |

#### Use cases

I want to sell my product for a recurring fee based on the number of employees in the client's organization.

#### Popular solution types

- Performance
- Training and learning

#### Billing model

Prepaid or postpaid

### Per Employee model | Configuration Fixed pricing

## AppDirect view

**Revenue Model**

Recurring

You must define either a flat or a per unit rate for this revenue model.

**RECURRING PRICE**

Payment Plan ID: Not published

Billing Frequency

Charge Per: Month

**Flat Rate Price**

Price per Month

USD

10

**Price Per Unit**

Include per unit prices to charge per given unit type. For example, for \$5.00/megabytes at a monthly frequency, your customer will define how many megabytes they would like to buy at the time of purchase and then be billed monthly.

Unit type

per Employee per Month

Price Range

USD

3

Min 1 - Max 100 Employees

Reset

Add another usage range

## How to configure (fixed pricing)

### Per-Employee Edition Configuration - Fixed Pricing

Fixed price regardless of total # of employees

**Revenue Model:** Select "Recurring"

#### Recurring Price

**Billing Frequency, Charge Per:** Select frequency

- Click the trash can next to "Flat Rate Price"
- Select "Add Price Per Unit"

**Unit type:** Employee

**Price range:** Enter cost per EE per frequency. Enter 1 in the "Min" field and leave "Max" blank

#### Included Items

- Unit type:** Users
- Quantity:** Check "Unlimited"

### Code Development/Action Items

Check the # of EEs in the client organization through the worker API.

If the # of EEs from the worker API exceeds the # in the subscription order, the client must update their subscription to reflect the correct EE count. To do this, the client must log in to ADP Marketplace, visit the My apps page, click the gear icon next to your solution, click "Update Subscription," enter the new EE count, and continue the subscription process.

**Resource:** [How to Create Users in Partner Applications Using the ADP Worker API](#)

Per Employee model | Configuration Tiered pricing

## AppDirect view

• Revenue Model

Recurring

You must define either a flat or a per unit rate for this revenue model.

RECURRING PRICE

Payment Plan ID: Not published

Billing Frequency

Charge Per: Month

Flat Rate Price

Price per Month

USD

10

Price Per Unit

Include per unit prices to charge per given unit type. For example, for \$5.00/megabytes at a monthly frequency, your customer will define how many megabytes they would like to buy at the time of purchase and then be billed monthly.

Unit type

per Employee per Month

Price Range

USD

3

Min 1 - Max 100 Employees

Reset

Add another usage range

## How to configure (tiered pricing ranges)

### Per-Employee Edition Configuration - Tiered 2+ pricing tiers based on total # of employees

**Revenue Model:** Select "Tiered"

#### Recurring Price

**Billing frequency, Charge Per:** Select frequency

- Click the trash can next to "Flat Rate Price"
- Select "Add Price Per Unit"

**Unit type:** Employee

- Price range:** Enter cost per EE per frequency, followed by the EE range for to that price (enter 1 in the "Min" field). Click "Add another usage range" and add the next cost and EE range. Note: The max # of the first range must match the min # of the next range.

#### Included Items

- Unit type:** Users
- Quantity:** Check "Unlimited"

### Code Development/Action Items

Check the # of EEs in the client organization through the worker API.

If the # of EEs from the worker API exceeds the # in the subscription order, the client must update their subscription with the correct EE count. They must log in to ADP Marketplace, visit the My apps page, click the gear icon next to your solution, click "Update Subscription," enter the new EE count and continue the subscription process.

**Resource:** [How to Create Users in Partner Applications Using the ADP Worker API](#)

## Per User/Unit Model

### Per User/Unit Model | Client view

## Storefront editions & pricing

### Acme Recruiting

Starting At:

**\$25.00** / user license / month

For 1-10 User License

**+ \$20.00** / user license / month

For 11 User License And Above

Ideal For:

Companies looking to recruit and hire new talent

Included:

Unlimited Users

Plan includes:

- ✓ Unlimited job postings
- ✓ Unlimited candidate interviews
- ✓ Integration with ADP

## Checkout

Acme Recruiting

Unlimited

0

\$25.00 / User License / Month  
 P001 - 10 User License  
 + \$20.00 / User License / Month  
 FOR 11 User License And Above

Total User License

6

Discount Code

Apply

Fee due at checkout:

\$150.00

Total recurring monthly fee as of 04/16/21:

\$150.00

### Use case (per user)

I want to sell my product for a recurring fee based on the number of users using the product (e.g., a subset of employees or quantity of administrator/user licenses).

### Use case (per unit)

I want to sell my product for a recurring fee based on the number of units the client is using (e.g., locations, devices)

### Popular solution types

- Recruiting and onboarding
- Performance
- Reward and recognition

### Billing model

Prepaid or postpaid

## Per User/Unit Model | Configuration Fixed Pricing

### AppDirect view

Price Per Unit

Include per unit prices to charge per given unit type. For example, for \$5.00/megabytes at a monthly frequency, your customer will define how many megabytes they would like to buy at the time of purchase and then be billed monthly.

Unit type

per User per Month

Price Range

USD

0

Min 0 - Max 100 Users

Reset

Add another usage range



### What user or unit type should I use?

We encourage you to be as specific as possible here, avoiding vague terms like "user." Common user and unit types include active user, administrator, member, SMS text message, mobile device, store, location and device. If the unit type you want to use is not available, ask your technical advisor if it can be added.

## How to configure (fixed pricing)

### Per-User/Unit Edition Configuration - Fixed

Fixed price regardless of total # of users/units

**Revenue Model:** Select "Recurring"

#### Recurring Price

**Billing Frequency, Charge Per:** Select frequency

- Click the trash can next to "Flat Rate Price".
- Select "Add Price Per Unit"

**Unit type:** Enter user type (e.g., user license, active employee, admin)

**Price range:** Enter cost per user per frequency. Enter 1 in the "Min" field and leave "Max" blank.

#### Included Items

- **Unit type:** Users
- **Quantity:** Check "Unlimited"

### Code Development/Action Items

You must count whether the client's usage (# of users/units) of your solution matches the # of users/units to which they subscribed.

If the usage exceeds the # of users/units in the subscription order, the client must update their subscription to reflect the correct count. The client must log in to ADP Marketplace, visit the My apps page, click the gear icon next to your solution, click "Update Subscription," enter the new user/unit count, and continue the subscription process.

**Resource:** [How to Create Users in Partner Applications Using the ADP Worker API](#)

## AppDirect view

## How to configure (tiered pricing ranges)

### Per-User/Unit Edition Configuration - Fixed 2+ pricing tiers based on total # of users/units

**Revenue Model:** Select "Tiered"

#### Recurring Price

**Billing frequency, Charge Per:** Select frequency

- Click the trash can next to "Flat Rate Price"
- Select "Add Price Per Unit"

**Unit type:** Enter user/unit type (e.g., user license, location, admin)

**Price range:** Enter cost per user/unit per frequency, followed by the user/unit range applicable to that price (enter 1 in the "Min" field).

- Click "Add another usage range" and add the next cost and user/unit range. The max. # of the first range must match the min. of the next.

#### Included Items

- **Unit type:** Users
- **Quantity:** Check "Unlimited"

### Code Development/Action Items

You must count whether the client's usage (# of users/units) of your solution matches the # of users/units to which they subscribed.

If the usage exceeds the # of users/units in the subscription order, the client must update their subscription to reflect the correct count. The client must log in to ADP Marketplace, visit the My apps page, click the gear icon next to your solution, click "Update Subscription," enter the new user/unit count, and continue the subscription process.

**Resource:** [How to Create Users in Partner Applications Using the ADP Worker API](#)

## Step 03: Choose your billing model and frequency

### Supported billing models

ADP Marketplace support 2 billing models, Prepaid and Postpaid (aka Pay-as-You-Use also referred as Metered Billing) for you to bill clients.

1. Prepaid
  - o Subscription fees are due at checkout when the client subscribes. The invoice is generated immediately
  - o **Applicable pricing models:** Flat Rate, Per Employee, Per User/Unit, Hybrid, Incentive
2. Postpaid (aka Pay-as-You-Use or Metered)
  - o There are no charges at the time of subscription to your application
  - o The invoice is generated at the end of each billing period based on the usage of your solution, e.g., number of transactions, number of employees and etc
  - o For this model, your application must send the usage back to ADP monthly via the API in order to invoice the client
  - o **Applicable pricing models:** Per Employee, Per User/Unit, both Hybrid models

### Prepaid billing model

## In this model, clients are charged...

At checkout and at the beginning of each billing cycle for recurring payments. Use this model if you want to charge a fixed price based on a flat rate OR set quantity of employees, users or units that will not change from month to month.

### Use case:

- I want to bill ADP clients for my product for a fixed price on a recurring basis.

### Popular solution types:

- Data connectors

The screenshot shows a pricing calculator with the following details:

- Pricing Tiers:**
  - \$25.00 / User License / Month FOR 1 - 10 USER LICENSE
  - + \$20.00 / User License / Month FOR 11 USER LICENSE AND ABOVE
- Total User License:** 5 (entered in a text box)
- Discount Code:** (empty text box with an **Apply** button)
- Fee due at checkout:** \$125.00
- Final price may include additional taxes.
- Total recurring monthly fee as of 04/16/21:** \$125.00



### Note:

This billing model does not require any extra configuration steps. Simply follow the configuration instructions for your chosen pricing model.

## Postpaid Billing Model (Pay-as-You-Use/Metered)

## In this model, clients are charged...

At the end of each billing cycle, based on the actual use of your product. Use this model if you're charging per employee, user or unit and the quantity of employees/users/units is likely to change from month to month.

### Use case:

- I want to bill ADP clients for my product based on their usage, e.g., the number of employees who used the product, interviews scheduled, or text messages sent.

### Popular solution types:

- Benefits administration
- Data connectors
- Time and attendance

The screenshot shows a pricing configuration interface. At the top, it displays a pricing structure: \$0.00 / Mo, followed by a plus sign, then \$5.00 / Employee Based on Usage FOR 1 - 500 EMPLOYEES, and another plus sign, then \$4.00 / Employee Based on Usage FOR 501 - 1,000 EMPLOYEES. Below this, there is a 'Discount Code' input field and an 'Apply' button. At the bottom, it shows 'Fee due at checkout: \$0.00' with a note 'Final price may include additional taxes.' and 'Total recurring monthly fee as of 05/16/21: \$0.00'.



### Special use cases: Custom metered billing

This billing scenario is required if you, the partner, need to determine the final count and price for your app. This could be for your regular subscription or to implement a one-time fee. In these cases, you will send back an itemized list of charges with a price and description and ADP Marketplace will charge the client. If you think this applies to your app, contact your partner development manager and technical advisor to discuss.

## Postpaid | Configuration

### AppDirect view



Metered usage

Select metered usage if you want to charge for usage measured on an ongoing basis.

### How to configure

#### Pay-as-You-Use Billing Configuration

Follow the configuration instructions for the pricing model you've selected from Chapter 3 - Choose your pricing model. Then do the following at the bottom of the Price Per Unit section.

**Metered usage:** Toggle on

**Usage Options:** Keep the "Allow custom metered usage" box unchecked, unless you're choosing custom pricing.

#### Code Development/Action Items

Your application will have to count the unit type (bean counting) within your application. This should be done at the level of the client and billing frequency you configured in the Editions & Pricing (under the field "Charge Per" > Unit Type).

As per the billing frequency, your application is required to call the metered usage API to post the usage to ADP for each client monthly.

**Resource:** [ADP Marketplace Metered Billing - Usage-Based Pricing](#)

**Note:** It is extremely important that you develop processes around posting the usage to ADP for each client monthly. It is required for each partner utilizing postpaid billing.

## Billing frequency

With either billing model you also need to choose how often clients are billed for the use of your solution. You can choose to bill monthly or yearly (monthly is the most popular).

### Step 04: Complex use cases (if needed)

We recognize our partners' offerings are not one size fits all. In addition to the most basic pricing models, there are a few more complex options available.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <h4>Hybrid: Flat Rate + Per Unit</h4> <p>In this model, you're charging clients a <b>flat rate and per employee, user or unit</b>.</p> <ul style="list-style-type: none"><li>• <b>Billing model:</b> Prepaid (paid at checkout) or postpaid (based on usage, paid at the end of the first billing cycle).</li><li>• Any setup fees will be due at checkout.</li></ul> |  <h4>Hybrid: Multiple Units</h4> <p>In this model, you're charging clients for <b>two separate, specific units at different price points</b>, based on monthly usage.</p> <ul style="list-style-type: none"><li>• <b>Billing model:</b> Postpaid (based on usage, paid at the end of the first billing cycle).</li><li>• Both units must be billed on the same frequency (i.e., per month)</li><li>• Any setup fees will be due at checkout.</li></ul> |  <h4>Incentive Pricing</h4> <p>In this model, you can incentivize clients to commit to a longer subscription to your app by charging one price if they pay monthly or a lower monthly price if they commit to and pay for a full year upfront.</p> <ul style="list-style-type: none"><li>• <b>Billing model:</b> This model always uses prepaid billing.</li></ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Hybrid: Flat Rate + Per Unit

### Hybrid: Flat Rate + Per Unit | Description

In this model, clients are charged A flat rate as well as per employee, user or unit.

Use case: I want to sell my product for a flat monthly fee, plus a monthly charge per employee.

Billing model:

In this model, you can choose to bill clients at checkout (prepaid) or based on usage (postpaid). Any setup fees will be due at checkout for either billing model.

- **Prepaid:** Clients are billed at checkout for the first month of the flat fee and per-employee/user/unit cost. (See Chapter 3 - Choose your billing model -> Prepaid)
- **Postpaid:** Clients are billed at the end of the first billing cycle for both the flat rate and per-employee/user/unit. (See Chapter 3 - Choose your billing model -> Postpaid (Pay-as-You-Use/Metered))

| Acme Timekeeping |                                    |
|------------------|------------------------------------|
| Starting At:     |                                    |
|                  | <b>\$150.00</b> / month            |
|                  | <b>+ \$4.00</b> / employee / month |
|                  | For 1 Employee And Above           |
| Included:        |                                    |
|                  | Unlimited Users                    |

Hybrid: Flat Rate + Per Unit | Configuration

## AppDirect view

The screenshot shows the AppDirect configuration interface. It has two main sections: "Flat Rate Price" and "Price Per Unit".

**Flat Rate Price**

Price per Month  
USD  
150

**Price Per Unit**

Include per unit prices to charge per given unit type. For example, define how many megabytes they would like to buy at the time

Unit type  
per Employee per Month

Price Range  
USD  
4

Min 1 - Max 100 Employees

[Add another usage range](#)

## How to configure

### Hybrid: Flat Rate + Per Unit Edition Configuration

**Revenue Model:** Select "Recurring"

#### Recurring Price

**Billing Frequency, Charge Per:** Select frequency

**Flat Rate Price:** Enter price per period

- Select "Add Price Per Unit"

**Unit type:** Enter user type (e.g., employee, user license, administrator)

**Price range:** Enter cost per user per frequency. Enter 1 in the "Min" field and leave "Max" blank.

**\*OPTIONAL\*** If you have tiered pricing ranges (see [Chapter 3 - Choose your pricing model](#)), click "Add another usage range" and add the next cost and user range.

#### Included Items

- **Unit type:** Users
- **Quantity:** Check "Unlimited"

If you want to enable postpaid (pay-as-you-use) billing:

**Metered Usage:** Toggle on

### Code Development/Action Items

If charging per employee, see [Chapter 3 - Choose your pricing model - > Per Employee | Configuration](#) for further action items.

If charging per user/unit, see [Chapter 3 - Choose your pricing model - > Per User/Unit | Configuration](#) for further action items.

If enabling postpaid billing, see [Chapter 3 - Choose your billing model - > Postpaid | Configuration](#) for further action items.

## Hybrid: Multiple Units

### Hybrid: Multiple Units | Description

In this model, clients are always billed based on usage (postpaid). Any setup fees will be due at checkout.

Use case:

- I want to sell my product with two different unit types (e.g., per employee and per text message sent, or per user license and per interview conducted) that are charged at different prices on the same billing frequency.

Acme Scheduling - Hybrid

Starting At:

\$4.00

/ employee / month

For 1 Employee And Above

\$0.01

/ sms text message / month

For 1 SMS Text Message And Above

Included:

Unlimited Users

Buy Now

Hybrid: Multiple Units | Configuration

## AppDirect view

The image shows a configuration interface for AppDirect. It features two toggle switches. The first toggle, labeled 'Metered usage', is turned on (green). Below it, a text label reads 'Select metered usage if you want to charge for usage measured on an ongoing basis.' The second toggle, labeled 'Setup Fee per SMS Text Message', is turned off (grey). At the bottom of the interface, there is a blue button with a plus icon and the text 'Include another usage rate'.

## How to configure

### Hybrid: Multiple Units Edition Configuration

Two separate units at two separate price points

**Revenue Model:** Select "Recurring"

#### Recurring Price

**Billing Frequency, Charge Per:** Month

- Click the trash can next to "Flat Rate Price"
- Select "Add Price Per Unit"

**Unit type:** Enter unit type (e.g., employee, user license)

**Price range:** Enter cost per unit per month. Enter 1 in the "Min" field and leave "Max" blank.

**\*OPTIONAL\*** If you have tiered pricing ranges (see [Chapter 3 - Choose your pricing model](#)), click "Add another usage range" and add the next cost and user range.

**Metered Usage:** Toggle on

Click "Add another usage rate" and enter the next unit type and price (with tiered pricing ranges if applicable).

**Metered Usage:** Toggle on

#### Included Items

- **Unit type:** Users
- **Quantity:** Check "Unlimited"

### Code Development/Action Items

Refer to the action items for Per User/Unit pricing on [Chapter 3 - Choose your pricing model](#) -> Per User/Unit | Configuration

Refer to the action items for postpaid (pay-as-you-use) billing on [Chapter 3 - Choose your billing model](#) > Postpaid (Pay-as-You-Use/Metered)

## Incentive Pricing

### Incentive Pricing | Description

## In this model, you're offering...

The same product on two different billing frequencies (monthly or annual), usually with a price incentive to encourage the longer commitment.

### Use case:

- I want to offer two different billing frequencies to help encourage a longer subscription commitment: monthly for one price or annually, at a reduced price.

### Billing model:

- Prepaid

## Option 1: Flat Rate (Monthly vs. Annual)

A pricing calculator titled "Monthly vs. Annual Flat Rate". It has two sections. The first section is for monthly pricing, with a "Starting At:" label and a large "\$100.00" followed by "/ month". Below this is a radio button labeled "OR". The second section is for annual pricing, with a "Starting At:" label and a large "\$700.00" followed by "/ year".

### Option 1: Flat Rate (Monthly vs. Annual)

Want to keep it simple? Offer a monthly flat rate with an annual flat rate option at a discounted price. Push for the long term!

### Popular solution types

- Data connectors

### Client costs per year (example)

**Monthly subscription:** \$1,200/yr. (\$100/mo.)  
**Annual subscription:** \$700/yr. paid upfront (\$58./mo.)

## Option 2: Per Unit (Monthly vs. Annual)

A pricing calculator titled "Monthly vs. Annual Per-Employee". It has two sections. The first section is for monthly pricing, with a "Starting At:" label and a large "\$2.50" followed by "/ employee / month". Below this is the text "For 1-500 Employees". Then there is a plus sign followed by "\$2.00 / employee / month" and "For 501-1000 Employees". Below this is a radio button labeled "OR". The second section is for annual pricing, with a "Starting At:" label and a large "\$20.00" followed by "/ employee / year". Below this is the text "For 1-500 Employees". Then there is a plus sign followed by "\$15.00 / employee / year" and "For 501-1000 Employees".

### Option 2: Per Unit (Monthly vs. Annual)

Is offering per employee (or user or unit) important to you? You can offer a monthly or annual option, with a discount on the annual per-employee model for a longer commitment.

### Client costs per year (example, with 100 employees)

**Monthly subscription:** \$3,000/yr. (\$250/mo.)  
**Annual subscription:** \$2,000/yr. paid upfront (\$167/mo.)

## Option 3: Per Unit (Monthly) vs. Flat Rate (Annual)

A pricing calculator titled "Monthly Per-Unit vs. Annual Flat Rate". It has two sections. The first section is for monthly pricing, with a "Starting At:" label and a large "\$10.00" followed by "/ user license / month". Below this is the text "For 1 User License And Above". Then there is a radio button labeled "OR". The second section is for annual pricing, with a "Starting At:" label and a large "\$10,000.00" followed by "/ year".

### Option 3: Per Unit (Monthly) vs. Flat Rate (Annual)

You can motivate clients to choose a yearly flat fee that's less expensive than a monthly model.

### Client costs per year (example, with 100 user licenses)

**Monthly subscription:** \$12,000/yr. (\$1,000/mo.)  
**Annual subscription:** \$10,000/yr. paid upfront (\$833/mo.)

## AppDirect view

## Usage Options

- ☐ Allow custom metered usage  
If checked, allow reporting metered usage w
- ☐ Separate pre-paid order  
If checked, all metered usage will be charged cycle.
- ☒ Keep billing cycle on usage charge  
If checked, the billing date for a subscription
- ☒ Keep billing cycle on pricing plan  
If checked, the billing date for a subscription precedence over a unit quantity / usage charge

+ Add another price

## How to configure: Option 1

## Option 1: Flat Rate (Monthly vs. Annual)

**Enter Price 1: Flat rate per month**

**Revenue Model:** Select Tiered

## Recurring Price

- **Billing Frequency, Charge Per:** Select frequency
- **Flat Rate Price:** Enter price per period

**Click "Add another price"**

**Enter Price 2:** Flat rate per year

- Repeat the same configuration instructions but select "Year" as the billing frequency and enter the annual price.

## Included Items

- **Unit type:** Users
- **Quantity:** Check "Unlimited" box

## Code Development/Action Items

None

## AppDirect view

## Usage Options

- ☐ Allow custom metered usage  
If checked, allow reporting metered usage w
- ☐ Separate pre-paid order  
If checked, all metered usage will be charged cycle.
- ☒ Keep billing cycle on usage charge  
If checked, the billing date for a subscription
- ☒ Keep billing cycle on pricing plan  
If checked, the billing date for a subscription precedence over a unit quantity / usage charge

+ Add another price

## How to configure: Options 2 &amp; 3

## Option 2: Per Unit (Monthly vs. Annual)

**Note:** You can choose fixed or tiered pricing.

**Enter Price 1: Per employee/user/unit per month**

- Follow the configuration instructions for monthly Per-Employee pricing (Chapter 3 - Choose your pricing model > Per Employee | Configuration) or Per-User/Unit pricing (Chapter 3 - Choose your pricing model > Per User/Unit | Configuration).

**Important:** You must select "Tiered" as your Revenue Model, regardless of whether you are offering tiered pricing ranges.

**Click "Add another price"**

**Enter Price 2: Per employee/user/unit per year**

- Repeat the same configuration instructions but select "Year" as the billing frequency and enter the annual price.

## Option 3: Per Unit (Monthly) vs. Flat Rate (Annual)

**Note:** You can choose fixed or tiered pricing.

**Enter Price 1: Per employee/user/unit per month**

- Follow the configuration instructions for monthly Per-Employee pricing (Chapter 3 - Choose your pricing model > Per Employee | Configuration) or Per-User/Unit pricing (Chapter 3 - Choose your pricing model > Per User/Unit | Configuration).

**Important:** You must select "Tiered" as your Revenue Model, regardless of whether you are offering tiered pricing ranges.

**Click "Add another price"**

**Enter Price 2: Flat rate per year**

- Follow the configuration instructions for annual Flat-Rate pricing (Chapter 3 - Choose your pricing model > Flat Rate | Configuration).

## Code Development/Action Items

- If you're charging per employee, follow the action items on Chapter 3 - Choose your pricing model > Per Employee.
- If you're charging per user or per unit, follow the action items on Chapter 3 - Choose your pricing model > Per User/Unit | Configuration.

## Unsupported and limit-support pricing and billing models

The following pricing and billing models are only supported when included in your agreement.

- Free-forever use of the app: in this model, ADP invoices the partner rather than the client.
- One-time payment for indefinite use of the app: Your app must be an ongoing subscription, not a one-time payment.

Recurring payments on different billing frequencies (monthly + annual or quarterly + annual, etc.): These are not supported by standard options, however, you can achieve this by using a combination of your parent app listing plus an add-on listing (see below optional pricing models) with a different billing frequency.

### Step 05: Optional items

There are additional items you may choose to add on top of your core subscription offering, including setup fees, free trials to help encourage a paid subscription, and optional add-on items.



#### Setup fees

- Your app listing pricing can include a one-time setup fee, which the client pays at checkout, regardless of your billing model.
- You can include a setup fee with any pricing model.
- See [Chapter 4 - A visual guide to AppDirect > Recurring Price](#) for how to add a setup fee.



#### Free trials

- You can offer ADP clients a free trial of your solution for up to 30 days, which helps them try your app before they commit to purchasing.
- You can offer a free trial for any type of solution except for data connectors.
- We recommend a 30-day free trial (with a grace period of 10 days), and that you follow up with the clients to convert them to paid subscriptions



#### Add-ons

- Add-ons are products or services that complement your core products, e.g., extra support or services or an additional feature.
- Add-on products cannot be purchased on their own. The client must buy an edition in the parent app listing in order to purchase an add-on.

### Free Trial | Configuration

## AppDirect view

**PAYMENT PLANS**

Set pricing and payment options for this plan.

**Free Trial Period** ?

30 Day

**Expired Free Trial Grace Period:** ?

10 Day(s)



### Note:

Free trials are a great opportunity to let clients use your solution and see how it can help their business before they commit to purchasing.

## How to configure

### Free trial configuration

**Free Trial Period:** Enter free trial duration (30 days is recommended)  
**Expired Free Trial Grace Period:** Enter grace period (7-10 days is recommended)

### Code Development/Action Items

Your application and business process will have to manage the free trial. Refer to this article for instructions: [How to Set Up a Free Trial](#)

## Add-On Products

### Storefront editions & pricing

**Add-Ons**

**Advanced Reporting**

**\$40.00** / month

Included:  
Unlimited Users

**Buy Now**



### Note:

Any add-ons will appear on the Editions & Pricing page below your edition options.

## Checkout

|                                                                           |           |   |                                                           |
|---------------------------------------------------------------------------|-----------|---|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> Monthly Per-Unit vs. Annual Flat Rate | Unlimited | 0 | \$100.00 / User License / Month<br>or<br>\$10,000.00 / yr |
|                                                                           |           |   | Select Period: <input type="button" value="Monthly"/>     |
|                                                                           |           |   | Total User License: <input type="button" value="5"/>      |

CHOOSE ADD-ONS

|                                                        |          |                 |                 |
|--------------------------------------------------------|----------|-----------------|-----------------|
| <input checked="" type="checkbox"/> Advanced Reporting | Included | Unlimited Users | \$40.00 / month |
|--------------------------------------------------------|----------|-----------------|-----------------|

Discount Code:

**Fee due at checkout: \$50.00**

Final price may include additional taxes.

Total recurring monthly fee as of 05/10/21: \$50.00

### Add-ons

Add-ons are products or services that complement your core product. You must connect your add-on(s) to your parent listing in order for clients to purchase it.

### Popular add-on types

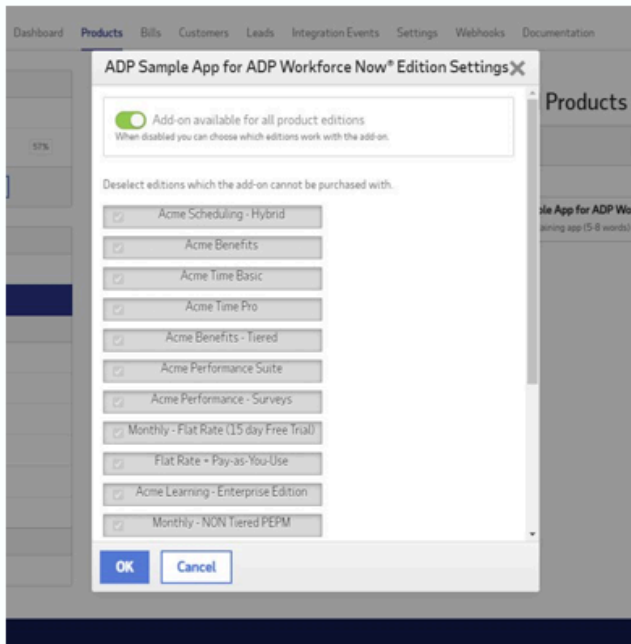
- Extra support services
- Additional features

### Billing options

- One-time purchase billed at checkout
- Recurring fee added to the subscription costs

## Add-On Products | Configuration

### AppDirect view



### How to configure

#### Code Development/Action Items

- Refer to this article to learn how to create add-on products: [ADP Marketplace Add-On Products](#).
- If your product(s) will use postpaid (pay-as-you-use) billing, refer to the action items on [Chapter 3 - Choose your billing model > Postpaid | Configuration](#).
- You can choose to associate your add-on(s) to a specific edition of your app or all editions.

## Chapter 4

# A Visual Guide to AppDirect

Each pricing and billing model in this guide explains how to configure your editions in the AppDirect platform. In this section you'll find screenshots that show the different fields and options mentioned to help give you a better understanding of what the configuration looks like.

## To access your app's Editions & Pricing configuration

- Log in to ADP Marketplace.
- Select Developer from your profile dropdown.
- Click the Products tab, then click the Edit button.
- Find Editions & Pricing on the left-side menu and select "Editions." Add new editions as needed.

## Edition Information

## Manage Pricing Edition

EDITION INFORMATION

Edition ID: Not published ?

Name ?

Acme Benefits - Tiered

Edition Code ?

XXX

Target Audience ?

Clients looking for a unique employee benefit

Position ?

1

☐ Show as primary pricing plan. ?

**Edition Code:** This is a unique identifier used to identify the edition to which the client subscribed. ADP Marketplace will communicate this code programmatically to your application during the subscription order integration. You must create a unique code for each edition.  
E.g., AppNamePro, AppNameFlatRate.

This designates the order in which your editions will appear on your Editions & Pricing page.

**Edition Name:** This is the title that will appear at the top of each edition on your Editions & Pricing page.

**Target Audience:** This appears on the edition as "Ideal for:". This should help clients determine whether this solution is right for them.  
**For core solutions:** Use this to describe your ideal client, e.g., "Clients looking for a comprehensive recruiting platform"  
**For connectors:** This should always say "<Your Solution> clients who use <ADP platform integrated".

Checking this box will make this edition appear first on your listing.

## Payment Plans

PAYMENT PLANS

Set pricing and payment options for this plan.

Free Trial Period ?

0 Day

Expired Free Trial Grace Period: ?

Day(s)

Revenue Model

Recurring

You must define either a flat or a per unit rate for this revenue model.

RECURRING PRICE

Payment Plan ID: Not published ?

Billing Frequency

Charge Per: Month

**Free Trial Period:** IF you are including a free trial (see Chapter 3 - Optional items > Free Trial | Configuration), enter number of days (we recommend 30).

**Revenue Model:** This relates to your pricing structure and whether it is fixed or tiered.  
- **Recurring:** Select if your pricing is fixed, i.e., you only have one tier of pricing.  
- **Tiered:** Select if you have multiple tiers of pricing based on, e.g., number of employees included in the subscription.

**Expired Free Trial Grace Period:** IF you are including a free trial, you can add a grace period to give clients time to upgrade to the paid edition of your app after the trial ends. We recommend a 7-10-day grace period.

**Billing Frequency:** We recommend billing per month or year (month is most common).

## Recurring Price

**Flat Rate Price** will appear by default. Click the red trash can if it does not apply to your edition. Otherwise, enter the price per frequency here. Learn more about flat-rate pricing on [Chapter 3 - Choose your pricing model > Flat Rate](#). [Client view](#)

RECURRING PRICE

Payment Plan ID: Not published ?

Billing Frequency

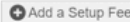
Charge Per: Month

**Flat Rate Price** ? 

Price per Month USD

10

Price Per Unit ? 

Setup Fee ? 

Contract Terms 

**Price Per Unit:** Click this to add price per unit (including employees). Learn more about per-employee and per-unit pricing on [Chapter 3 - Choose your pricing model](#).

**Setup Fee:** Click this to add a setup fee. Learn more about setup fees on [Chapter 3 - Optional items](#).

**Contract Terms:** Click this to add contract terms (see [Chapter 4 - A visual guide to AppDirect > Contract Terms](#) for more details).  
**Note:** ADP Marketplace cannot collect contract termination fees. We do not recommend setting up contracts, as clients don't like it and it creates a hassle to cancel their billing. You should add contract terms only if your organization incurs major expenses when setting up a new client. Otherwise, clients should be able to cancel their subscription freely.

## Price Per Unit + Usage Ranges

**Unit type:** Enter the applicable unit type for your solution, e.g., employee, administrator, location.

**Unit range:** This is where you enter the quantity of units for this price (e.g., \$4/employee/month for 1-500 employees). If you have a fixed price regardless of number of units, enter "1" in the Min field and leave Max blank. It will display as "For 1 <unit> and above".

Click this if you're using a Hybrid or Incentive pricing model. (See [Chapter 3 - Complex pricing and billing models](#) for more information.)

**Price Per Unit** ? 

Include per unit prices to charge per given unit type. For example, for \$5.00/megabytes at a monthly frequency, your customer will define how many megabytes they would like to buy at the time of purchase and then be billed monthly.

Unit type

per User per Month

Price Range USD

0

Min 0 - Max 100 Users



Restrict purchases to increments of 1

☐ Display price per increment

To display calculated price per increment, set minimum quantity to match the increment.

☐ Metered usage

Select metered usage if you want to charge for usage measured on an ongoing basis.

☐ Setup Fee per User





**Price Range:** Enter the price per unit. If you are offering tiered pricing ranges (see [Chapter 3 - Choose your pricing model](#)), this should be your highest-priced tier.

If you're offering tiered pricing ranges, click this to add your next price and quantity range.

**Metered usage:** Toggle on for postpaid/pay-as-you-use pricing models. (See [Chapter 3 - Choose your billing model > Postpaid \(Pay-as-You-Use/Metered\)](#).)

## Contract Terms

**Minimum contract duration:** Enter minimum duration.

**Grace period** should be 30 days.

**Termination Fee:** Keep this field as is; ADP Marketplace is unable to charge termination fees.

**Contract Terms**

**Minimum contract duration**  
 Months  
If customers cancel their subscription before this period, they will be charged the termination fee.

**Contract Fee**  
☒ No contract fee  
☐ Flat contract fee

**Grace period**  
 Day  
Customers will not be charged a termination fee within the grace period.

**Termination Fee**  
☒ No termination fee  
☐ Percentage of remaining subscription  
☐ Flat termination fee

**Cancellation period limit**  
 Day(s)  
If 30 days limit period set, the customer has to cancel the contract 30 days before the end of the contract otherwise the contract will be extended automatically by the same contract.

☐ Block edition upgrades for subscriptions with active contracts  
☐ Block edition downgrades for subscriptions with active contracts  
☐ Block switch to shorter contract  
☐ Keep remaining contract duration on plan change  
If checked, the remaining contract duration will not be changed when a subscription's pricing plan is changed. If not checked, the remaining contract duration will be extended from the date of the subscription plan change, if the new plan Minimum Contract Duration exceeds remaining contract duration.

**This section is:**  
 Where you'll add and configure contract terms, which we do not recommend (see Chapter 4 - A visual guide to AppDirect > Recurring Price).

**Cancellation period limit** should be 30 days.

Always leave all four of these boxes unchecked.

## Usage Options

Most editions will keep this unchecked (see [Chapter 3 - Choose your billing model Postpaid \(Pay-as-You-Use/Metered\)](#), for more information).

Keep the rest of these boxes at their default settings.

If you're using incentive pricing (see Chapter 3 - Complex pricing and billing models), click this button to add your second pricing option.

**Usage Options**

☐ Allow custom metered usage  
If checked, allow reporting metered usage with arbitrary cost and description.

☐ Separate pre-paid order  
If checked, all metered usage will be charged at the end of the billing cycle. Any other fees will be pre-paid at the beginning of the billing cycle.

☒ Keep billing cycle on usage change  
If checked, the billing date for a subscription will not change when a customer updates how many units they have purchased.

☒ Keep billing cycle on pricing plan change  
If checked, the billing date for a subscription will not change when a subscription's pricing plan is changed. A pricing plan change takes precedence over a unit quantity / usage change.

[+ Add another price](#)

## Included Items + Edition Features

**Unit type:** Always enter "User" here and click the "Unlimited" checkbox. This facilitates single sign-on and assignment of your app to users in the client's organization. This is NOT related to the items the client is paying for, e.g., number of employees or user licenses.

**INCLUDED ITEMS**

Add the services you would like to include with this edition. The fields below allow you to determine the type and quantity of items you want to offer in this edition. For example, you can include 5 users and 10 megabytes of storage. When you select "unlimited" quantity of items, you cannot define a price per item.

**Unit type** **Quantity**

User 1 ☐ Unlimited ⓘ

If no users are included, payment plans must define a cost per user.

[+ Include another item](#)

**EDITION FEATURES AND BENEFITS**

Describe the defining features and benefits of this plan.

**Feature** ⓘ

Text ⓘ

Tooltip Information ⓘ

[+ Add another feature](#)

Do not add additional items in this section. All other items included in your subscription belong in the Feature section below.

**Tooltip information:** Leave this field blank, as it will not populate on your Editions & Pricing page.

## Chapter 5

# Resources and Next Steps

These resources will help you through the code development items required for many of the pricing and billing models in this guide.

You must use your ADP developer credentials to access; please reach out to your partner development manager or technical advisor if you have any questions.

- [ADP Marketplace App Listing Types](#)
- [How to Set Up a Free Trial](#)
- [ADP Marketplace Add-On Products](#)
- [App Listing Content Guide](#)
- [How to Create Users in Partner Applications Using the ADP Worker API](#)
- [ADP Marketplace Metered Billing - Usage-Based Pricing](#)

## Editions & Pricing Workflow

### Workflow prerequisites:

1. You've created your development app listing.
2. You've developed your ADP Marketplace integration.



| Subjects                                     | Partner              | ADP Marketplace             |
|----------------------------------------------|----------------------|-----------------------------|
| Contract, billing models                     | Business development | Business development        |
| Pricing models, content best practices, etc. | Sales/marketing      | Partner development manager |
| Code development                             | Developer            | Technical advisor           |

## Next Steps

### Maintaining your Editions & Pricing

Remember: Pricing is a journey, not a destination. You'll likely want to update your Editions & Pricing page after your solution goes live on ADP Marketplace.

#### Tips to keep in mind:

- **Monitor for success:** Continuously check what works and what doesn't, including your price point.
- **Create new editions as you need them — but don't delete the old ones:** If you want to change the pricing model of any of your editions, create a new edition instead of reconfiguring the existing one. If there's an edition you no longer wish to include on your listing, **hide it but do not remove it**. If you remove an edition, it will be difficult for existing clients to change or renew their subscription.

\*For example, if you want to switch from flat-rate pricing to pay-as-you-use pricing, you should create a new edition with the the new pricing model, then hide the old one.

\*To hide an edition, check the box "This edition is hidden from marketplace customers" in the Purchase Options section of the edition.

- If you ever have questions, please reach out to your partner development manager.

## Your Editions & Pricing Checklist

#### Editions & Pricing checklist

Use this below table and options to select the elements that make up your Editions & Pricing page. Note that for category #1 - #4, you can select only option. But, for category #5, you can select more than 1 option.

| # | Category      | Available Options         | Selected Option<br>(Yes / No) |
|---|---------------|---------------------------|-------------------------------|
| 1 | Edition Model | Single Edition            |                               |
|   |               | Good-Better-Best Editions |                               |

| # | Category               | Available Options                                    | Selected Option<br>(Yes / No) |
|---|------------------------|------------------------------------------------------|-------------------------------|
|   |                        | Standalone Editions                                  |                               |
|   |                        |                                                      |                               |
| 2 | Pricing Model          | Flat Rate                                            |                               |
|   |                        | Per Employee                                         |                               |
|   |                        | Per User / Unit                                      |                               |
|   |                        |                                                      |                               |
| 3 | Billing Model          | Prepaid                                              |                               |
|   |                        | Postpaid                                             |                               |
|   |                        |                                                      |                               |
| 4 | Complex Pricing Models | Hybrid. Flat Rate + Per Uhlit                        |                               |
|   |                        | Hybrid. Multiple Units                               |                               |
|   |                        | Incentive: Flat Rate                                 |                               |
|   |                        | Incentive: Per Unit (Monthly vs. Annual)             |                               |
|   |                        | Incentive: Per Unit (Monthly) vs. Flat Rate (Annual) |                               |
|   |                        |                                                      |                               |
| 5 | Optional items         | Setup fees                                           |                               |
|   |                        | Free trial                                           |                               |
|   |                        | Add-on(s)                                            |                               |