

Marketplace

Revenue Share Model

Magento Marketplace delivers revenue to developers by improving conversion rates and driving leads through demand generation and marketing efforts.



70% Developer Revenue Share



30% Magento Revenue Share

Revenue Share Scenarios for Magento Extensions & Themes

	Cost of Extension	Upsells or Secondary Pricing Model	Developer Share	Magento Share	Who Pays?
Free	\$0	N/A	N/A	N/A	N/A
Paid (One Time)	\$x	N/A	70%	30%	Magento → Developer
Freemium	\$0	\$x	70% on upsell	30% on upsell	Developer → Magento*
Paid (recurring)	\$x	\$x	70%	30%	Developer → Magento*

* For each extension or theme listed in Marketplace, developer is required to cross check customer list based on reports provided by Magento and provide monthly detailed report on fees owed per customer.

NOTE: Any existing sales you have or any conversions that occur on your own site are NOT included in the revenue share.

For additional questions, review our [FAQs](#) or contact us at marketplace@magento.com.