https://cloudblue.com

Adobe VIP Marketplace

Volume Pricing

This article has been generated from the online version of the catalog and might be out of date. Please, make sure to always refer to the online version of the catalog for the up-to-date information.

Auto-generated at November 24, 2026

© Ingram Micro, Inc. All Rights Reserved.

Adobe VIP Marketplace

Allowing partners to sell Adobe Products on their Marketplaces

Business Goals

- Streamline business between Adobe and Partners
- Improve retention in the channel via auto-renewal
- Accelerate Acrobat's move from perpetual to subscription model

Guiding Principles

- Seamless experience for resellers and customers
- Support scalable growth by leveraging API-based integrations
- Focus on capturing revenue and immediate retention benefits

Overview – Volume Discounting Levels

Adobe Volume Discounting is maintained at Adobe Account level

VIP Marketplace program offers standardised volume discounting based on Levels which are tracked for each customer's account.

Orders upgrade levels

VIP Marketplace customers can achieve a higher Level by placing an add-on order with qualifying quantities

Adobe Discounting Levels

Discount Level	License Quantity	Discount
4	100 +	Yes
3	50 – 99	Yes
2	10 – 49	Yes
1	0 – 9	No

Discount Levels for VIP Marketplace are the same as in Traditional VIP Program

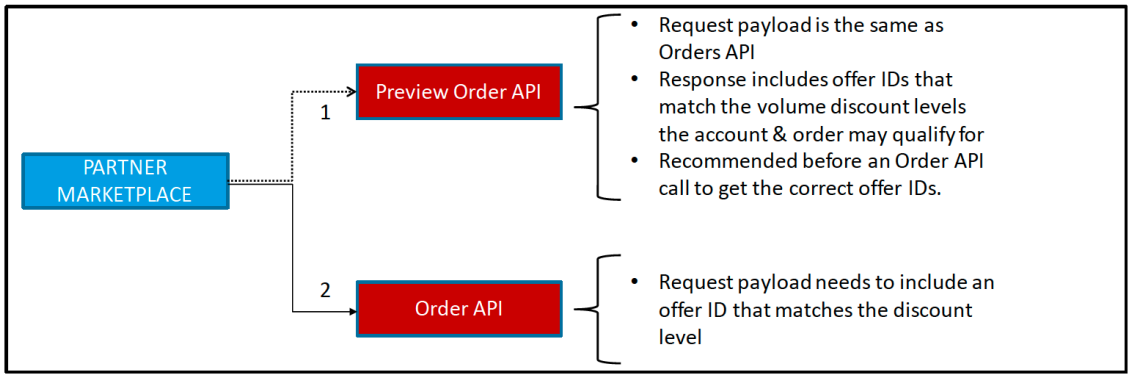
Volume Discounting – How does it work?

© Ingram Micro, Inc. All Rights Reserved.

Product Orders	Maintained at Account Level (VIP) (orders increase levels)	
	In Current Level	**At Renewal**
Order 1 5 Seats of Acrobat PRO	LEVEL 1	
Order 2 40 Seats of Illustrator	LEVEL 2	
Order 3 8 Seats of Creative Cloud	LEVEL 2	
Order 4 12 Seats of Illustrator	LEVEL 2	
		LEVEL 3 (65 Seats)

Price Levels
0 – 9 → Level 1 10 – 49 → Level 2 50 – 99 → Level 3 > 100 → Level 4

APIs – Order and Preview Order APIs



Note:

© Ingram Micro, Inc. All Rights Reserved.

- If the discount level of the Offer ID exceeds the one the order qualifies for, the order will be rejected with an error.
- If the discount level of the Offer ID is lower than the one the order qualifies for, the order will be priced based on the requested discount level.

Existing Customers in VIP Marketplace

Existing Customers:

- VIP Marketplace customers that were created before volume discounting in VIP Marketplace is available
- VIP Customers migrated to VIP Marketplace before volume discounting in VIP Marketplace is available

All existing VIP Marketplace customer accounts will be set to Level 1

- Orders that qualify for level changes after volume discounting is available can upgrade levels
- Auto-renewal orders will set levels for next term based on renewing quantities
- After Volume discounting implementation, behaves the same as in VIP

New Migrations after Volume Discounting

Customers migrated from VIP to VIP Marketplace after Volume discounting

- Customer account will retain pricing levels
- Orders that qualify for level changes after volume discounting is available can upgrade levels
- Auto-renewal orders will set levels for next term based on renewing quantities
- VIP Marketplace discount levels (1-4) will function like current VIP

Integration Details to Consider

Include Preview order APIs as part of the current Order Flow.

Always include the correct Offer IDs in the Order API call.

Discount levels are likely to change during auto-renewals based on renewing quantities.

Offer IDs and Levels

Pricing Levels	Offer IDs in APIs (for one product E.g., InDesign for Teams)	Adobe SKU	Adobe SKU extension	Subscription ID
Level 1	65305410CA01A12	65305410	CA01A12	100001245
Level 2	65305410CA02A12	65305410	CA02A12	100001245
Level 3	65305410CA03A12	65305410	CA03A12	100001245
Level 4	65305410CA04A12	65305410	CA04A12	100001245

© Ingram Micro, Inc. All Rights Reserved.

- An Adobe Subscription ID is created at an Adobe SKU level under respective Adobe Customer Account ID.
- An Adobe SKU uniquely identifies a product or subscription.
- Adobe uses one subscription id for a product (even if it is purchased with different volume discount levels).
- An Adobe SKU will not change across volume discount levels.
- An Offer ID may change in a renewal order depending on the volume discount.
- An Offer ID is a combination of Adobe SKU plus Adobe SKU extension.

© Ingram Micro, Inc. All Rights Reserved.