

Process: Creating a New Customer in the Adobe VIP Marketplace

1. Submit a Purchase Order (PO) with the “NEWMPID” Identifier

- Enter “**NEWMPID**” in the PO field normally designated for the **agreement number**.
 - If the agreement needs to be linked to another agreement, please use “**NEWMPID+LINK**” and your salesrep will provide the MPID so the link can be established. Once it is confirmed to us that the link was completed, we will continue with the order.
- Include all required customer information listed in the table below with the **account-establishing purchase order**.
- The new customer account will be created based on the details provided in this initial PO and **Customer’s Marketplace ID** will be generated by Adobe during order processing once the customer activates their account.
- The **customer’s anniversary date** will be set according to the date of their first order.

2. Customer Account Activation

- Upon ordering, the customer will receive an activation email from **message@adobe.com**.
- The customer must **accept and complete the activation** using the link in this email to finalize account setup.*

3. Post-Processing and Console Update

- After the order is processed, the new **Customer MP ID** will appear in the **Climb Reseller Console** within **24–48 business hours**.

** If this is a new affiliate/linked customer, please advise when customer completes the activation so we can finalize the linking relationship within our marketplace.*

Account Name:	
Account Address:	
City:	
State:	
Zip Code:	
Admin Name (first and last name)	
Admin Email Address:	

*Anniversary date: Date will default to 12-months from initial order date unless otherwise specified	
Is this for a NEW affiliate account (Yes or No)*	