App Submission requirements

This guide provides a list of requirements you must prepare before submitting your integration for review and publication on the Deel App Store.

Learning outcome
Understand the requirements necessary to submit your integration.

What you need
A built and tested Deel integration.

Overview

- Logo guidelines
- Descriptions
- Landing page
- Help Information
- Support
- Material for Deel

Checklist

Please download **this checklist** for your internal use.

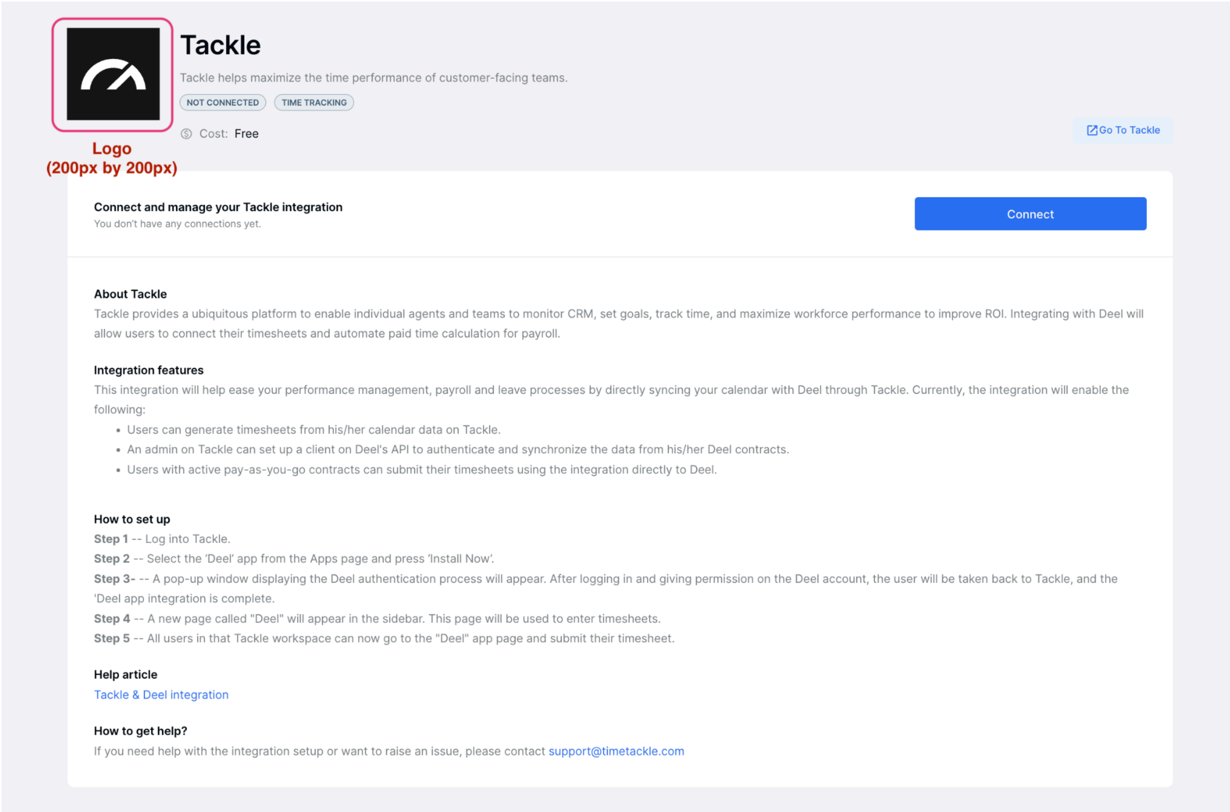
OAuth

- To be listed in the Deel App Store, it is required to build an OAuth-based integration.
- If you prefer to build a token-based integration, it is completely up to you, but we will not list that integration in the Apps Store.

Logo guidelines

The app logo that you submit must conform to the following:

- Submit a square-dimensioned logo that has a 1:1 aspect ratio. Preferably 200px x 200px.
- The logo should be an icon rather than a wordmark (a graphic that includes the company or product name).
- The logo image should be in **PNG format** with a transparent background.
    - A colored background is acceptable if it's part of the logo color scheme.



Descriptions

Once your integration is published, its overview will appear on the App Store. Please refer to the details below, including the required character limits you must adhere to.

Short Description (1 line Description)

- Your company's blurb. This must be less than **50 characters**.
- This field must describe your company or product, not the integration.

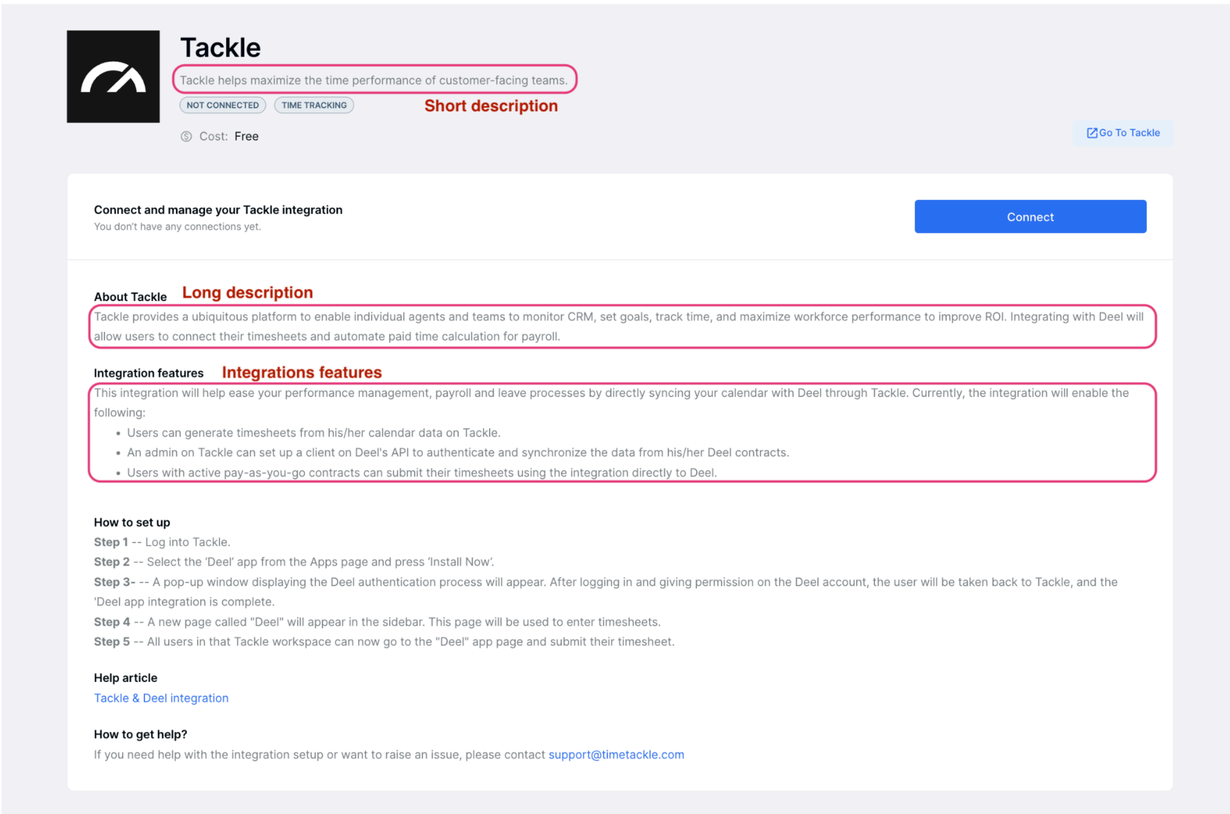
Long Description (Company/Product Description)

- This appears on your app page and should describe your product/company.
- Long description of your product/service. This must be less than **500 characters.**

Integration Features (App Description and Features)

- This appears on your app page and focuses on the app itself.

- Your description should be no more than **1024 characters** and focus on the value your integration offers customers.
- Begin with a brief overview of what the integration aims to achieve, and then use bullet points to detail all of the features included in the integration.

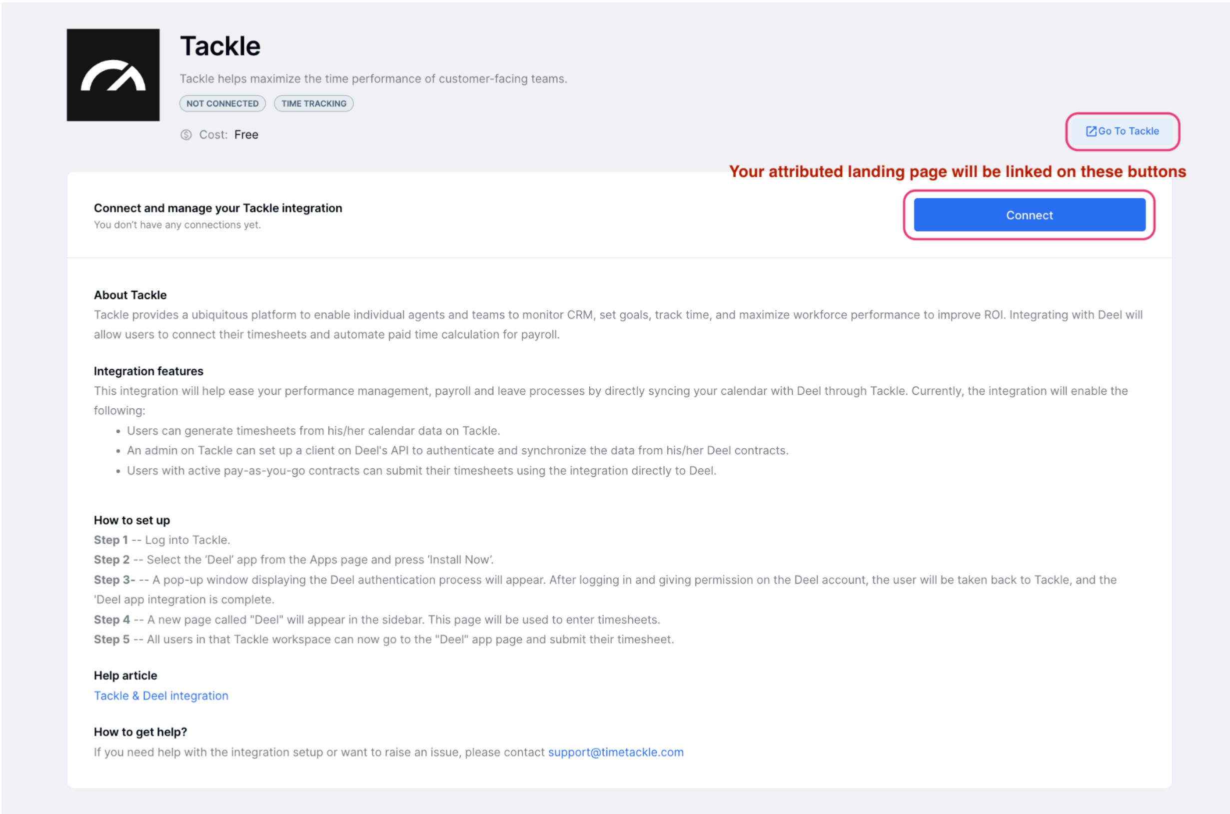


Landing page for referrals

You need to submit a landing page that will be published on your integration profile. This page will be the primary source of Deel sending customer referrals to your platform. This must be an attributed landing page.

Details

- This must be an attributed landing page that you could track back.
- You may offer a unique discount for first-time customers.
- Example: [Partner Landing Page]



Help Information

Help Article

A link to detailed instructions on how to set up the app.

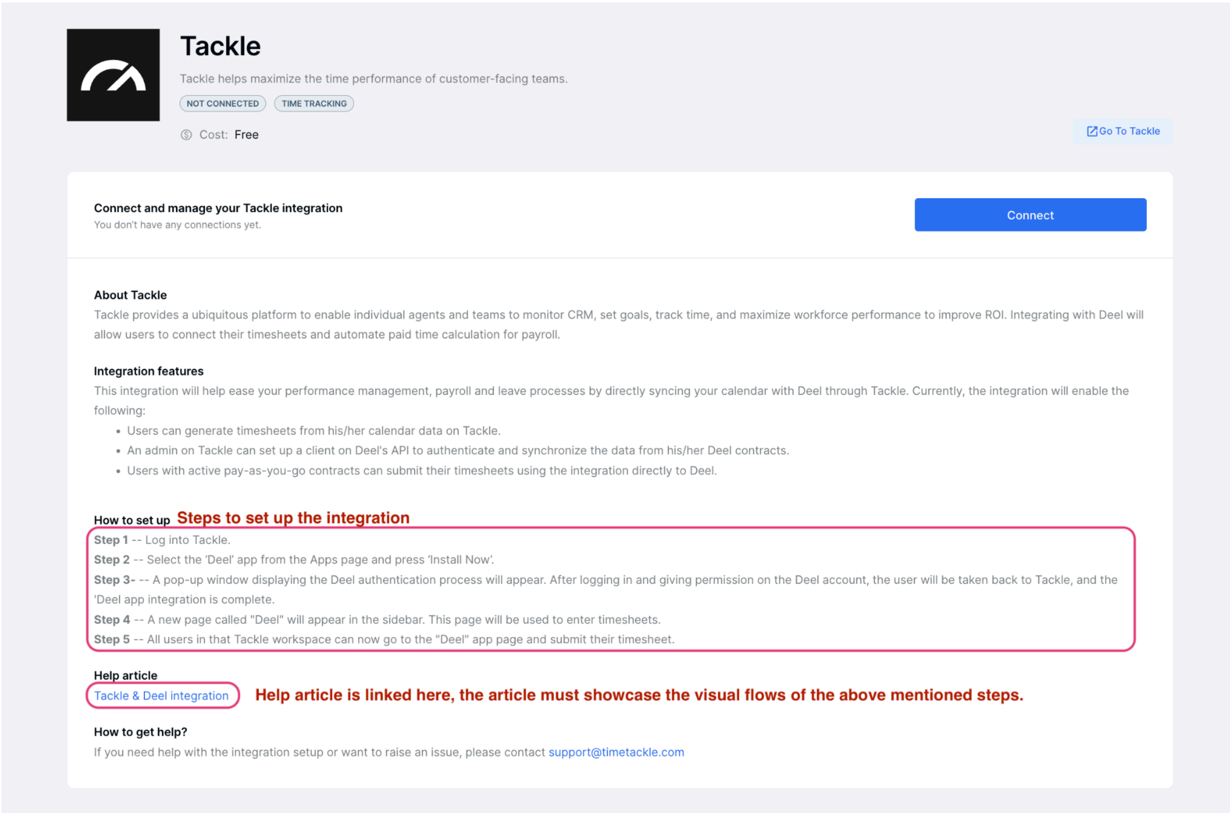
- Your website should feature a Help Article titled "*How to Set Up Integration with Deel" or "Connecting Deel with [Your Product Name]*," which includes step-by-step instructions accompanied by relevant images.
- Please see this example: **[Help Article](#).**

How to Set up

A step-by-step summary of the (above) help article.

- We need a comprehensive description of the steps for setting up the integration.
- Please ensure the content is the same as in your help article.

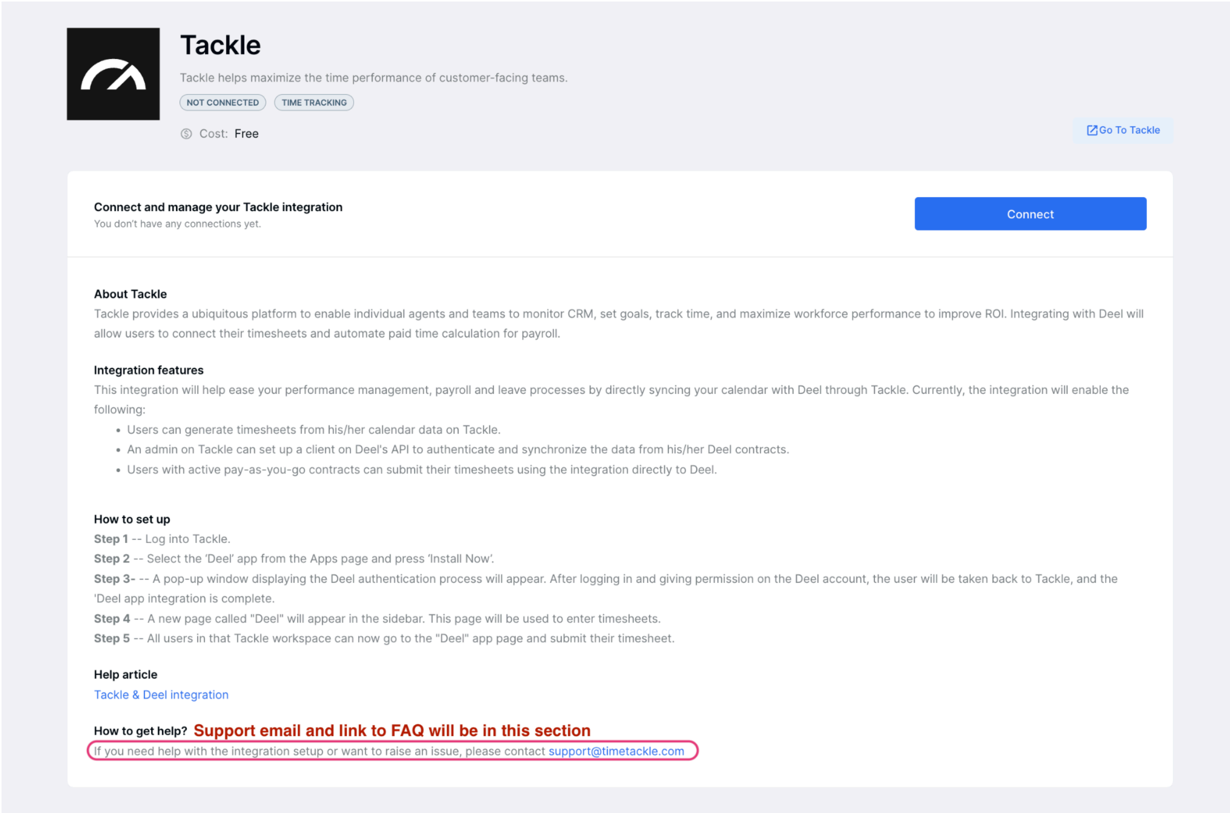
- Please see this example: **[Help Article](#).**



Support

Support Email

- As part of your integration, you must indicate the channels for providing support.
- An email support contact, such as support@your-app.com, for customers who need assistance with your integration.



Material for Deel

Demo video

- Use a hosted service such as Loom, YouTube, or Google Drive.
- Make sure you use a public link.
- We require a comprehensive user-facing demo video that guides users on utilizing the integration.
- The video should provide a clear overview of the integration and how it benefits the user. Showcase the integration in action, demonstrating how the two products work together and how the user can benefit from the combined functionality. You can break down this as follows:
    - A quick introduction to your product
    - How to set the integration with Deel
    - Show how your app works:
        - What happens after the connection
        - How is the Deel data used in your app

- Not more than 5 minutes.
- Please see this example: **Demo Video.**

Escalation support

- Deel uses this private email support contact to contact your organization.
- This isn't shared with customers. It's for Deel's team if they need to contact your company for any escalation support.
- Don't use a general support contact that queues regular customer inquiries.

Test account details:

- We will use this to test and review the integration.
- The technical review by our API team is mandatory. The review will assess whether the integration functions as described at a high level and meets our standards.
- Details needed:
  - URL for a test account.
  - Testing credentials: a username and password.
  - Any technical documentation, if available.
- Kindly forward anything that requires shared access to **khizar.naeem@deel.com**

Pricing (optional)

- A link to your product pricing.

FAQs (optional)

- This appears at the top of your publication page.