

AMER MDF 2026 Updates



Dropbox

2025 MDF Program Enhancements

→ MDF Guidelines Aligned to the Partner Journey	Updated activity goals and tactics to align with every stage: Recruit → Onboard → Enable → Demand → Pipeline Acceleration → Retention
→ Clearer Proof of Performance (PoP) Requirements	Each MDF activity now requires two performance metrics, creating stronger ROI visibility and faster claim validation.
→ Dedicated Global MDF Program Ownership	Added a Global MDF Program Manager to centralize vendor management, global budgets, and claim processing

NEW 2026 MDF Program Enhancements

→ POP Templates	New, streamlined PoP template to accelerate claim approvals. Minimum of 2 KPIs required per MDF activity to clearly demonstrate impact. Designed to reduce back-and-forth and improve reimbursement timelines
→ MDF Expiration Policy	Refined expiration exceptions to reduce last-minute financial rise. Improves predictability and compliance for partners and sales team. Supports stronger financial planning with Dropbox AP.
→ MDF Proposal	Each MDF activity now requires two performance metrics, creating stronger ROI visibility and faster claim validation.

MDF Proposal Structure Guidance

MDF requests are evaluated based on clarity of objectives, measurability, execution quality, and historical partner performance.

1. **Business Objectives / Strategic Alignment** — defined business objectives, how the proposed marketing investment supports them, and the rationale for MDF funding
2. **Activity Details & Overview** — activity type and description, target audience, channels, timing, and CTA (customer action)
3. **Success Metrics (KPIs, ROI) & Tracking Plan** — KPIs (from MDF Guidelines), forecasted outcomes tied to activities, and how performance will be measured and reported
4. **Costs & MDF Request** — total cost and MDF amount requested

Resources

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MDF
Guidelines
Aug 2025

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MDF POP Claim
Submission
Template