Sonemos
MARKETPLACE MEDIA EXPERTS

100+ AMAZON ACRONYMS

MARCH 2022

PREPARED BY

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ABOUT

Amazon Marketplace has its own jargon and vocabulary, which can seem overwhelming when you start an Amazon business. We have gathered here the most common acronyms that will help you understand the Amazon language.

Founded by Najad Jonas-Menouar, Sonemos Media is an independent Belgian consultancy with a unique mix of expertise in media creativity, shopper marketing, customer experience and programmatic technology to give its clients a definite edge in a multi-channel environment. Our team is dedicated to optimizing your Amazon product listings and gaining you additional traffic and sales! Sonemos Media also helps companies and entrepreneurs start an Amazon Business.

WE HELP YOU SUCCEED ON AMAZON

1P, 3P AND 3PL

1P - First Party Seller

First-party (1P) - Vendor Central: You sell your products directly to Amazon who will then sell and ship those products for you directly to the consumer. Essentially, you're selling your products wholesale to Amazon, which is then managing your presence in the marketplace. When you sell 1P, you sell via a Vendor Central account on Amazon.

3PL – 3rd Party Logistics

Also referred to as 3rd Party Fulfillment. 3PL is a fulfillment option where you move fulfillment to an operating partner. A 3PL company is one that assembles, prepares, and/or ships products on behalf of a seller.

3P - Third Party Seller

Third-party (3P) - Seller Central: You sell your products directly to consumers on the Amazon marketplace, either on your own or with the assistance of other sellers or agencies. Selling 3P means you are responsible for the logistics, advertising, and marketing of your products on Amazon —however, you still have the option to use the fulfillment by Amazon (FBA) shipping program. When you sell 3P, you sell via a Seller Central account on Amazon.

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A

"SMILE, WE BUILD YOUR BRAND ON AMAZON"

A/B Testing

Also referred to as split testing. A method of trying or testing two different websites (website A vs website B) or product listings (product listing A vs product listing B) to compare and contrast sales metrics.

A+ Content

Sometimes referred to as enhanced content. An extended version of the product detail page where the product description has enhanced content and branding. This includes graphics, images, and videos embedded into the page.

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A

A9 – *Amazon A9*

Algorithm
The system by which ranking on Amazon search pages work.
A9 holds the key difference between Google and Amazon's SEO ranking, with the latter having more emphasis on sales conversion, causing listings with stronger sales history and higher conversion rates to rank higher.

A-Z – A-Z Claim

Sometimes referred to as AZ Claim or A to Z Claim. Amazon's guarantee in products sold on Amazon.com when customers decide to purchase directly from a seller. A-Z claim is guarantee of timely delivery of products and that said products are delivered in good shape. Customers can file an A-Z claim provided they first contact the seller and wait two days to give the seller an opportunity to resolve the problem.

REVIEWS — PRICE
A9
PRODUCT TITLE AND DESCRIPTION — SALES HISTORY
PRODUCT IMAGES
SELLERPL

SUCCESS in business requires training, discipline & hardwork

AMAZON TRIVIA

AMAZON'S CURRENT LOGO WAS DESIGNED TO DEPICT A SMILE THAT GOES FROM A TO Z. "THIS SIGNIFIES THAT THE COMPANY IS WILLING TO DELIVER EVERYTHING TO EVERYONE, ANYWHERE IN THE WORLD."

A10 – *Amazon A10 Algorithm*

Amazon's most recent SEO algorithm and successor to the Amazon A9 algorithm. A10 algorithm aims to increase visibility for listing with legitimate reviews and sales. The focus is to eliminate fake profiles while addressing the major problem of counterfeits and fake reviews.
Another view in A10 is that a buyer's search inquiry holds more relevance than it did before. It guides shoppers more directly to what they're really looking for. Internal sponsored links no longer hold as much importance as they used to after the introduction of the A10 algorithm.

AA – *Amazon Associate*

Also referred to as the Amazon Affiliate program. An affiliate marketing program free for website owners and bloggers to advertise products from Amazon.com on their sites by creating links. When customers click the link and buy products from Amazon, they earn referral fees.

A

ACoS

Also sometimes referred to as TACOS or Total Advertising Cost of Sale. ACoS is related to Amazon-sponsored product ads and its metrics of how well your products are performing relative to their cost. In general, the percentage of attributed sales spend on advertising is ACoS.

ARA

Amazon Retail Analytics. A selection of reports for vendors sometimes referred to as ARA Basic. ARA is available to vendors at no additional fee to evaluate sales and inventory

ACS – *Amazon* Creative Services

Refers to Amazon's creative tools and features that sellers and brands can use to establish their brand equity and promote shopper loyalty.

AGS – *Amazon Global Selling*

A program that allows sellers to list and sell products on Amazon's global marketplaces. There are currently 13 Amazon online marketplaces (or websites) globally, enabling sellers to scale their business throughout the world, irrespective of where they are physically in the globe.

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A

Ad Group

Ad groups are a way to organize and manage ads within a campaign. You can use ad groups to group your ads by brand, product, category, price range, or other classifications like theme or targeting strategy. Ad groups are available for Sponsored Products campaigns only as of June 2021. Each campaign consists of one or more ad groups. The first ad group is created when you create a campaign. You can add more ad groups to the campaign after you've saved it.

Advertising Type/Advertising Product

These are references to the current 3 campaign product type supported by Amazon advertising. Sponsored Products/Sponsored Brands/Sponsored Display

Ads

Are the product being promoted in this campaign. It is in the ad group level where the advertiser will select the specific product listing page to advertise for. You can select by SKU/ASIN/ISBN.

Adjust bids by placement

Placements are placed across Amazon, where your ads may appear. You can differentiate your bids and view the performance of your sponsored products ads by three placement groups: top of search (first page), rest of search, and product pages. Choosing this option allows you to increase your bid for two placements: top of search (first page) and product pages.

A

APASS

Amazon Packaging Support and Supplier Network. A Program, Amazon has developed guidelines for ways to pack products and customer orders that reduce packing times, packaging waste, risk of damage, and difficult unboxing experiences.

AL – *Allocated*

A replenishment term used for Amazon Private label.

AM – *Area Manager*

A role in Amazon fulfillment centers with the operational and financial responsibility for a defined region or territory. Duties include defining sales targets, setting financial goals, and working with senior department or location managers.

CREATE YOUR FUTURE

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# A

AMS – *Amazon Marketing Services*

Now known as Advertising Console within Amazon Advertising. AMS is Amazon's PPC advertising platform for vendors, which allows the creation of Sponsored Products, Headline Search Ads, Product Display Ads, and Lock Screen Ads.

AMZ – *Amazon*

Also abbreviated as AZ. An American multinational technology company based in Seattle, Washington, which focuses on ecommerce, digital marketing, and cloud computing.
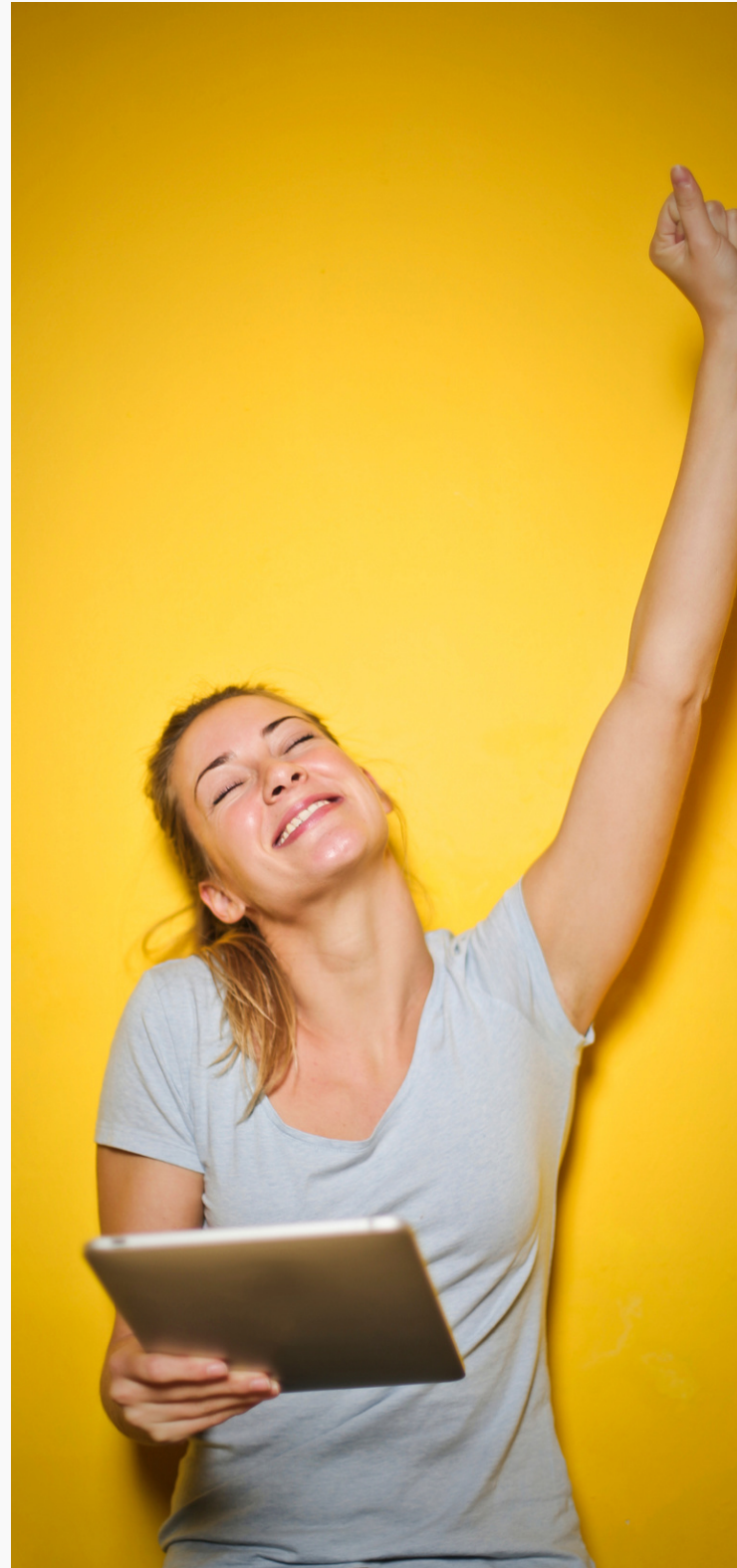
A

Amazon PPC or Amazon Advertising

It is a close advertising platform for Amazon sellers, vendors, KDP authors, and app developers to promote their product via paid advertising on Amazon retail website and related properties.

Amazon DSP (demand-side platform)

Amazon DSP is a demand-side platform that enables advertisers to programmatically buy display, video, and audio ads both on and off Amazon. It is Amazon's display network, this program allows non-Amazon 3rd parties to advertise on this network

Amazon OTT (over-the-top)

These are videos ads that are shown alongside the Amazon streaming services. OTT stands for "over-the-top" and represents any streaming service that provides video content over the internet without satellite or cable. OTT video ads are the video advertisements delivered to viewers within OTT content.

Amazon Advertising Console

It is the front end screen functions that allows Amazon sellers, vendors, and KDP authors to create/update/mange their Amazon advertising campaigns

A

AMZL – *Amazon Logistics*

Also referred to as Amazon Shipping or Amazon Delivery. Refers to any deliveries that Amazon makes in the United States using its delivery service and its own logistical arrangements.

APR – *Annual Percentage Rate*

Refers to the interest rate for a whole year, rather than just a monthly fee/rate, as applied on a loan, mortgage loan, credit card, etc.

AOV – *Average Order Value*

The average sales price for an ASIN for a specific period of time. AOV is the average sales by the number of orders. Generally, AOV = Sales / Orders.

API – *Application Programming Interface*

A code which allows two platforms or software programs to talk to one another.

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A

Amazon Attribution

Amazon Attribution is an analytics and measurement console that helps brands track their advertising performance across multiple channels and discover how their non-Amazon digital marketing tactics are helping drive sales on Amazon. For example, if you set up a pixel with Amazon attribution, you can measure sales on Amazon driven by Google AdWords or Facebook Ads.

Amazon Advertising Reports

Are the downloadable spreadsheet reports under the report section of the Amazon advertising console. These reports show your Amazon advertising campaign performance for up to 60 days previous.

Amazon Post

Posts is a free browse and discovery experience for shoppers on Amazon that helps you increase discoverability for your brand and products. Posts enable you to showcase curated images in feeds on the Amazon shopping app and on mobile web that link directly to product detail pages. You can post in the Amazon post publisher in the Amazon advertising console

"A big business starts small."
- Richard Branson

A

Amazon Search Term Reports

Search term reports give visibility into the search terms entered by customer searching on Amazon. It allows for the most granular advertising data. There is a one to many relationship between keywords and search term for none exact match types
It contains data about search terms or competitor ASINs that lead customers to your products, including metrics for 7 Day sales, AcoS, RoAS, Orders, Units, CVR, advertised SKU units, and advertised sales. Use this report to identify high-performing searches from shoppers and create negative keyword or product targets for search terms that don't meet your goals.

Amazon Bulk Operations

Bulk operations allows advertisers to create, manage, and optimize multiple campaigns at scale, saving time and minimizing manual effort. Bulksheets is a spreadsheet-based tool that enables bulk operations sponsored ads campaigns. Advertisers can download their sponsored ads metrics in a bulksheet, make edits, and upload.

Amazon PPC optimization

Is a set of work flows with the aim to bring the performance of your Amazon PPC campaign to your objectives. These workflows include adjusting keyword bids on a regular basis, adding negative targets and structuring the campaigns.

A

ARA – *Amazon Retail Analytics*

ARA provides sellers with basic information about their products' performance. Performance metrics include statistics based on trends, operations, customer behavior, and overall sales. A selection of basic reports for vendors.

Create.
Work.
Inspire.

ARAP – *Amazon Retail Analytics Premium*

An add-on option with varied and more detailed reports that look at vendor's traffic and customer behaviors. An analytics tool available on Amazon Vendor Central sold through an Amazon Vendor Manager.

ASIN – *Amazon Standard Information Number*

Amazon's internal tracking identifier for each listing in their catalog. A 10-digit alphanumeric code identifying items for sale on Amazon.

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A

ASN – *Advanced Shipment Notification*

A system of notification used to communicate shipment's tracking number and other logistics information to Amazon in advance of delivery. Calculated by Net Sales / Number of Products Sold within the same time period.

ATS

Automated Title Services. A service employed by Amazon in Select categories, including Home Improvement, to standardize and shorten titles across the marketplace.

ASP – *Average Selling Price*

Refers to the average price that a seller on Amazon sells their products for
.

ATOP – *At the Time of Posting*

ATOP is the price of an item at the time the post was made. You are likely to see this on Amazon related Facebook groups selling products and goods.

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A

AVS – *Amazon Vendor Services*

A vendor-funded support service which provides Brand Specialists on Amazon to support a Wholesale business on Amazon.

AWS – *Amazon Web Services*

A comprehensive and broadly adopted cloud platform, with over 200 fully featured services from data centers globally. A subsidiary of Amazon providing on-demand cloud computing platforms and APIs to individuals, companies, and governments, on metered pay-as-you-go basis.

SONEMOS MEDIA

"Create the greatest vision of your life, because you become what you believe in."
-Oprah Winfrey

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A

Automatic Targeting

It is a campaign targeting type that allows Amazon to automatically match your ad with keywords and products similar to the product in your ad. It allows you to set a bid on a higher level than specific keywords or products via Close match, Substitutes, Loose match, and Complements.

Amazon PPC Agency

It is a marketing agency, that specialize in managing Amazon PPC advertising.

Amazon PPC Software

It is software that sits on top of the Amazon advertising platform. It can make automatic updates to your Amazon PPC account via Amazon advertising API. It can automate the workflows involved in Amazon PPC optimization.

B

B2B – *Business to Business*

Refers to the relationship of two businesses, rather than a business and a consumer.

B2C – *Business to Consumer*

Refers to the relationship between a business, a firm, or a company and an individual or a consumer.

BB – *Buy Box*

Also refers to Amazon Buy Box. A button on an Amazon detail page that buyers use to purchase a product.

BISS – *Business Industrial and Scientific Supplies*

A specific selling category on Amazon.

BL – *Big Lots*

An American retail company headquartered in Columbus, Ohio, with over 1,400 stores in 47 states. The significance of Big Lots is that several Amazon FBA sellers frequent their stores.

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B

BM – *Brick & Mortar*

Refers to the traditional street-side, customer-facing businesses that offer products and services to its customers face-to-face in an office or a store that the business owns or rents. The opposite of an online store.

BOGO – *Buy One Get One*

A type of promotion for sellers where buyers get one additional item free for the price of one

Bid

The maximum amount you will pay for a click when this target triggers your ad.
.

BOGOF – *Buy One Get One Free*
Same as BOGO.

BOL – *Bill of Landing*

A type of proof of delivery. BOL is required by a carrier at the time of pickup.

BOLO – *Be On the Lookout*
Used to refer to an item that is profitable that you might be able to find in nearby stores. To be alert or attentive when watching or searching for something or someone.

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B

BOPIS – *Buy Online Pick Up In Store*

An ecommerce term that refers to the shopping model where consumers buy the items online to be picked up at a retail location, rather than getting delivered.

BSR – *Best Seller Rank*

Also referred to as sales rank. A ranking score which gives an idea of how well an item is selling in relation to others. Order and ranking of a product in its listed category. Rank updates hourly and considers recent and past sales history. For new products, the rank will be "None."

Broad Match (keyword)

The broad match type allows your keyword/ad combination to have broad exposure. If the customer search term query is related to the keyword, the ad will be eligible for an impression. For example, if your keyword is "modern decors," a potential broad match could be "new home decoration" or "new age decors." As you can see, the match can potentially be really loose, so that is definitely something to keep in mind.

B

Broad Modifiers (Broad +)

Broad match modifiers can be added by adding the plus symbol "+" in front of the keyword. For example, if you use the keyword "+men shoes" with a broad match, then the ad will only match to searches that contain the word "men". The ad may match to "men sneakers" or "running shoes for men" but not to any search term that does not contain the word "men," such as just "sneakers" or just "running shoes."

B

BR

Brand registry or brand registered. A program in which brands can enroll to protect their brand name(s) and gain more control over listings. Amazon Brand Registry automates protection and proactively removes suspected infringements or inaccurate information.

BTR (B2R)

Born to Run. An opt-in program used by brands to launch products and build sales velocity more effectively.

BTS – *Back To School*

A calendar period used by merchants to promote and boost product sales related to school items and services.

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C

CAGR – *Compound Annual Growth Rate*

CAGER is the rate of return required for an investment to grow from its starting balance to its ending balance, assuming the profits were reinvested at the end of each year of the investment's lifespan.

Campaign bidding strategy

It is a function on the campaign level that allows Amazon to adjust your bids based on the likeliness of keyword/Product that can convert to a sale. There are 3 options 1) Dynamic bids – down only 2)Dynamic bids – up and down 3)Fixed bids

Campaigns

Campaigns group your ads by their advertising budgets and dates. To run an ad with Amazon, you must create a campaign. You can create a campaign for a specific line of products, for a specific timeframe, or for any other theme that helps you manage your ads. Each campaign contains one ad type and aligns with the main goal you want to achieve, such as sales or brand awareness.

> **Recognized For Quality, Respected For Commitments.**

C

Campaign Status

The status column in the campaign manager displays information about the current state of your campaign. The status reflects changes made to the campaign, and whether or not the campaign's ads have been approved based on Amazon Advertising's policies

Campaign Budget

Campaign budget is the amount you are willing to spend on a campaign each day. The daily budget amount is averaged over the course of a calendar month. On any given day you could spend less than your daily budget, or up to 10% more than your average daily budget. This system allows you to benefit from high traffic days.

C

CGC
Consumer-Generated Content.

Content created by consumers in the form of social media images and videos, product ratings, and within reviews displayed on product detail pages..

Clicks

The number of times your ads were clicked. Note: Once identified, it may take up to 3 days to remove invalid clicks.

CCR – *Counterfeit Complaint Rate*

The rate by which sellers get complaints about their products being fake or counterfeit. Some wholesalers or distributors require low CCR for their resellers.

C

Conversion Rate (CVR%)

Amazon conversion rate is the number of orders achieved based on the number of clicks. In Amazon PPC it is the percentage of orders/clicks

CoGS – *Cost of Goods Sold*

Sometimes COGS. The value of goods sold during a certain period of time. COGS is an accumulated total of all costs used to create or provide products or service sold.

CPC – *Cost Per Click*

Refers to the sponsored ads and the amount Amazon charges the seller or vendor when a customer clicks on their ads. CPC is the amount of money you spend every time someone clicks on your ad. CPC = Spend / Clicks.

C

CPI – *Consumer Price Index*

A measure of the average change overtime in the prices paid by urban consumers for a market basket of consumer goods and services.

CPI – *Cost Per Impression*

Sometimes referred to as CPM. An advertising practice that refers to the price you pay each time people view your ad.

CPM – *Cost Per Mil*

Similar to CPI, but CPM refers to the price for an ad for every thousand (or mil) views.

CPT – *Critical Pull Time*

The time in which an order is in danger of not shipping in time for customer delivery cut-offs. When an order is in danger of being shipped out late to a customer, CPT occurs. Amazon really doesn't want this to happen! Amazon will send out PAs or PGs to pull them and take them to be shipped out ASAP.

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C

"If opportunity doesn't *knock*, build a *door*."

Milton **Berle**

CS – *Customer Service*

The service or support companies provide to their customers for inquiries, service requests, complaints, returns, etc.

CTI – *Category, Type, Item*

The hierarchical structure for categorization with multiple levels or layers of classification. Typical hierarchical structure stems from creating a category list first, then different types per category, then different items per type.

CTR – *Click Through Rate*

A metric that measures the number of clicks per impression of an advertisement. The percent of shoppers who see your ad and click on it, calculated as # of clicks / impressions.

C

CVR – *Conversion Rate*

The percentage of shoppers who have clicked on your ad and purchased. Ordered units divided by glance views.

CX – *Customer Experience*

Also referred to as User Experience. A term encompassing the multiple interactions that factor into the customer's experience with a vendor or a brand. The totality of customer's feelings, impressions, and insights towards the company upon buying goods or receiving services. CX is a very important factor for sellers aiming for positive reviews.

D

D2C – *Direct-to-Customers*

Also DTC. An ecommerce practice and strategy where traditional B2B businesses start selling directly to end-consumers. D2C differs from B2C since the latter usually relies on a retailer or distributor to provide the products to end-users.

DCM

Display Child Model.
A common variation moden in which a variation listing will display the information contibued to the child ASIN. The product information will change as a shopper clicks on each child variation.

DDP – *Delivery Duty Paid*

A shipping method where the supplier is responsible for arranging carriage and delivering the goods at the named place, cleared for import and all applicable tariffs and duties paid.

DEA – *Dynamic Ecommerce Ads*

A component of Amazon DSP where ads will have Ecommerce features built within the display ad, such as retail price and review ratings.

D

DF

Direct Fulfillment. A supply chain strategy where Amaon transfers individual customer orders to the supplier in order to ship the goods directly to the end customer

Default bid

The bid that you place in the ad group level to be used when there is no custom bid for your target.

DOTD – *Deal of the Day*

On Amazon's Gold Box or Deals page, a single item or small set of closely related items discounted for a period of 24 hours.

DP – *Detail page*

DP is the listing page where an ASIN is sold on Amazon.com. It's also known as Product Detail Page and may contain a single ASIN or a parent ASIN with variations, such as child ASINs. This displays important info such as price, title, bullets, description, customer reviews, etc.

D

"THE ONLY FAILING STRATEGY IS TO NOT HAVE A STRATEGY"

DPMO – *Defects Per Million Opportunities*

Also referred to as Nonconformities Per Million Opportunities. The ratio of the number of defects in a sample to the total number of defect opportunities multiplied by 1 million. DPMO is a long-term measure of process performance and may require you to think reversely. It is a measure of the error rate of a process indicating how good your process is towards committing mistakes.

DPM
Display Parent Model. A variation moden in which vatiation listing displays the information contibued to the parent ASIN for all variations. The product's title is the primary field that will remain unchanged within a DPM model. However, other content will change accordingly when toggling through variants. A DPM is standard in categories, including Pet Supplies, Shoes and Clothing, Sports, and Outdoors.

D

DPV – *Details Page View*

A metric showing the number of impressions of a single detail page. This occurs when a shopper visits one of your brand's product detail pages after clicking on your ad.

DPVR – *Details Page View Rate*

Refers to the total number of promoted products on Amazon Detail page views, divided by number of ad impressions, presented as a rate.

D

DS – *Drop Shipping*

Refers to shipping a product directly from a supplier to the end customer. Dropshipping is a fulfillment method where products are not kept in-house and shipped directly to the customer.

DSP – *Demand Side Platform*

Amazon's display advertising program. Amazon's targeted advertising programs that drive and retarget consumers based upon demographics and shopping behavior.

"Conquer your freedom, be your own boss, begin with a small budget, follow your passion and continue learning"

D

Dynamic bids – down only

One of the dynamic campaign biding strategies. Amazon will lower your bids in real time when your ad may be less likely to convert to a sale.

Dynamic bids – up and down

One of the dynamic campaign biding strategies. Amazon will raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.

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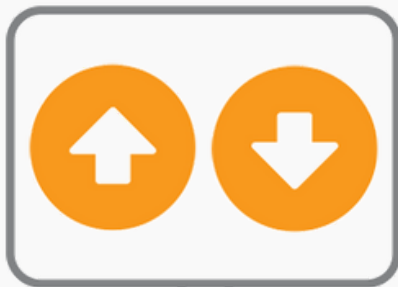
E

EAN – *European Article Number*

A particular type of Global Trade Item Number (or GTIN). It is either an 8-digit code or a 13-digit code. Used in most countries except the United States and Canada.

EBC – *Enhanced Brand Content*

Predecessor of A+ Content. A detail page where the product description has enhanced content and branding, which includes graphics and images embedded into the page. As of 2020, EBC has been obsolete and replaced by A+ Content.

E

EFN – *European Fulfillment Network*

An option provided to Amazon's European sellers, allowing them to sell in other Amazon marketplaces while fulfilling their orders from local fulfillment centers.

Estimated KENP royalties

Its royalties from KENP read, multiplying KENP read by the KENP rate at the time the pages were read

COMMUNICATION IS THE KEY FOR ANY GLOBAL BUSINESS

ANITA RODDICK

PICTUREQUOTES.com

PICTUREQU♥TES

E

ExSD – *Expected Ship Date*

The system's estimate of when an item will leave the FC and corresponds to a truck's critical pull time.

EXW – *Ex Works*

Refers to a state where the seller is responsible and liable for the entire shipment from door to door. This means you're responsible for everything from the door of the supplier to the final destination. Your supplier finishes the products, sets them in their warehouse for pickup, and the ownership of the goods becomes yours upon full payment.

Exact

The exact match type allows for the tightest control in your keyword bidding. In this match type, the search term must match the keyword phrase exactly in the same order for the keyword/ad combination for the ad to show. The exact match is the most restrictive of the 3 types but can be much more relevant to the search. The exact match type allows for the plural form of a keyword.

"A satisfied customer is the best business strategy of all."

Michael LeBoeuf

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F

FBA – *Fulfillment by Amazon*

Amazon's fulfillment service where third party sellers are allowed to store their products in Amazon Fulfillment Centers. Upon sale, Amazon will pick, pack, ship, and handle customer service on behalf of the seller.

FBM – *Fulfillment by Merchant*

Also referred to as MF or Merchant Fulfilled, or MFN or Merchant Fulfillment Network. MF is a fulfillment type where merchants handle shipping, packing, and inventory instead of being handled by Amazon.

FC – *Fulfillment Center/s*

FC are Amazon's fulfillment warehouses or centers where products are stored, prepped, and shipped.

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F

FCA – *Free Carrier*

Sometimes referred to as Free to Carrier. A trade term indicating that the seller of goods is responsible for delivery of those goods to a destination specified by the buyer. The seller is responsible and liable once the shipment is handed over to the carrier, typically near the port in the country of origin. It means that the supplier has the responsibility to just get your products out of their gates and at the gate of the port. They do not handle the supplier's country custom and loading it onto the ship.

FFP – *Frustration-Free Packing*

An Amazon sustainability program that eliminates excessive packing and overboxing.

FinTech – *Financial Technology Lenders*

FinTech companies give ecommerce businesses financial assistance, among other things. They are mostly online financial institutions which offers almost paperless loan application and approval.

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F

FNSKU – *Fulfillment Network Stock Keeping Unit*

Assigned by Amazon when you ship your product to its fulfillment center. Shipping your products to the Amazon fulfillment center means that Amazon will be in charge of the delivery of your products. Each product that goes through the company's fulfillment center needs the FNSKU code. You can attach this code to your product on your own before shipping them to the fulfillment center, or you can also pay Amazon to do the job for you. The company usually charges $0.20 for each product.

Fixed bids

Campaign bidding strategies option where it will use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

F

FOB – *Free on Board*

A trade arrangement where the supplier is responsible for getting your goods from the factory to the port. FOB cost will be added to the manufacturing cost.

FPY – *First Pass Yield*

A measure of quality in a process that reflects the percentage of product made correctly without any rework or corrective activity.

F

FT – *Fast Track*

A glance view weighted in stock metric for Amazon. In order to get a Fast Track offer, the ASIN must be in stock, win the buy box and be prime eligible. ASINs with Fast Track generally have higher conversion.

FTL – *Full-Truckload*

An Amazon freight shipping service where the shipment combines individual boxes on pallets for delivery. The truck might contain shipments to other destinations.

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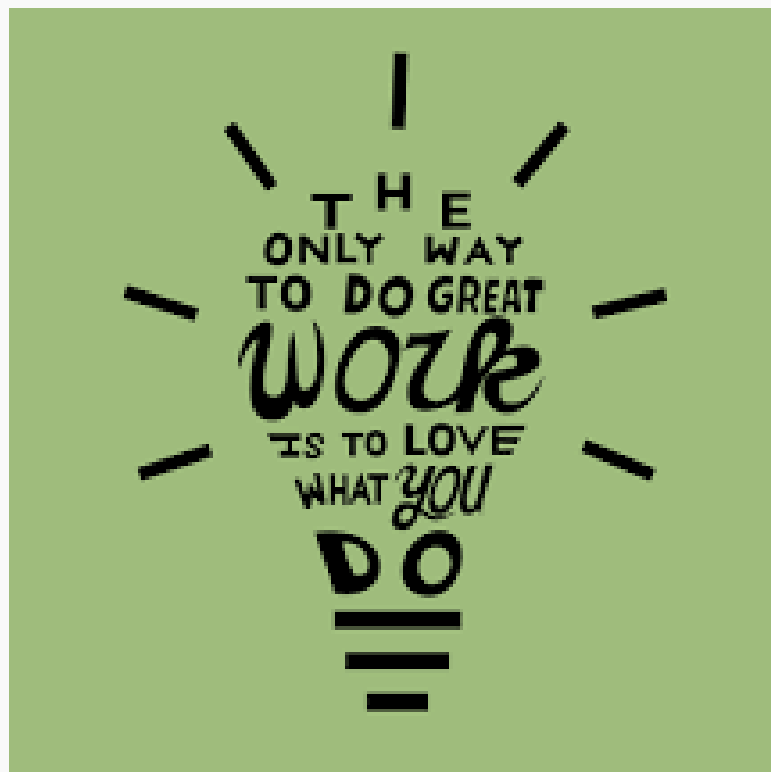
G

GIR – *Growth Incentive Rebate*

Also referred to as Volume Incentive Rebate (VIR). A type of discount or rebate linked to higher volume and growth. Higher volume sales result in a greater discount, making this a beneficial scenario for both the seller and the supplier.

GMM-*Guaranteed Minimum Margin.*

Used to outline a guaranteed amount of funding to Amazon to hit a target Pure Profit Margin (PPM). These agreements protect Amazon from any potential price matching it may do for a brand's products that would cause it to fall short of its expected profit.

GLN – *Global Location Number*

Unique identification code of a physical location that is used to identify locations and legal entities. Comprised of a GS1 Company Prefix, Location Reference, and Check Digit.

"Your most unhappy customers are your greatest source of learning."

BILL GATES

G

GS1 – *Global Standards 1*

An international standards organization with member bodies in more than 100 countries worldwide. The global authority for the unique identification of products and companies, which serve as the building blocks for barcodes.

GST – *Goods and Service Tax*

A destination-based tax on consumption of goods and services, levied at all stages right from manufacturer up to the retailer who sells the goods for final consumption. Some of the countries implementing GST are: France, India, Canada, Vietnam, Australia, Singapore, United Kingdom, Monaco, Spain, Italy, Nigeria, Brazil, and South Korea

prime now

2-hour delivery on groceries, electronics, gifts & more

G

GTIN – *Global Trade Item Number*

GTIN is a type of barcode. It is recognized almost everywhere in the world. GTIN is used to identify different product information such as the name of the retailer or the manufacturer of the product.

GV – *Glance View*

Glance views are the number of times an ASIN is viewed. GV is calculated on a child ASIN level. Parent ASINs do not generate glance views.

AMAZON FACTS

- Amazon's 2021 ad revenue is bigger than YouTube's reported revenue for the same year, which amounted to $28.8 billion.
- It exceeded Microsoft's 2021 ad revenue, which was just over $10 billion.
- While still dwarfed by Google Services' $69.4 billion revenue (2021 4th quarter), Amazon's ad revenue still proves to be larger than the combined 2021 ad revenue of Microsoft, Snapchat, and Pinterest. In fact, the ecommerce giant's ad revenue can be compared to the ad revenue of the global newspaper industry.
- The retail giant's revenue for the same period is also bigger than Pinterest's and Snapchat's, which is at $846.7 million and $1.3 billion, respectively.
- In the 4th quarter of 2021, Amazon's ad business raked in $9.7 billion. That's a 33% YoY growth.

H

Hazmat – *Hazardous Materials*

These items may be flammable, dangerous, corrosive, pressurized, etc. and require special precautions and regulations when transporting or storing.

HTF – *Hard to Find*

HTFs are often associated with a BOLO post. It comes into play when an item is rarely seen in stores anymore.

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I

IDQ – *Item Data Quality*

Refers to the condition of an item's information, for example, if the product has bullet points and images.

IL – *InventoryLab*

A service used to assist in accounting and analysis related to Amazon business.

IP – *Intellectual Property*

Refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names, and images used in commerce. For Amazon's IP Policy, check this post from Amazon Seller Central.

iMAP- *Internet Minimum Advertised Price.*

Similar to a MAP policy, but specific to products sold on the internet. iMAPs allows manufacturers and brands to set a minimum price all online retailers or marketplaces agree upon.

Impressions

The number of times ads were displayed

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I

IPI – *Inventory Performance Indicator*

An Amazon IPI score combines the past three months of sales, inventory levels, and costs into a single rolling metric. When an IPI gets below a certain threshold, sellers will be subject to storage limits which might hinder their ability to add new inventory or create new items.

IRDR – *Inventory Record Defect Rate*

IRDR is a random inventory count, where the virtual is matched with the physical in a bin. If IRDR is high, then a picker could be sent to a bin to pick a unit, but it won't be there. Downstream implication is that the shipping cut off could be missed because Amazon has to chase that unit from elsewhere.

UNLOCK YOUR POTENTIAL

I

ISBN – *International Standard Book Number*

A 13-digit number assigned by standard book numbering agencies to identify individual books, editions of a book, or book-like products like e-books or audiobooks. ISBNs used to be 10 digits until the end of 2006.

ITK – *Item Type Keyword*

A set of search keywords chosen by a vendor, from a list Amazon maintains, that show an ASIN in search when a customer searches for any word(s) in the ITK string.

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K

KB – *Knowledge Base*

A repository of resources such as articles, guides, and video tutorials, intended to educate customers about the products, processes, claims, etc.

KDP Advertising

Amazon kindle advertising is KDP specific, which sits on the Amazon Advertising Platform. It allows you to run paid advertising on your self-published book. The book you wish to advertise for will appear on either the Amazon search results, eBook detail pages, and on the lock screen on the Kindle devices.

AMAZON FACTS

Amazon Revenue doubled in 2 years, going for 335 billion revenu in 2019 to more than 600 billion in 2021. Most of the growth comes from 3rd Party Sellers.

K

Keywords

Keyword targeting allows you to choose keywords to show your products in customer searches and detail pages. Use this strategy when you know the search terms that shoppers use to search products similar to yours.

For example, if your product is a phone case, you may choose the keyword "phone case." When a shopper searches for a product with the search term "phone case," your ad is eligible to show in search results and detail pages.

AMAZON FACTS "KEYWORDS"

1. Amazon Counts The Title As A Keyword Field
2. The Title Outranks All Other Fields In Importance
3. You Should Not Enter Entire Keyphrases Into The Search Terms Fields
4. Amazon Accounts For Stemming, Plurals & Commas
5. You Should Not Add Competitor Brands To Your Keyword Fields

K

KENP read

The number of pages read by Kindle Unlimited customers attributed to your ads. This a KDP Advertising metric that helps you understand the volume of pages read after customers click your ads.

Amazon track clicks associated with your advertised titles, and attribute them to the reading events for the same titles up to 14 days after customers click the ad.

KPI – *Key Performance Indicators*

Also referred to as metrics. A measurable value that determines how well your business or organization is performing against set objectives.

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L

LBB – *Lost Buy Box*

When a product loses the Buy Box button, the brand is losing it to another seller that has better offer as determined by Amazon's algorithm. If a product is out of stock, naturally it's a lost buy box.

LD – *Lightning Deal*

Lightning deal is a type of promotion on Amazon. LDs are offered in a limited quantity for a short period of time. These are available one per customer until either the deal's promotion period ends or all the available inventory is claimed.

LTH – *Long Term Hold*

LTH is storing stocks of products to be sold at a later date. For example, storing unsold Christmas lights in late December to be sold starting in October or November the following year.

L

LTL – *Less-Than-Truckload*

An Amazon freight shipping service where you essentially combine partial loads to create full multi-stop truckloads, which can be very efficient. LTL shipment combines individual boxes on pallets for delivery. The truck might contain shipments to other destinations.

LTSF- *Long-Term Storage Fee.*

Inventory that has been in an Amazon fulfillment center for more than 365 days incurs a LTSF. Inventory Age and Inventory Health reports help to identify AINs subject to long-term storage fees.

M

Manual Targeting

The manual targeting campaign type allows you to choose (and customize) which keywords to target on your ads. You can do this by using an the Amazon keyword suggestion tool or by evaluating and analyzing the performance of the keywords in your automatic ad campaign. You can target four match types: broad, broad+, phrase, and exact match keywords.

Match Type

The match type allow you to tell the platform how "tightly" to bid on a keyword/ad combination to match a customer search query. The 3 main match types are Broad, Phrase, and Exact. There is also a lesser used 4th match type – Broad Modifiers.

MAP – *Minimum Advertised Price*

A price that you agree not to list with a lower value when you purchase a product from a wholesaler or distributor. This term often comes into play with wholesale sourcing.

M

MCF – *Multi-channel Fulfillment*

Also multichannel fulfillment. A fulfillment type where storage is not limited to one company. Some inventory may be fulfilled by Amazon through FBA and other inventory by other sales channels or by the seller themselves.

MF – *Merchant Fulfilled*

See FBM.

MFN – *Merchant/Manufacturer Fulfillment Network*

See FBM.

MoM Growth – *Month-Over-Month Growth*

Shows the change in the value of a specific metric as a percentage of the previous month's value. Often used to measure the growth rate of monthly revenue, active users, number of subscriptions, or other key metrics.

MCI – *Multi-Country Inventory*

An Amazon fulfillment option which allows FBA sellers to choose the countries where they want to send their inventory and have orders for that Amazon store fulfilled by local fulfillment centers.

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M

MOQ – *Minimum Order Quantity*

The minimum amount of items consumers can order. This typically applies to orders from wholesalers or distributors.

MSRP – *Manufacturer's Suggested Retail Price*

Also referred to as the list price, SRP (Suggested Retail Price), or RRP (Recommended Retail Price). The price at which the manufacturer recommends that the retailer sell the product.

It starts with YOU!

M

MTD – *Month-to-Date*

From the beginning of the month until this time of the month. Referring to the period in a month with respect to the month as a whole. Often seen when sharing sales or a certain metric since the beginning of the month.

MWS – *Marketplace Web Services*

Refers to Amazon's Marketplace Web Services and is where you get access to your API or MWS keys. While AWS refers to the cloud computing platform, MWS is the specific service that Amazon provides for sellers.

"Failure defeats losers, failure inspires winners"

Robert T. Kiyosaki

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N

New-to-brand (NTB) orders

New-to-brand metrics enable you to measure orders and sales of your products generated from first-time customers of your brand on Amazon. With this metric, you can better measure and optimize in-flight campaigns and plan future marketing strategies to drive customer acquisition and brand loyalty.

% of orders new-to-brand (NTB)

The percentage of total orders that are new-to-brand orders.

New-to-brand (NTB) sales

The total sales (in local currency) of new-to-brand orders.

% of sales new-to-brand (NTB)

The percentage of sales (in local currency) of new-to-brand sales.

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N

Negative Targeting

Allow you to exclude shoppers' search terms, brands or products from displaying ads in shopping results or detail pages.

Negative Keywords

Negative keywords prevent your ads from displaying when a shoppers' search terms match your negative keywords. You can use negative keywords to exclude poorly performing searches, reducing your advertising cost and increasing your return on ad spend (ROAS). It can also be used to fine-tune each campaigns' keyword targeting to understand individual performance.

Negative Products

Negative product targeting prevents your ads from displaying on an ASIN's product page. You can include a negative list of brands and products that you would like to exclude from your targeting choices. Excluding irrelevant brands and products can help increase your return on ad spend (ROAS).

Think Smart
Not Hard

N

NAFN – *North American Fulfillment Network*

Vendors in North America (US, Canada and Mexico) may find their products shipped to any of these countries using Amazon's fulfillment channels.

NIS – *New Item Setup*

Refers to the initial creation of an item from accepting the terms and agreements, to developing an ASIN, and filling out the detail page info.

NP – *New Product*

A newly listed item on Amazon.

NPMO – *Nonconformities Per Million Opportunities*

See DPMO.

NR – *Non-Replenishable*

Also Non-replenishment. An item that is not available and could be deleted from the catalog.

O

OA – *Online Arbitrage*

Also referred to as Retail Arbitrage. Purchasing items from online retailers to resell on Amazon.

OB – *Obsolete*

The abbreviation OB is typically used when referring to stocks.

OB – *Outbound*

Used when referring to FC scheduling.

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O

ODR – *Order Defect Rate*

The percentage of orders that have received negative feedback or significant issue on, an A-to-Z Guarantee claim or a service credit card chargeback.

OEM – *Original Equipment Manufacturer*

A company that produces parts and equipment that may be sold by other companies. This term is normally used when discussing warranty.

"A successful man is one who can lay a firm foundation with the bricks others have thrown at him." --David Brinkley

![Sonemos - Marketplace Media Experts]

O

OOS – *Out of Stock*

A replenishment term referring to items being out of stock in retail store or Amazon themselves being out of stock.

Ops – *Operations*

Mostly used to refer to the operations department.

OS – *Off-Season*

A replenishment term refers to an item that is not currently in season. Can be used to temporarily unpublish an item that will be back in stock during a relevant season or a specific time of the year.

OSE

Online Selling Experiment.

0

OTT- *Over the Top*

A type of digital advertising provided through film and television content using a high-speed Internet connection rather than a cable or satellite provider. Through Amazon Advertising, OTT advertisements reach customers in the form of TV commercials. Brands can leverage Amazon DSP to run full-screen TV ads through FireTV. OTT allows brands to promote products through non-skippable video content aimed at target audiences.

P

PA – *Process Assistant*

A position in an Amazon warehouse who works as a supervisor under the Area Manager.

PAN EU – *Pan European*

Refers to the European marketplace. Also refers to the state where a seller is actively selling on Amazon's European marketplaces. PAN EU is an option that allows sellers to send their products to one fulfillment center. Then Amazon ships the items to their fulfillment centers around the continent.

P&L – *Profit and Loss*

Generally referring to Profit and Loss Statement; also referred to as income statement. A financial statement that summarizes the revenues, costs, and expenses incurred during a specified period, usually a fiscal quarter or year. These records provide information about a company's ability or inability to generate profit by increasing revenue, reducing costs, or both.

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P

Product Attribution Target/PAT/Product Targeting

Product targeting lets you target specific products, categories or brands instead of keywords. One example of this is ASIN targeting – you can target any ASIN in your SP ad campaign instead of a keyword. In this case, you will be targeting specific products.

P

PDP – *Product Display Page*

See DP.

PED – *Prime Exclusive Discount*

A limited-time del available to Amazon FBA sellers for Prime-eligible items. This can be in the form of an amount or a percentage off.

Phrase

With phrase match type, the keywords that the seller is bidding for must be within the customer search query in exact order. It is much tighter and restrictive than broad. The tighter control means more relevant placements for your ads, ensuring stronger keyword relevancy.

PCOGS – *Product Cost of Goods Sold*

Also Projected Cost of Goods Sold, and sometimes written as PCoGS. The amount needed to procure an item or a product.

PDA – *Product Display Ads*

A type of display advertising where a product's ad appears throughout Amazon on category and product pages.

P

PG – *Process Guide*

A role in Amazon fulfillment centers supporting a Process Assistant and an Area Manager.

PL – *Private Label*

An item manufactured or packaged for sale under the name of the retailer rather than of the manufacturer.

PM – *Price Match*

Refers to matching the price of other retailers. You will typically see this for retailers claiming they have the lowest prices for their products and offers consumers a price match if they find other vendors with lower prices.

P

PNOV – *Preliminary Notice of Violation*

A notification from Amazon informing sellers of their probable violation. Sometimes the initial notice gets skipped especially if there are multiple violations.

Portfolio

Portfolios are a collection of campaigns that you can group together to fulfill your advertising requirements. To offer structure and organize your advertising activity. For example, you can create portfolios by brand, product category, or season.

POD – *Proof of Delivery*

A customer-signed document from the shipping company indicating that the item was delivered. This term normally comes up when a customer claims that he has not received the package but the shipping company says otherwise. Note that a tracking number from the delivery company may not suffice as a POD. Seller Central suggests that an actual signature of the customer is needed.

P

PPC – *Pay Per Click*

In Amazon, PPC is an advertising feature that can help sellers reach buyers, boost sales, promote brand awareness, and measure success in Amazon. It allows vendors, sellers, agencies, and Kindle Direct Publishing (KDP) authors to advertise their products at the top of Amazon's product detail pages and SERPs. Just like any other PPC ad, you will only pay for your Amazon PPC ads whenever users click them.

PPE – *Personal Protective Equipment*

Often required for working in certain job roles at an Amazon financial center.

PPM – *Pure Product Margin*

Calculated by the following formula (Revenue – P-COGS) / Revenue.

WHAT'S YOUR DEFINITION
OF SUCCESS

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P

PO-*Purchase Order*

A commercial document and first official offer issued by a buyer to a seller indicating types, quantities, and agreed prices for requested products. Amazon issues POs to vendors for products to be sold through Amazon Retail.

Potential Reach

Estimated size range of unique devices that are eligible to see your ad. on the related audience.

PPU- *Price Per Unit.*

The price of a single unit of measure of a product. PPU could be used to describe the price per product count, pack size, volume, or weight.

PQV – *Product Quality Variance*

Happens when a vendor sends inventory to Amazon and the amount they shipped differs from the amount Amazon received.

SMALL OPPORTUNITIES ARE OFTEN THE BEGINNING OF GREAT ACHIEVEMENTS.

P

PR – *Planned Replenishment*

A replenishment term referring to items that are automatically reordered.

PPV – *Product Price Variance*

Happens when a vendor raises an invoice and the item price on the invoice differs from what Amazon has in the system.

Product pages

An Amazon product listing is the product page for each of the items you sell on Amazon. It is made up of the information you enter when you list your product including its title, images, description, and price

Success doesn't come to you, YOU GO TO IT.
Marva Collins

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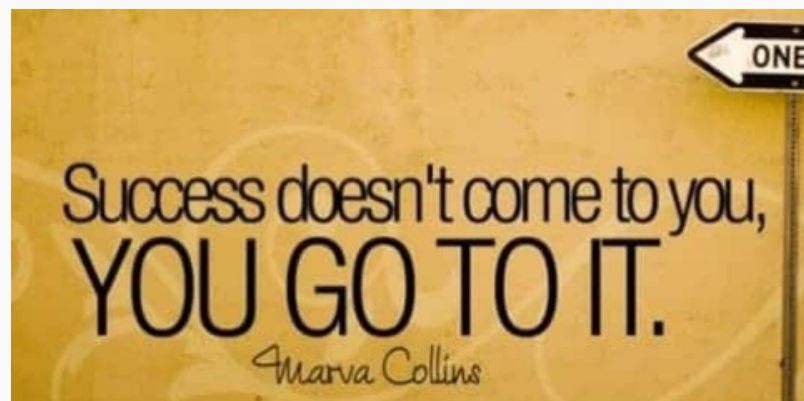
Q

Q1 – *Quarter 1*

Refers to the first quarter of the year from January to March. For some businesses, this is the most challenging quarter as it follows Q4, where sales are expected to go up**.**

Q2 – *Quarter 2*

Refers to the second quarter of the year from April to June.

Q3 – *Quarter 3*

Refers to the third quarter of the year from July to September.

Q4 – *Quarter 4*

Q4 – Refers to the fourth quarter of the year from October to December. For most businesses, this quarter is the most important due to the holidays within this period.

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Q

QA – *Quality Assurance*

A process or method of preventing mistakes and defects in manufactured products and avoiding problems when delivering products or services to customers. Quality Assurance for Amazon sellers play an important role in the supply chain for it ensures that your goods are pre-inspected before shipment.

QB – *QuickBooks*

An online tool which helps Amazon sellers manage their accounting.

QTY- *Quantity*

.Refers to the number of units outlined in a purchased order, or in other documentation or reporting.

"Your most unhappy customers are your greatest source of learning."

**BILL GATES
CO-FOUNDER OF MICROSOFT**

R

RA- *Retail Arbitrage*

The process by which a consumer purchases products in a retail store and sells them to a third-party marketplace, such as Amazon, for a higher price to generate profit.

Replen – *Replenishable Product*

An item that a seller is able to replenish from a supplier and sell continuously. This term is normally used in relation to sourcing products.

Rep OOS – *Replenishable Out of Stock*

Clicks on a detail page where retail items are not available in percentage of all clicks. The percentage of sales that were missed out due to the item being out of stock.

R

RoAS – *Return on Ad Spend*

An indication of the amount spent on PPC ads in relation to the revenue generated from ads. RoAS a factor that is used to determine the effectiveness of an ad campaign.

ROI – *Return on Investment*

A performance metric used to determine success of an investment relative to the costs. The loss or gain an investment generates relative to the amount of money invested.

RRP – *Recommended Retail Price*

See MSRP.

Rest of search

Refers to Sponsored Products ads shown in the middle or at the bottom of search results, and all Sponsored Products ads in the second page of search results and beyond.

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R

ROPO- *Research Online, Purchase Offline*

Describes behaviour
whereby a shopper researches what to buy
online before visiting a retail location to make
the purchase.

S

Sales Metrics

- is the total value of products sold to shoppers within the specified timeframe for a type of campaign due to clicks on your ads.
Sponsored Products: Sales from advertised products as well as other products from your inventory purchased within 7 days.
Sponsored Brands: Sales from advertised products and all products within your brand sold by Amazon and third-party sellers within 14 days.
Sponsored Display: Sales from advertised products as well as other products from your inventory purchased within 14 days.
It can take up to 12 hours for your sales data to update. As a result, sales data may be delayed in the Today date range.

SBC – *Simple Bin Count*

The total number of items in a bin after items are stowed. If the number is different than what it should be, the pod is referred

SC – *Seller Central*

The online interface certain Amazon marketplace sellers use to manage their Amazon Pro or Individual seller accounts. The web platform used by Amazon marketplace sellers.

S

SCoGS- *Shipped Cost of Goods Sold*

A vendor central metric that represents Amazon's cost of goods sold once the product has been shipped
to the end customer. SCoGS is updated daily within Vendor Central's Retail Analytics Portal.

SDS- *Safety Data Sheets*

Used to communicate hazmat and hazardous information about chemicals, chemical compounds, and chemical mixtures, which may lead to limitations on if and how an item can be sols on Amazon.

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S

SEO – *Search Engine Optimization*

The process of maximizing or optimizing the number of visitors to a particular website by ensuring the website appears high on the list of results returned by a search engine. Optimizing online content such that a search engine will likely show your website as a top result for searches based on certain keywords

The secret of business is to know something that NOBODY else knows.

Aristotle Onassis

SERP- *Search Engine Result Page*

The page of results that populates after a shopper completes a search on Amazon or another search-driven website.

SFP – *Seller Fulfilled Prime*

A program for Amazon Prime sellers which allows them to ship from their own warehouses and control their own fulfillment. By displaying the Prime badge, you are committing to fulfill orders with two-day delivery at no additional charge for Prime customers.

S

SIOC – *Ships in Own Container*

An Amazon container packaging option where the product can be shipped in its own box and no over boxing is required in the fulfillment center to ship to a customer.

SKU – *Stock Keeping Unit*

An alphanumeric code used to identify items in a seller's inventory. These are machine-readable codes used to identify a specific product and vary from company to company, for inventory purposes.

SLA – *Service Level Agreement*

An agreement between two parties detailing how a service can be accomplished. SLA is usually referred to the time frame a service needs to be delivered, but also includes the quality of the service.

SLAM – *Scan, Label, Apply, Manifest*

Refers to the step at which a shipment is weighed, the shipping method is calculated, and a shipping label applied.

S

SnS – *Subscribe and Save*

Amazon's service that allows customers to periodically auto-order delivery on certain products at a discounted price. Bundling more of these products increases the discount leve**l.**

SP00 – *Shipping Package #*

Sometimes referred to as SPOO (two letter O's, instead of two number O's). A barcode label applied to a box after an item has been packed. After packing and before auto-SLAM, the sp00 contains all order details for a particular shipment.

SP – *Sponsored Products*

Keyword-targeted ads that promote an individual product and are on a cost-per-click basis.

SPN – *Service Provider Network*

Launched in 2014 with the goal of enabling sellers to launch, manage and grow their business on Amazon.in. SPN is a network of over 300 professional service providers who are trained and certified by Amazon.

S

Sponsored Products

It is an Amazon PPC advertising type where you can promote your products to shoppers actively searching with related keywords or viewing similar products on Amazon. The promoted product will show up as tiles with the tag "sponsored" in the search results. Allows the advertiser to on a pay-per-click basis.

Sponsored Brands

Amazon Sponsored Brands, formerly known as Amazon Headline Search Ads, is an Amazon PPC advertising type displayed in the search results, product pages (through product attributed targeting), and other locations like the checkout page. These advertisements are typically displayed as long rectangular banners viewed in both horizontal and vertical orientations.

Sponsored Products   Headline Search Ads   Product Display Ads

S

Sponsored Display

Sponsored Display, also called Amazon Display Ads, are banner ads that show up as a small rectangular or square banner of the product's main image underneath the bullet points. It exclusive only shows up on the product detail page. Sponsored Display, is one of the 3 advertising campaign types that Amazon advertisers are allowed to create. The other two being Sponsored Brands and Sponsored Products.

Sponsored Brand Videos

Sponsored Brands Video is a sub ad category of Sponsored Brands. These ads are 45-sec clips displayed in the middle of the search result page on mobile and desktop. It is only displayed on the search result

Spend

The total Amazon PPC click charges for a campaign ad group or target

S

Sponsored Lockscreens

This Advertising type is specifically for KDP author/publishers. Lockscreen Ads are cost-per-click display ads that enable publishers to promote eBooks and engage readers with interest-targeted ads on the locked screens of Kindle E-readers and Fire tablets.

S

Suggested bid and bid range

calculated from a group of recent winning bids for ads that are similar to yours. The bid range is a range of winning bids for most ads in your product category.
The suggested bid provides you with an estimate of bids that other advertisers have used for similar products such as yours. The purpose of this range and suggested bid is to help you get an idea of what bid is competitive enough to win the bid auction.

SRP – *Suggested Retail Price*

See MSRP.

SS – *Seller Support*

The customer service for sellers in different Amazon marketplaces.

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T

Targeting Type

Targeting Type is on a campaign level and refers to the the two targeting types Amazon PPC support: Manual and Automatic

Targets

Is the granular level of Amazon PPC data levels. There are two types of targeting 1) Keywords and 2) Product. There a one to one relationship between bids and targets

T&C – *Terms and Conditions*

See TOS.

TACoS-
Total Advertising Costs of Sales

A variation of ACoS used to understand the impact of advertising on overall sales. TACoS provides a more holistic view, bringing into consideration a brand's organic growth as well.

A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL.

T

TM- *Trademark*

Any word, name, symbol, or design used to legally identify and distinguish the goods of one manufacturer and to indicate the source of the goods

TOS – *Terms of Service*

Also known as Terms of Use (TOU) or Terms and Conditions (T&C). Refers to the legal agreements between a service provider and a person who wants to use that service. The person must agree to abide by the terms of service in order to use the service or services offered

Top of search (first page)

Refers to the Sponsored Products ads at the top row on the first page of search results.
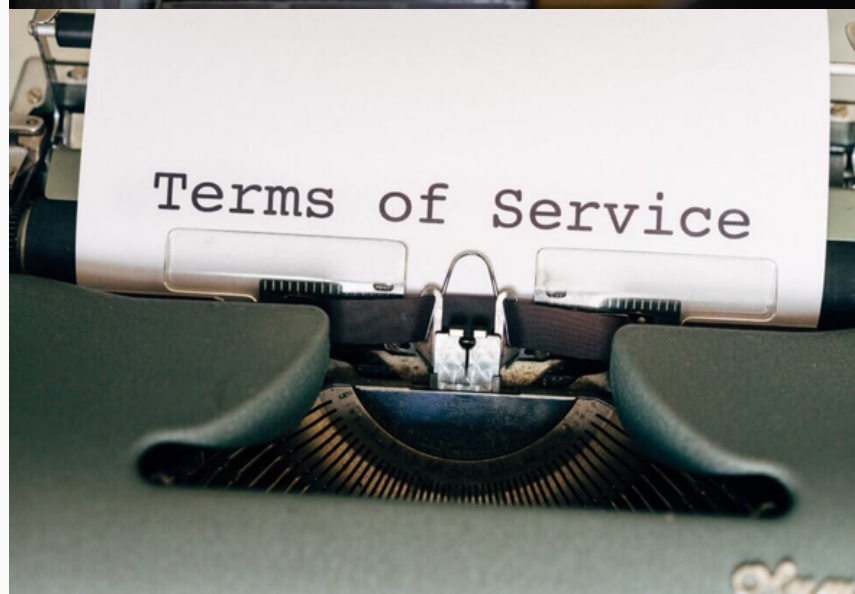
U

UPC – *Universal Product Code*

A 12-digit unique code identifying a specific product. It also has a unique sequence of black bars that are then detected by machines for easier processing. This type of barcode is often used in the United States and Canada. The UPC is purchased from GS1, an organization assigned to identify different retail products around the globe.

UPH – *Units Per Hour*

The number of units produced or sold per hour, depending on the context of use.

UX – *User Experience*

See CX.

V

VA – *Virtual Assistant*

Someone who provides administrative help while working remotely. VAs can be contract workers and can provide assistance in bookkeeping, data entry, research, and much more.

VC – *Vendor Central*

An invite-only platform for businesses that want to sell their products to Amazon itself. When you sell to Amazon in this capacity, you are their supplier. Amazon sends you a purchase order listing of what they want to buy.
The web interface used by manufacturers and distributors. If you sell via Vendor Central, you're a first-party seller. You're acting as a supplier.

View Remarketing

Views remarketing is a subset of Sponsored Display audiences. The views remarketing strategy enables you to engage audiences of Amazon shoppers who have viewed specific product detail pages in the past 30 days. You can engage shoppers in 3 ways:
1.   Shoppers who have viewed your advertised products on Amazon in the past 30 days.
2. Shoppers who have viewed products similar to your advertised products on Amazon in the past 30 days.
3. Shoppers who have viewed products within a specific category or browse node on Amazon in the past 30 days (for example, men's running shoes).

V

VIR – *Volume Incentive Rebate*

See GIR.

VIS – *Video in Search*

Offers advertisers a content-rich medium in which to make a direct connection with Amazon customers through videos in mobile search results.

VLT – *Vendor Lead Time*

The amount of time a vendor takes for an order to be picked, packed, and received by Amazon.

VM – *Vendor Manager*

The owner of a category or categories at Amazon for Wholesale programs, responsible for managing full category scope, including P&L performance and end-to-end vendor management, which requires development of new strategic vendor relationships, driving negotiations, managing growth levers and ensuring paramount operational and logistical performance.

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V

TEAMWORK

VPC – *Vendor Powered Coupons*

Amazon coupons that are available to both Amazon vendors and sellers. The offers appear on the Product Detail Page in the form of a digital coupon. Offers include percentage off, dollars off, BOGOs, free shipping, social media promo codes, or giveaways. For Amazon marketplace sellers, the account must be a Professional Seller Account, in good standing, and must have at least a 3.5 Seller Feedback Rating. Discounts are funded by the vendor/seller.

W

WOS – *Weeks of Supply*

A metric showing how long the current inventory will last based on the current demand. An inventory measure calculated by dividing current inventory by average sales. WOS helps to educate a planner to think of inventory in terms of forecasting. For Wholesale merchants, the Amazon Replenishment Team will determine WOS. For Marketplace sellers, they are responsible for managing their own inventory.

WM-*Walmart*

One of Amazon's primary retail competitors

WS – *Wholesale*

The process of selling products in large quantities and at lower prices to others who then resell them either in brick and mortar stores or online, on sites like Amazon and eBay. Refers to sourcing products direct from the manufacturer or from a distributor.

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Y

YTD – *Year to Date*

From the beginning of the year until this time of the year. Referring to the period in a year with respect to the year as a whole. Often seen when sharing sales or a certain metric since the beginning of the year.

SOURCES

ACCORDING TO THE APA STANDARDS

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