

100+ AMAZON ACRONYMS

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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 also helps companies and entrepreneurs start an Amazon Business.



**WE HELP YOU
SUCCEED ON
AMAZON**

1P AND 3P

1P - First Party Seller

1Ps are generally brand manufacturers that sell inventory directly to Amazon through purchase orders. Amazon facilities selling to the consumer..

3P - Third Party Seller

3Ps use Amazon as a marketplace to sell products directly to the consumer, either through consignment or by fulfilling direct to the consumer.

DID YOU KNOW

Each month more than 197 million people around the world get on their devices and visit Amazon.com. That's more than the entire population of Russia. (1)

In 2018, Amazon's share of the US ecommerce market hit 49%. That's 5% of all retail spent across the entire country. To put things in perspective, this is more than Amazon's top three competitors combined, with eBay coming in at 6.6%, Apple at 3.9% and Walmart at 3.7%. Needless to say, Amazon is the leader in online sales, with no sign of slowing down anytime soon. (1)

A

**AAP**

Amazon Advertising Platform. AAP has been rebranded Amazon DSP, the program advertisers use to buy, create, and deploy display and video ads through the channel.

A+

A+ content is available to brands to enhance product detail pages with custom graphics, text, and more. The pages have a series of 5 modules that include both images and text. They're used as a way to inform shoppers about the product and brand on a more visual scale.

A

ACoS

Average Cost of sales. A baseline metric used to measure the success of advertising campaigns on Amazon.

AMZ

Amazon
A common abbreviation for Amazon. Also, Amazon's stock ticker symbol (NASDAQ)

AMG

Amazon Media Group. AMG has been rebranded, and offerings now fall under the **Amazon Advertising'** umbrella. Prior to this change, AMG referred to the in-house team that sold and managed Amazon ad solutions for brands. Now, Amazon Advertising is the destination for brands to find ad solutions such as programmatic and other self-service options.

AMS

Amazon Marketing Services. Amazon advertising was formerly known as Amazon Marketing Services or AMS.

A

APASS

Amazon Packaging Support and Supplier Network. A network through which Amazon provides a list of third-party companies and labs that help brands test, design, and supply packaging to align with Amazon's Packaging Certification.

ASIN

Amazon Standard Identification Number. An identifier Amazon uses for each listing in its catalog. An ASIN can be compared to a UPC but is exclusive to Amazon.

AE

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

ASN

Advanced Shipment Notification. Used to communicate a shipment's tracking number and information to Amazon in advance of delivery.

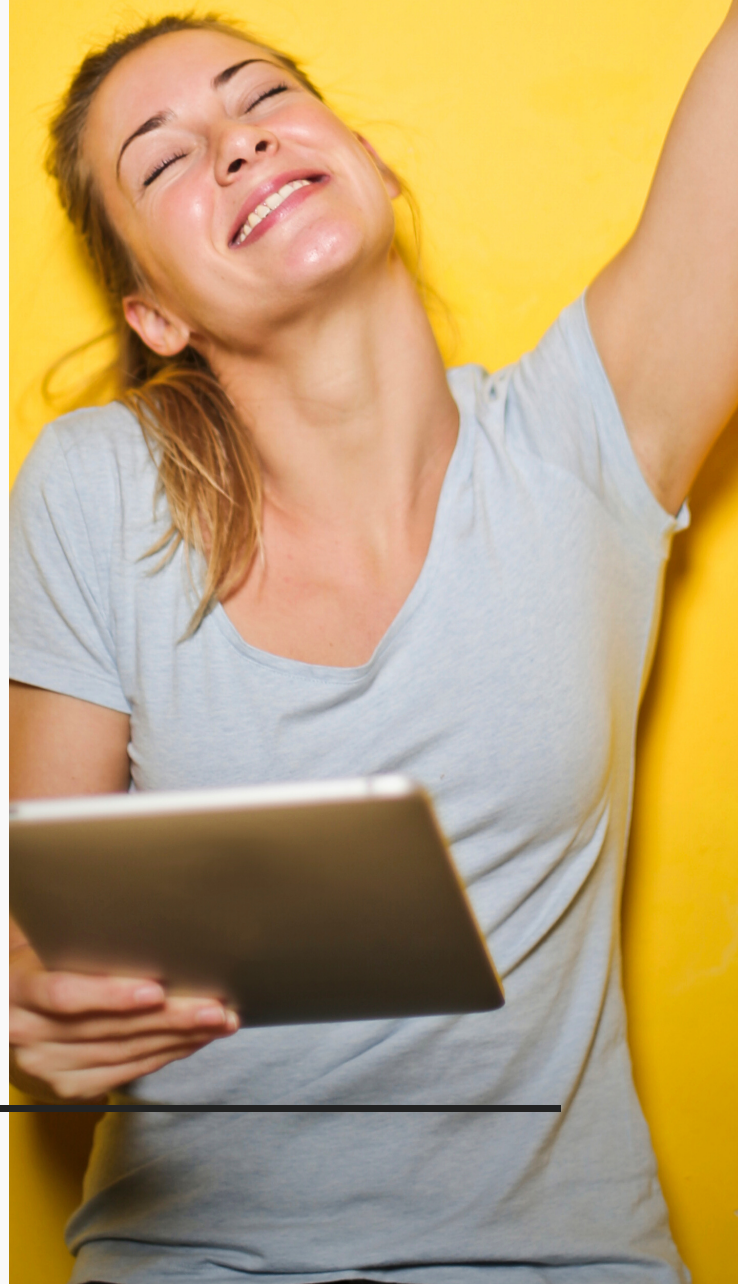
A

ASP

Average Selling Price. The average price at which a product is sold on Amazon. It's calculated by dividing total sales by the number of items sold within a 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.



A

ATOP

At time of posting – You are likely to see this in Amazon related facebook groups. This most often refers to the pricing of an item at the time the post was made

AVS

Automatic variation Services. A service used by Amazon to automatically enable the creation of a variation relationship based on product attributes and grouping logic.

SONEMOS MEDIA

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

B

BB

Buy Box. The button customers click to add a product to their shopping cart. It displays on the right-hand side of a product detail page when a product is eligible. The buy Box is awarded by Amazon to the seller that has the product listed at the best price, combined with other factors.

BOPIS

Buy Online Pick up In Store. Sometimes referred to as "click-and-collect". BOPIS is a model by which customers order goods online and pick them up at a physical store.

BF

Black friday. One of the biggest shopping days of the year for brands, taking place the friday after thanksgiving.

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.

B

BSR

Best Seller rank. A ranking assigned to products by Amazon based on its total orders compared to products within the same category over a specified time period.

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 popular buying season that takes place during the summer months before the school year starts in the United States, Europe, and Canada.



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..

COGS

Cost of Goods Sold. A term used in the retail and manufacturing industry that represents the direct costs associated with producing goods sold. This amount includes the cost of the materials and labor, and it excludes indirect expenses such as distribution costs and sales force costs.

CM

Cyber Monday. A major day for online sales for brands and retailers taking place the Monday following Thanksgiving.

CPC

Cost Per Click. A metric used in digital advertising, specifically within pay-per-click ad campaigns, representing the ratio of fees incurred compared to the total of clicks in the advertisement. A digital advertising pricing structure in which fees are levied only when an ad is clicked. On Amazon, this refers to Sponsored Products and Sponsored Brands.

C

CTR



Click-Through Rate. A measurement of the numbers of clicks per impressions of an advertisement, used in Amazon Advertising as one of the metrics reported from an ad campaign.

FUN FACTS

- 9 out of 10 consumers price check a product on Amazon. (2)
- \$1.4K is the average spent by Amazon Prime members each year (3)
- Amazon shipped over 5 billion items worldwide in 2017 (4)
- More than 50% of all Amazon sales come from third-party sellers. (5)

D

DCM

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

DF

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

DEA

Dynamic E-Commerce Ads. A premium ad type available only through Amazon DSP through which built-in features within display ads change based on a buyer behavior. This ad type is used primarily to serve customers with an optimized ad using automatically assembled creative. DEA's are officially termed "display ads with e-commerce creative" by Amazon.

DOTD

Deal of the Day. A single item or small set of closely related items discounted for one day only, also known as 'Today's Deals'.

D



DP

Detail page. A product page for an ASIN on Amazon is referred to as a detail page, or product detail page (PDP). Detail pages include information such as price, product title, informational bullet points and descriptions, customer reviews, and A+ content, as well as the product's Buy Box.

DPM

Display Parent Model. A variation model in which variation listing displays the information continued 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

Detail Page Views. A metric representing the number of visits a product detail page receives.

DS

Drop Shipping. The process by which a product is shipped from a supplier to the end customer.

DSP

Demand Side Platform. Amazon's demand-side platform that enables brands to programmatically buy display and video ads.

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

E

EBC

Enhance brand content.
Now known as Seller A+ Pages, offering the same capabilities.

EAN

European Article Number. A 13-digit number for identifying retail products, similar to a UPC barcode system. An EAN is used primarily in U.K. markets and can be found on a product's packaging.

EFP

Exclusively for Prime.. A product on Amazon offered only to Amazon Prime members



F

FBA

Fulfillment by Amazon. A service within Seller Central brands is used for relief from managing the fulfillment aspect of logistics. Brands that sell using FBA have access to services that provide storage, packaging, and shipping assistance. The program requires brands to ship their products to an Amazon fulfillment center to be stored until they're sold (via consignment).

FBM

Fulfilled by Merchant. The Amazon fulfillment process through Seller Central by which products are shipped directly to the end consumer by the brand or merchant.

FC

Fulfillment Center. Amazon's term for its product warehouses. Amazon has more than 175 fulfillment centers around the world, totaling more than 150 million square feet of floor space.



F

FFP

Frustration Fee Packaging. A threetiered program designed to reduce cost and waste through improved packaging. According to Amazon, Frustration-Fee Packaging allows expectations that packaging used to ship products is made of 100% recyclable materials. Depending on the tier to which a brand aligns, packaging could be easy to open or designed to ship products in original packaging.

FNSKU

Fulfillment Network Stock Keeping Unit. A barcode Amazon uses to identify a product as unique to the seller when sent to an FBA warehouse.



G

GLN

Global Location Number.
A unique identification code of a physical location for a business. A GLN is often used to ensure products are transferred to the correct Amazon facility.

GS1

Global Standard 1.
Barcodes used by brands that operate through Fulfilled by Amazon (FBA) to identify and track inventory. Manufacturers and brand owner print GS1 barcodes directly onto the product packaging.

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.

GTIN

Global Trade Item Number. A globally unique 14-digit number used to identify all products sold on Amazon. A product GTIN is most commonly a UPC, ISBN, or EAN.

|

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. .

ISBN

International Standard Book Number. A universal 13-digit number assigned to identify books.

IL

InventoryLab - A service to assist in accounting and analysis related to your Amazon business.

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POTENTIAL**

L

LD

Lightning Deal. An Amazon specific limited-time and limited-quantity offer available on a one-per-customer basis. LDs can be found throughout Amazon.com and on the Today's Deals page.

LTH

Long-Term Hold. Used to describe inventory stored in a fulfillment center or warehouse to be sold at a later date. Brands usually implement a LTH based on the seasonality of products.

LTL

Less than Truckload. Used to describe the transportation of small freight or when freight doesn't require the use of a full trailer. LTL shipping can increase a product's price and negatively impact its profitability.

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

MAP

Minimun Advertised Price. Commonly put in place by manufacturers and brands that work with wholesalers and major retailers. MAP policies establish the lowest retail price agreed upon by wholesalers and distributors. The entity selling a brand's product on typically sell for any amount at or above the stated minimum advertised price.

MF

Merchant Fulfilled. Items shipped directly to the customer by the seller.



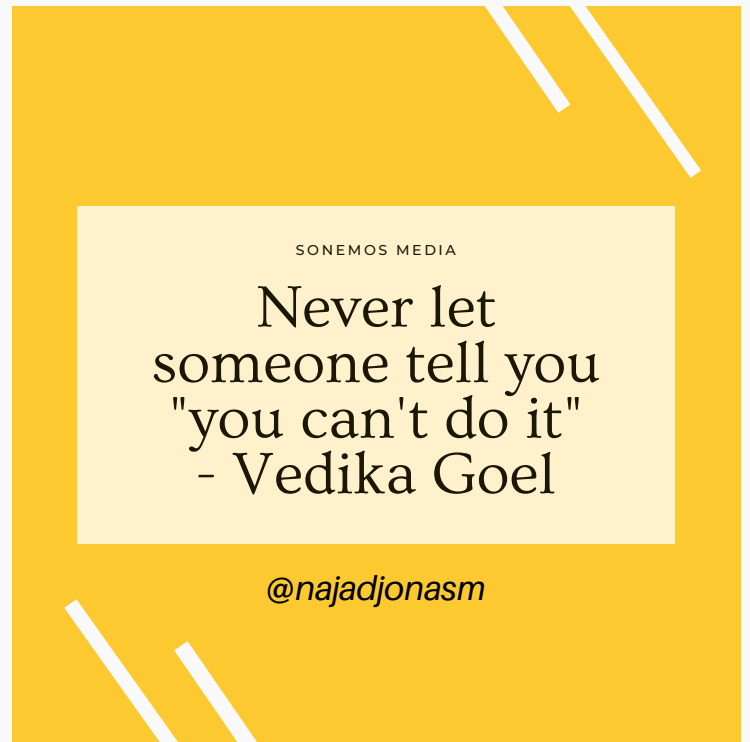
M

MOQ

Minimum Order Quantity. The minimum amount of a product a wholesaler or a consumer may order, as permitted by the supplier.

MSRP

Manufacturer Suggested Retail Price. The price at which the manufacturer recommends a retailer or marketplace sells the product to the end customer. MSRP's were designed to standardize pricing across shopping destinations.



N

NIS

New Item Setup. The initial creation of a product listing on Amazon through Vendor Central. It involves the acceptance of Amazon's terms and conditions, developing the ASIN, and adding the product to Amazon's catalog. Information needed for NIS includes the product ID (such as UPC/GTIN), SKU, product name, case quantity, dimensions, weight, etc.

NTB

New to Brand. An Amazon advertising metric used to understand whether an ad-attributed purchase was made by a first-time buyer rather than an existing customer. NTB metrics include measurements such as new-to-brand purchases and sales, new-to-brand purchases rates, and cost-per-new-brand customer.

O

OA

Online Arbitrage. The act of buying products on websites and reselling them on marketplaces, like Amazon, for a profit. OA is common practice used to procure products by unauthorized third-parties reselling on Amazon's Seller Central platform.

ODR

Order defect rate. Accounts for the percentage of orders in which negative buyer feedback is reported, an A-to-Z guarantee claim is made, or chargebacks are issued.



0



OSE

Online Selling
Experiment.

OOS

Out of Stock. An item that has sold through its existing inventory and is not currently available to customers.

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

PDA

Product Display Ads. A display ad type available through Amazon Advertising in which advertisements appear on product detail page.

PDP

Product Detail Page. The webpage a shopper views when browsing an item on Amazon. Each product has its own PDP with information including a title, model number, price, description, image gallery, ASIN, customer reviews, and more.

P&L

Profit & Loss Statement
– Also known as the income statement.

PL

Private Label. Goods created by one company to be sold and branded by another company. Amazon owns and sell more than 100 private label brands, including AmazonBasics

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.

POD

Proof of Delivery. An Amazon term used to verify an item was successfully delivered by the carrier to his destination. To do so, the carrier takes a photo of the package at the recipient's delivery location. When a customer receives a delivery confirmation the photo populates within their account.

PPA

Price Pack Architecture. A form of research conducted by the brand or a third party consultant to determine the ideal packaging and price for a product desired by customers.

P

PPC

Pay Per Click. A term used in digital advertising describing ads in which advertisers pay a fee only when the ad impression is clicked. On Amazon, PPC fees are most commonly associated with Sponsored Ads. PPC ads are used to drive traffic from search results to a product or landing page.

PQV

Product Quantity Variance. Used to describe an instance in which a vendor or seller ships inventory to an Amazon warehouse and Amazon receives a differing quantity.

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.

PR

Pallet Received.

Q

Q1

First quarter of the year. Typically, this refers to the first three months of the calendar year (January through March).

Q2

Second quarter of the year. Typically, this refers to the fourth through sixth months of the year (April through June).

Q3

Third quarter of the year. Typically, this refers to the seventh through ninth months of the year (July through September).

Q4

Fourth quarter of the year. Typically, this refers to the last three months of the year (October through December). Brands that sell on Amazon usually see this as a peak time period.

QB

Quickbooks. Service to help manage accounting.

QTY

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

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.

RoAS

Return on Ad Spend. A metric that represent the ratio of revenue generated by an ad campaign divided by the investment.

Replen

Replenish-able product. An item that a seller is able to replenish from a supplier and sell continuously. This term can be used in relation to just about any sourcing method.



R

ROI

Return on Investment. A more generic term for RoAS, ROI represents a ratio between net profit and cost of investment.

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

SB

Sponsored Brands. Keyword-targeted ads on Amazon that promote a specific brand on a pay-per-click basis. SBs were previously referred to as Headline Search Ads (HSAs).

SC

Seller Central. The interface used to market and sell products directly to Amazon's customers. Any merchant operating within Seller Central is considered a third-party seller or 3P.

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 sold on Amazon.

S

SEO

Search Engine Optimization. SEO on Amazon differs from traditional search engines like Google or Bing, which focus primarily on page content and domain authority. Amazon SEO is outlined by its proprietary A9 Algorithm, and is primarily driven by sales velocity.

SERP

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

S

SIOC

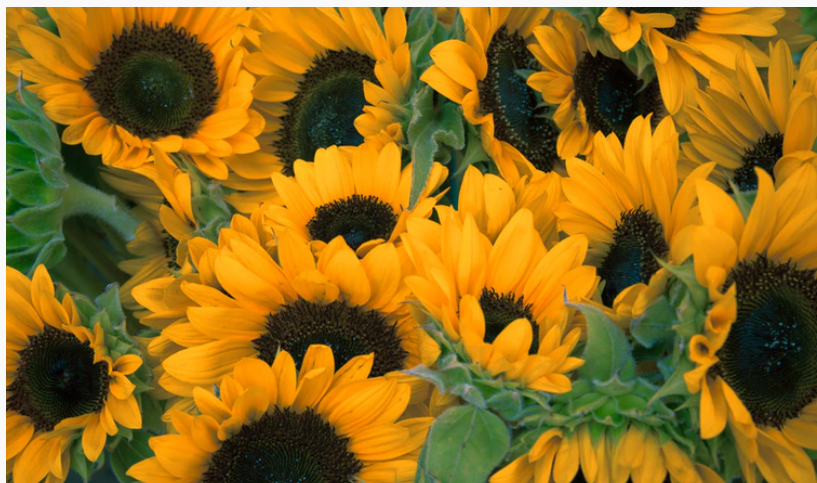
Ships In Own Container. Refers to Tier 2 of Frustration Fee Packaging (FFP) . To qualify for Tier 2, vendors must utilize packaging that can be shipped to the customer as it arrives in Amazon fulfilment center, incorporating no overbox.

S&S

Subscribe and Save. An Amazon service that allows customers to routinely auto-order specified products at a discount price.

SKU

Stock Keeping Unit. A combination of letters and numbers used to identify items in a sellers inventory. In an Amazon setting, SKU is often used synonymously with the Amazon-specific term ASIN.



S

SP

Sponsored Products. Keyword-Targeted ads that promote products on a pay-per-click basis. These advertisements appear at the top, right, or bottom of the search result pages, and also populate within a specified module on product detail pages.

SS

Seller Support. Sellers can contact Amazon through SS by submitting a support ticket, sending an email, using the chat feature, or over the phone. To access SS, brands must be logged into their account and follow the 'Contact Us' prompts.

**ENTREPRENEURSHIP
IS A LIFESTYLE**

T

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.

TOS

Terms of Service. The legal agreements between a service provider and a person or business who wants to use that service. All Amazon vendors and sellers agree to TOS that outline the parameter and limitations of their operations of the channel.

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



U/V

UPC

Universal Product Code.
A 12 digit number displayed with the barcode on the vast majority of retail products.

VA

Virtual Assistant.
Virtual assistants are generally from another country and perform various tasks, such as online sourcing or administrative tasks.

VC

Vendor Central. The interface used by manufacturers and distributors who work directly with Amazon as a first-party seller (1P). Brands that use VC typically sell via purchase order to Amazon.

VIS

Video In Research.
A feature within Amazon Advertising that offers advertisers the ability to serve video advertisements within Amazon mobile search results. Brands leverage VIS to showcase products, demonstrate features, and stand out from the competition.

W/Y

WM

Wholesale. Refers to sourcing products wholesale. Generally purchased direct from the manufacturer or from a distributor.



WM

Walmart. One of Amazon's primary retail competitors

YTD

Year-to-date.
A metric used when measuring during a period dating to the start of the current calendar year.

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ACCORDING TO THE APA STANDARDS

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QUESTIONS ?

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