

Glossary of Commonly Used Phrases and Acronyms for Amazon Sellers

SellerEngine 

Retail Arbitrage

FNSKU

Customer Review

Intellectual Property

Inbound shipment

Amazon Fulfillment Center

Customer Review

ISBN

Retail Arbitrage

Amazon seller

MAP

Buy Box

Brand Registry

UPC

Gated

White label

A9

Drop-shipping

Repricing

Condition

FBA

FBM

MFN

TABLE OF CONTENTS

A

ACOS - Advertising Cost of Sale
Account Health
Advertising
Alexa for Business Blueprints
Alexa Voice Shopping
Amazon Assistant Tool
Amazon Business
A/B Testing
Amazon Category
Amazon Day
Amazon DSP
Amazon Exclusives
Amazon Flex
AFN (A.K.A. FBA)
Amazon Future Engineer
Amazon Ignite
Amazon Imaging - FBA Imaging Service
Amazon Gift Finder
Amazon Hub Counter
Amazon Hub Locker
Amazon Launchpad
Amazon Own Brands (Amazon Private Label)
Amazon Product Photography
Amazon Robotics
A9
ASP - Average Selling Price
Amazon Spark
Amazon Store Card
Amazon Storefront
ASIN
Automatic Targeting
Amazon Transparency
A-to-Z Guarantee
AWS re:Invent
Amazon Widget
Automated Repricing

B

BMVD - Books, Music, Video & DVD
Backend Keyword
BCFM - Black Friday Cyber Monday
BID+

B

Black Friday
Brand Analytics
Brand Dashboard
Buyer Demographics
Brand Registry
Build International Listings (BIL)
Buy Box

C

Campaign
Can't Realize A Profit - CRAP
Condition Products
Coupon / Voucher
Customer Review
Cyber Monday

D

7-Day Deals
Disbursement
Disposal Order
Drop-Shipping

E

EAN - European Article Number
Early Reviewer
Early Reviewer Program
Enhanced Brand Content
EFN - European Fulfillment Network
Extended Amazon Return Policy

F

Fake Order Bot
Feedback
1P - First Party
FNSKU
FC - Fulfillment Center
FC Investigation

F

FBA - Fulfillment by Amazon
FBM - Fulfillment by Merchant
Fulfillment Fee

G

Gated Selling
Gift Receipts
Giving Thursday
Gift Options
GTIN - Global Trade Item Number

H

Headline Search AD

I

Inbound Shipment
Individual Seller
Intellectual Property
ISSN - International Standard Serial Number
Inventory Performance Index - IPI
ISBN

K

Key by Amazon

L

Labels To Go
Lightning Deals
Lowest Price

M

Manage Your Experiments
MSRP - Manufacturer's Suggested Retail Price

TABLE OF CONTENTS

M

MCF - Multi-channel Fulfillment
MFN (a.k.a. FBM, MF)
MAP - Minimum Advertised Price
Minimum Order Quantity
Multi-Country Inventory (MCI)

O

Online Arbitrage
ODR - Order Defect Rate

P

PAN EU
Pay Monthly
Performance Notifications
Plan of Action (POA)
Pay-Per-Click (PPC)
Premium Shipping
Price Per Unit
Prime Day
Private Label
Pro Merchant/Professional

Q

Q1, Q2 etc.

R

Referral Fee
Restocking Fee
Restricted
Retail Arbitrage
Removal Order

S

Sales Rank
Seller Central

S

Seller Fulfilled Prime (SFP)
Seller Performance
Seller Retention Rate
Shipping with Amazon
Sponsored Brands
Sponsored Products
SKU - Stock Keeping Unit
Storefront
Subscribe & Save
Super URL Hack

T

3p - Third Party
Two-step verification

U

Undercutting
Unified accounts
Ungating - see "Gated"
UPC - Universal Product Code

V

Value Added Tax (VAT)
Variable Closing Fee (VCF)
Vendor Central
Vine
Voice of the customer (VOC)

W

White Label
Wholesale Buying /Bulk Buying

A

ACOS - ADVERTISING COST OF SALE

The ACoS is a key metric used to measure the performance of your Amazon Sponsored Products campaigns. ACoS indicates the ratio of ad spend to targeted sales and is calculated like this:

$$\text{ACoS} = \text{ad spend} \div \text{sales}$$

ACCOUNT HEALTH

Account Health is an Amazon page which contains an overview of the performance targets and policies seller accounts are required to comply with to sell on Amazon.

The purpose of this page is for sellers to easily inspect their overall performance on Amazon in terms of targets and policies so that they can react promptly.

ADVERTISING

Advertising is a means of communication with the users of a product or service. Advertisements are paid messages aimed at informing or influencing the people they're sent to.

On Amazon, advertising can help you increase brand visibility and drive sales for your products. There are three advertising solutions on Amazon: Sponsored Products, Sponsored Brands, and Stores.

ALEXA FOR BUSINESS BLUEPRINTS

Alexa's skillset consists of open-source software available to companies from across the world. Organizations can work with 'business blueprints' to create Alexa skills specific to their activities. Using Skill Blueprints, they create voice-activated commands that solve some of their employees' most common issues.



amazon alexa

A

ALEXA VOICE SHOPPING

This platform includes items available for sale from the Amazon's Choice range of products.

All non-digital products featured here can be bought by Alexa using the Voice Purchasing feature.

AMAZON ASSISTANT TOOL

Official browser extension that enables prospective buyers to search for items using a small navigation bar at the top right of their browser, receive new deal notifications on-screen, and get their order updates instantly.

AMAZON BUSINESS

Amazon Business is Amazon's wholesale marketplace for business customers. It's a stand-alone B2B platform, independent from Amazon's regular marketplace, that enables online sellers to reach their target base (purchasing managers and company owners), access VAT services, and sell in larger quantities without incurring additional fees or charges.

amazonbusiness

A/B TESTING

On Amazon, A/B Testing or 'split testing' is a tool available only with the "Manage Your Experiments" (M.Y.E.) feature.

It enables sellers to visualize A+ content in two different scenarios side-by-side, checking their performance and making decisions on the spot.

A

AMAZON CATEGORY

A group to which any product listed on Amazon must be assigned. Every Amazon venue has its own number of categories and sub-categories, depending on local laws and regional peculiarities.

Many Amazon categories are open to all sellers, but some are restricted to brand owners and others are conditional upon the seller paying a fee. Others still require approval from Amazon, which is granted on a case-by-case basis. Sellers call these categories 'gated'.

AMAZON DAY

Amazon buyers can pool all their orders into a single delivery on the same day of the week. This is called their 'Amazon Day'.

The feature has also been extended to Business customers, enabling them to anticipate deliveries and streamline their operations.

AMAZON DSP

This advertising solution is a platform available to merchants who sell on Amazon, as well as e-tailers who do not.

It enables advertisers to buy display and video ads in large amounts automatically.

Amazon DSP is currently available as a free self-service and a paid managed-service option.

AMAZON EXCLUSIVES

Brand owners who enter into an online exclusivity agreement and pay Amazon an extra 5% on all sales, including non-participating items, become part of the Amazon Exclusives program.

Perks include A+ content, access to a dedicated brand advocate and a Sponsored Ads specialist, Video Manager account, free Lightning Deals, monthly access to Best Deals, and HTML content, among others. The brands are also featured on the Amazon Exclusives storefront.

A

AMAZON FLEX

Delivery Partners (self-employed people in the USA with a driver's licence who operate as Amazon couriers) are part of the Amazon Flex network.

They use the Amazon Flex app to nominate days and hours when they're available to make deliveries for Amazon.

AFN (A.K.A. FBA)

Initially called 'The platform', the Amazon Fulfillment Network extended to include sellers who wanted their orders to be Fulfilled by Amazon (FBA).

The FBA model enables sellers to use Amazon's infrastructure to fulfil their orders.

Sellers ship their products to Amazon fulfilment centers (collectively referred to as 'FBA' as well), and hand over every aspect of order fulfilment from then on, including customer service, returns, and refunds.

AMAZON FUTURE ENGINEER

This scholarship program offers college students from underprivileged backgrounds the chance to study computer science at university level.

Most bursaries are available to US students, but British students have also been given a limited number of grants in 2020.

AMAZON IGNITE

This service enables K-12 teachers to share and monetize educational resources. They can upload lesson plans, presentations, classroom games, and printables on the Amazon Ignite platform to make them available for Amazon users to download.

It's free to join, but available on an invite-only basis. Transaction fees apply and royalty payments are limited to 70%.

A

AMAZON IMAGING - FBA IMAGING SERVICE

This all-inclusive imaging service is available for FBA items only.

In exchange for a fee, Amazon ships the product to the photo studio, where photos are taken, edited, and published on the catalog.

The product is then returned to the fulfillment center.

Sellers who do not use FBA fulfillment have access to the Product Photography service instead.

AMAZON GIFT FINDER

The Gift Finder is a page on Amazon that showcases favorite festive finds by celebrities like Mariah Carey and Oprah Winfrey.

The off-season version of the webpage displays popular gifts based on gender and age.

AMAZON HUB COUNTER

Amazon enables buyers to designate official in-store Counters as pick-up points for their orders.

The service is free for Amazon Prime members, but there is a charge for the One-Day delivery for non-members.

Products from third-party sellers, as well as hazardous and age-restricted products, are not available for Counter deliveries.

AMAZON HUB LOCKER

Similar to a Counter, and Amazon Locker or Locker+ facility is a place buyers can designate as their chosen delivery location.

However, a Locker operates as a self-service kiosk with year-round service. Buyers use a one-time code to access the contents of the locker for deliveries and returns. The Locker service is free to Prime members, but there is a charge for One-Day or Same-Day delivery to non-members.

A

AMAZON LAUNCHPAD

Launchpad is a platform that features vetted startups and their cutting-edge products.

It offers innovators custom product pages, marketing solutions, access to Amazon's fulfillment network, and space to share their stories.

It's a project made possible with the help of venture capitalists, startup accelerators, and crowdfunding websites.

AMAZON OWN BRANDS (AMAZON PRIVATE LABEL)

Amazon's Private Label items are sold via the Own Brand program under a variety of trade names, including AmazonBasics, Pinzon, Happy Belly, Rivet, Spotter Zebra, Solimo, Basic Care, Revly, and Mama Bear.

Many of the products are organic, sustainable, or GMO-free.

AMAZON PRODUCT PHOTOGRAPHY

Part of the Amazon Business Services package, Product Photography is a B2B service available to Amazon merchants for a fee.

Providers who operate locally are featured on the Business Services page, and their services are described in detail on their profile.

AMAZON ROBOTICS

Initially known as Kiva Systems, Amazon Robotics is a company that manufactures the robots Amazon uses in fulfillment centers.

The first robotics hub in North Reading, MA is due to be joined by a second facility in Westborough, MA in 2021.

A

A9

A9.com is the branch of Amazon that develops search advertising and search engine technology.

.Sellers usually refer to A9 as the listing optimization algorithm that decides how and where a listing will show up on Amazon SERPs.

ASP - AVERAGE SELLING PRICE

The Average Selling Price (ASP) is the mean of all the values for a product's sale price.

In other words, it's the average price Amazon buyers have paid for an item.

It's calculated as the total price of all units sold over a certain period of time.

AMAZON SPARK

Amazon Spark is a feed that can be accessed by clicking the Spark tab in the Amazon app.

It's like a shoppable feed of stories and photos for Prime members.

Spark lets users share photos, tag the Amazon products displayed within, comment on them, and buy. Spark has also been integrated into Amazon's Interesting Finds page, so users can 'heart' their 'finds' and from then on view ads more specific to their tastes.

AMAZON STORE CARD

Amazon joined forces with a variety of banks to offer buyers the chance to buy on credit.

Store Card in the USA and Amazon Platinum Mastercard in the UK are examples of financing alternatives with a variety of incentives and monthly payment offers.

A

AMAZON STOREFRONT

Amazon Storefronts is a way for small and medium-sized businesses to sell products directly through Amazon.

The Amazon Storefronts web page caters only to customers who want to buy from US-based SMBs, including local artisans, family-owned businesses, and innovators.

ASIN

The Amazon Standard Identification Number (ASIN) is a 10-digit code given by Amazon to each product listed on its venues.

The code will always be the same across all venues.

It's generated when the product is first listed, and displayed on the product page and in the URL.

AUTOMATIC TARGETING

Tool available in the Campaign Manager interface in Seller Central.

It's designed to target specific Amazon customers' search keywords, based on how well they match the product information the sellers provide in their Sponsored Products campaigns.

Sellers use this tool to allow Amazon to target keywords, rather than choose their own.

AMAZON TRANSPARENCY

Transparency is a program available to registered brand owners.

It enables them to share manufacturing information, ingredients, and company information with their buyers to ensure traceability and lower the risk of counterfeiting.

A

A-TO-Z GUARANTEE

The Amazon A-to-Z policy is a satisfaction guarantee offered by Amazon against orders fulfilled by third-party sellers on any of its venues. As the name suggests, all products available for sale on Amazon, from A-to-Z, are covered. Under the terms of this guarantee, buyers can claim a refund if the condition of an item and/or its delivery are unsatisfactory.

Read [this article](#) to make sense of the a-to-z policy.

AWS RE:INVENT

The AWS re:Invent show is an annual event that showcases the year's greatest achievements for Amazon Web Services. It takes place in re:Invent, one of three high-rise office buildings in Seattle that house Amazon employees. The AWS cloud computing platform is also based here.

AMAZON WIDGET

An Amazon Widget is a browser add-on or mini-app that website owners can use to draw the viewer's attention to listings on Amazon. They can be customized to blend in with the website.

AUTOMATED REPRICING

It's the practice of controlling and changing prices for all or part of your inventory using specialized software like [Sellery](#).

If not managed correctly, it can lead to price wars.

Download our ebook entitled '[Intelligent Repricing Strategies](#)' to find out how to avoid selling at a loss.

B

BMVD - BOOKS, MUSIC, VIDEO & DVD

A category on Amazon referring to media. Back in 1994, when Amazon was launched, this was Amazon's only product category, but since then, products have been classified into 38 categories and hundreds of sub-categories, as seen [here](#).

Sellers still refer to these as BMVD products, though, because they tend to come with the same [fees and selling features](#).

BACKEND KEYWORD

Backend keywords are search terms Amazon sellers input in their product listings to boost visibility, but kept 'hidden'.

Amazon users can't see these keyphrases, and they are intended mainly as additional information about a product. However, they are used to rank listings, and they can be used to draw buyers away from a competitor's listing.

BFCM - BLACK FRIDAY CYBER MONDAY

BFCM is short for Black Friday - Cyber Monday.

It's a name given to the 4-day sales period that follows Thanksgiving.

Over Thanksgiving weekend and the adjacent days, retailers and online sellers lower prices to attract shoppers and turn annual profit figures positive.

BID+

Amazon Bid+ is a tool used by sellers who advertise on Amazon.

It boosts the maximum cost-per-click (CPC) bid by 50%, bringing an offer to the top of the search result.

The feature is only available with manual campaigns. It never goes above a seller's budget.

B

BLACK FRIDAY

The day following Thanksgiving is historically one of the most profitable days of the year for retailers who offer massive discounts.

Traditionally, it coincides with the start of the holiday shopping season.

But in recent years, Black Friday sales have been pushed forward to the start of November.

BRAND ANALYTICS

A tool available to Amazon merchants who sign up for Brand Registry. It's part of the Brand Dashboard.

In it you'll find information about search frequency rank, click share, conversion share, Amazon search terms, top 5 item comparison, and buyer demographics.

BRAND DASHBOARD

The Brand Analytics interface, sometimes called the "Brand Dashboard", features the Consumer Behavior Dashboard.

It includes information concerning:
Search Frequency Rank
Click Share
Conversion Share.

More recently, it also incorporates Amazon Search Terms, (Top 5 Competing) Item Comparison, and Buyer Demographics data.

BUYER DEMOGRAPHICS

A section in the Consumer Behavior Dashboard that reveals information about your buyer.

It features five data points: household income, age, gender, education, and marital status.

B

BRAND REGISTRY

Amazon Brand Registry is a tool that enables brand owners to personalize their product pages on Amazon.

It's available to manufacturers, artisans, makers of personalized items, and own label sellers who have their manufacturer's authorization.

Registering grants brand owners several important advantages we have listed [here](#).

BUILD INTERNATIONAL LISTINGS (BIL)

A self-service tool for sellers who expand their listings internationally, the Build International Listings feature synchronizes listings and prices across several venues.

Sellers with linked accounts can set the BIL tool to copy and tweak listings en masse.

BUY BOX

This refers to the situation where a seller's offer is featured on Amazon as the main option for a buyer. When the buyer presses the 'Add to Cart' button, Amazon automatically adds the featured product in the buyer's cart. If the buyer then completes the order, they will have bought the featured product.

More details are available [here](#). To learn how the Buy Box works, check out our [series](#) on the blog.

C

CAMPAIGN

Sellers and vendors have a variety of [advertising tools](#) at their disposal, including email campaigns and PPM display, video, and custom ads.

However, the term tends to refer to a PPC campaign, where sellers bid to have their banners displayed on specific pages, and pay Amazon whenever users click on these ads.

Sponsored Products and Sponsored Brands are the only Amazon programs that currently feature [PPC campaigns](#).

CAN'T REALIZE A PROFIT-CRAP

This is an acronym used by Amazon for products listed on its venues that don't generate any profit.

Items listed by vendors and categorized as 'CRaP' may be subject to advertising restrictions.

CONDITION PRODUCTS

Condition Products can only be listed on Amazon if the seller states the condition they're in.

Amazon lists its condition guidelines [here](#). Note that they can be different from one category to the next.

You may also find a few pointers in this [blog post](#). Amazon is strict when it comes to product conditions, so it's better to err on the side of caution. An oversight can lead to a [suspension](#).

COUPON / VOUCHER

Coupons - or vouchers in the UK - are buyer incentives.

BOGO and money off promotions are good examples of coupon offers.

Once a product is made available to buy with a coupon, it gets its own badge and it's featured on the Coupons page. The discount is also visible in the cart.

CUSTOMER REVIEW

Review and feedback are sometimes used interchangeably by Amazon users. After all, both refer to a testimony from the buyer and both involve a star rating from 1 to 5.

However, a review refers to the product, while a rating refers to the service (i.e. the seller's performance).

A buyer's review will affect the overall appeal of a product, which is why Amazon does not allow incentivized reviews.

CYBER MONDAY

One of the year's greatest online shopping days, Cyber Monday was acknowledged in 2005 as a follow-on to Black Friday and the start of the holiday shopping season.

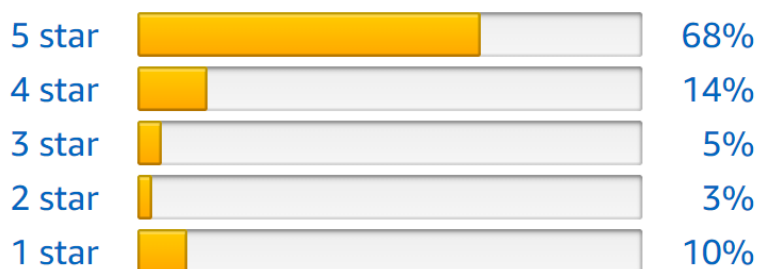
Historically, it's a time when gaming consoles, gadgets, white goods, home electronics, and other appliances come with whopping discounts. But more recently, a wider array of products have been selling well.

Image: Customer reviews

Customer reviews

★★★★☆ 4.3 out of 5

20,548 customer ratings



∨ [How does Amazon calculate star ratings?](#)

D

7-DAY DEALS

An alternative to Lightning Deals, 7-Day Deals are time-bound promotional offers that feature eligible products for a maximum of 7 days on the Amazon Deals page.

They come with the 'Limited time deal' badge and they can be set up from the Deals Dashboard for a fee.

DISBURSEMENT

The name of the payment Amazon makes to you.

It's usually every 2 weeks, but you can also request it to be sooner than that.

A list of your disbursements is available in the Payment Summary in Seller Central.

For new sellers, it could take an extra few days.

DISPOSAL ORDER (REMOVAL ORDER)

(Removal Order) When an item stored at an Amazon fulfillment center is about to be disposed of because it's not worth the cost of returning it to you, then Amazon will dispose of it. But this can only happen if you've logged into your FBA inventory report and specifically created a 'Disposal Order' for that item. Disposal orders cost money, but Amazon tends to offer them for free several times a year, especially when they need space, as seen [here](#).

DROP-SHIPPING

Drop-shipping (DS) is an activity that involves delivering products straight from manufacturer to end customer, bypassing wholesalers and retailers. In recent years, it's been carried out automatically, using feeds to place bulk purchase orders. On Amazon, prohibited drop-shipping activities involve selling items you don't have in stock and buying them for quick delivery to the customer straight from an unwitting supplier, without stocking or handling the products.

E

EAN - EUROPEAN ARTICLE NUMBER / INTERNATIONAL ARTICLE NUMBER

A 12 to 13-digit code given to retail products based on their sizes, shapes, colors and other attributes.

EARLY REVIEWER

An Amazon user invited to take part in the Early Reviewer Program.

It's a person based in the USA who has bought an item that qualifies for ERP, and is later contacted by Amazon on behalf of the seller and asked to submit a review. The customer won't receive any discounts or free products, but a symbolic \$1 - \$3 reward will be applied to their Gift Card balance if they post their review, be it positive or negative.

EARLY REVIEWER PROGRAM

A program whereby sellers can pay Amazon.com to facilitate reviews.

On the seller's behalf, Amazon contacts customers who have already bought qualifying products to offer a symbolic \$1 - \$3 reward for taking the time to review those products.

Any such review will then be displayed with the badge "Early Reviewer Rewards" in orange.

ENHANCED BRAND CONTENT

Also known as the A+tool, EBC is a tool use to enhance the layout of your brand's product pages to increase traffic, conversion rates, and sales.

It displays information like the brand's story, as well as enhanced images, and strategically placed text boxes.

Only approved brand owners who have signed up to Brand Registry or Launchpad can use the tool.

E

EFN - EUROPEAN FULFILLMENT NETWORK

Part of the Fulfilment by Amazon (FBA) program, EFN enables sellers operating in Europe to store Prime eligible products in a fulfilment centre near them, allowing Amazon to ship the products to customers across the continent.

In return, sellers must list the products across European venues and pay their EFN fees.

EXTENDED AMAZON RETURN POLICY

Every holiday season, Amazon extends its return window to the end of January.

Third-party sellers are not expected to match it, but they must accept returns for at least 30 days from delivery.

Items marked as gifts are eligible for these guaranteed returns. Buyers can now mark items bought in the holiday season as gifts not only after placing the order, but also after delivery is confirmed.

F

FAKE ORDER BOT

Dishonest sellers use order bots to place fake orders automatically and tie up a competitor's inventory.

Amazon can only cancel the orders after payment has been verified, making these large and fast transactions hard to challenge.

To prevent the hijacking of their orders, sellers must list small quantities at a time, exclude certain buyer areas, switch to FBA, and take the matter up with Amazon quickly.

FEEDBACK

A performance rating on a scale of 1 to 5 stars (5 being the best).

The overall feedback score is displayed as a percentage on the offers page. A more detailed account of recent and lifetime customer feedback is available in the seller's storefront. Click on the seller's name to access it. A 4 or 5-star rating is positive. Anything below that will affect your performance, as described [here](#). To find out how to improve your feedback score, please read [this post](#).

1P - FIRST PARTY

Vendors, first-party merchants or 1P are brand owners who allow Amazon to sell their products on a wholesale relationship.

They use Vendor Central, an invite-only platform, to list their products and accept or reject Amazon's offers to buy as few or as many units as it wants. They send inventory to Amazon and relinquish all control over the sale price. Listings are displayed with the message "Ships from and sold by Amazon".

FNSKU

Fulfillment Network Stock Keeping Unit is Amazon's unique identifier for FBA products, linking them to sellers.

All product units shipped to FBA fulfillment centers must have a label with an FNSKU. In exchange for a fee, Amazon provides an FBA Label Service. It involves staff in fulfillment centers attaching these labels to products in an inbound shipment as soon as they arrive.

F

FC - FULFILLMENT CENTER

A fulfillment center is a third-party logistics warehouse (3PL) where products sent by sellers are received and processed for order fulfillment. Unlike Distribution Centres, which tend to cater mostly to vendors, wholesalers, and large retailers, they deal mainly with small quantities of items picked individually to be shipped to customers. FC handle the picking, packing and shipping for Fulfillment by Amazon (FBA) partners, as well as the customer support side of the business.

FC INVESTIGATION

Internal investigation carried out upon request by an Amazon fulfillment center when an inbound shipment doesn't comply with labeling requirements.

It was introduced on April 9, 2019.

If the seller is cleared of any wrong-doing, then FBA shipping restrictions are lifted, the items are removed from the Inbound Performance report, and the fees are reversed.

FULFILLMENT BY AMAZON (FBA)

Rather than shipping the merchandise to the buyer to fulfill the order, the seller ships it to an Amazon Fulfillment Center (see above), where it is stored until an order is received, and then shipped from there to the buyer. The products feature a 'Fulfillment by Amazon' badge, and Prime members enjoy all the benefits of buying straight from Amazon. The downside is Amazon charges stocking fees, and handles all the aspects of fulfillment - shipping, handling, returns and refunds.

FULFILLMENT BY MERCHANT (FBM)

Also see MFN. Seller lingo for when the Amazon third-party seller is in complete control of the entire handling and shipping process for an Amazon order, and they use their own resources to fulfill the order.

F

FULLFILLMENT FEE

A flat fee charged by Amazon for every unit of a product sent to a fulfillment centre.

The fee is based on the type of product, its weight, its dimension, and the venue it's being sold on.

The fee is charged on top of storage fees, which are based on volume.



GATED

Selling certain products and brands on Amazon comes with restrictions. When this happens, the seller must ask for Amazon's approval and/or meet various extra requirements.

These brands and product categories are called 'gated'.

You'll probably also hear the term 'ungating' on seller forums, which refers to lifting these restrictions. Read more on that [here](#).

GIFT RECEIPTS

Amazon buyers are able to share a receipt for the gifts they buy with the recipient thanks to a button available on the orders page.

Launched in 2019, this feature provides the recipient with a link to discreetly return the gift, thank the buyer, and/or post reviews.

GIVING TUESDAY

A global charity movement, Giving Tuesday is a time when people make their donations to causes they hold dear.

On Amazon, this translates into a day of better-than-usual sales with good uptake of Amazon Smile orders.

GIFT OPTIONS

Amazon sellers can set their accounts to display their gift wrapping service and holiday message options to buyers.

Using Seller Central, they upload their promotions using the Manage Gift Options feature.

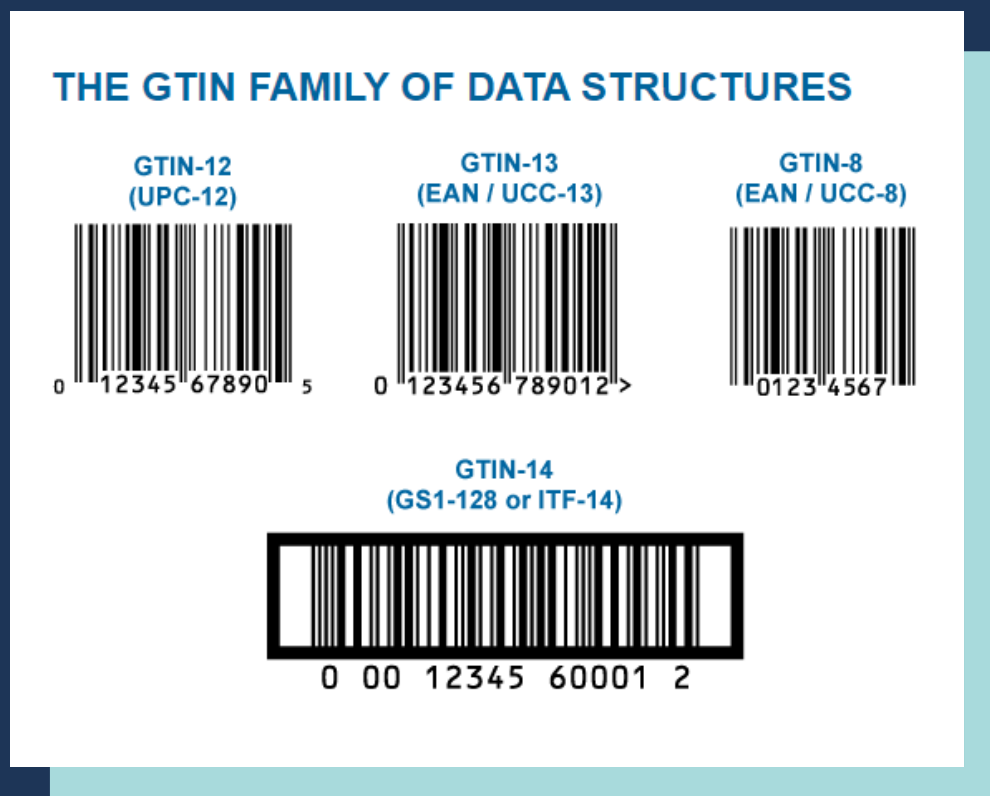


GLOBAL TRADE ITEM NUMBER (GTIN)

An umbrella term for various forms of product identification on Amazon supported by [GS1](#).

It includes UPCs, ISBNs, and EANs, among others. More details are available on the [GTIN website](#).

Image: GTIN structure



H

HEADLINE SEARCH AD

Headline Search ads, once available only to vendors, are now available to all brand owning merchants on Amazon.

They grant access to the top banner on search results pages (SERPs), so they're considered a form of top-of-the-funnel marketing. They're keyword driven and they can be used to send traffic to a single best-selling product, groups of three products, or an entire brand page.

I

INBOUND SHIPMENT

A virtual shipment that sellers must create every time they ship items to an Amazon Fulfillment Center.

It's a report that Amazon's staff will use to compare what's been received versus what was declared by the seller.

There are various ways to do it, including manually or via a feed. Details are available [here](#).

INDIVIDUAL SELLER/BASIC

'Individual' is the status you're automatically assigned when you open a Selling Account on Amazon and try to sell your first item.

If you don't see yourself selling more than 40 items per month, then it's the only way to go, at least until you build up momentum. When you're close to the 40- item threshold, you can subscribe to a Professional selling plan (Also see Pro Merchant).

INTELLECTUAL PROPERTY

A collection of ideas, concepts, know-how, copyright, patents, trademarks, and other intangible assets that pertain to your company.

Learn how to handle IP infringement issues [here](#) or how to deal with IP theft on our blog , [here](#).

INTERNATIONAL STANDARD SERIAL NUMBER (ISSN)

A code used to identify serial publications in print or electronic format.

The ISSN is similar to an ISBN, but it applies to journals, blogs, websites, databases, magazines, etc. It's assigned free of charge and it's unique to the title of the publication.

Details are available [here](#).

I

INVENTORY PERFORMANCE INDEX - IPI

A score between 0 and 1,000 calculated by Amazon over a 90-day period to evaluate a seller's FBA inventory management over time and to set storage limits.

ISBN

The International Standard Book Number (ISBN) is a code assigned to books printed for a public readership. It identifies the publisher and the title of the book. In 1966, the 9-digit SBN code was introduced, followed a year later by the 10-digit ISBN, and in 2007 by a 13-digit ISBN.

Any 10-digit ISBN issued before then can be converted to 13 digits using an ISBN converter.

Image: ISBN structure

ISBN Barcode (Used for books)

The diagram illustrates the structure of an ISBN barcode. It shows a 13-digit ISBN (978-0-07-575212-7) and a price add-on (52995). The ISBN is broken down into its components: the first digit (9) is the EAN number, the next five digits (780075) are the publisher and title code, and the last seven digits (752127) are the unique number of publication. The price add-on (52995) is shown as a separate barcode. The human readable price is \$29.95.

ISBN 978-0-07-575212-7	\$29.95	ISBN-13 NUMBER
	5 2 9 9 5	Unique 13 digit number of publication
		PRICE ADD-ON
		First digit indicates currency, the following four digits encode the price
9 780075 752127		EAN NUMBER
		13 digit number derived from the ISBN
		HUMAN READABLE PRICE
		Price depiction required by many retailers & certain states

K

KEY BY AMAZON

Amazon Key is a service that enables buyers to give Amazon drivers access to their property for seamless delivery when they're not at home.

It involves installing a smart door lock and a compatible inner camera, deactivating your home alarm before delivery, and keeping dogs and other dangerous pets away from the front room.



LABELS TO GO

The 'Labels to Go' service was launched at the beginning of 2019 by Royal Mail in the UK.

Sellers sign up and send return authorization emails to their buyers with QR codes that Royal Mail then scans to easily process a return.

LIGHTING DEALS

Time and stock limited promotions available to Amazon customers on a 1-unit basis.

The deals are displayed on the Today's Deals page and the Prime Day page (Prime members only).

LOWEST PRICE

Simply the lowest price an Amazon product is being offered for.

Amazon displays the lowest absolute price on the product page, as seen below. (insert image?)

Image: Lowest price

Prime | Try Fast, Free Shipping

In Stock.
Want it tomorrow, May 24? Order within 8 hrs
Ships from and sold by Amazon.com. Gift-wrap

Style: **3-D Star Theater**

3-D Star Theater \$27.58	Star Theater \$19.99
------------------------------------	-------------------------

- Transform your room into a 3-D Planetarium
- Projects amazing 3-D images
- Project constellations, stars, planets and mo
- Includes 3-D Glasses
- Join the 3-D revolution today!

Used & new (21) from \$15.02 & FREE shipping

M

MANAGE YOUR EXPERIMENTS

This Seller Central tool lets sellers with a registered brand to view two versions of an A+ listing side by side.

The dashboard displays simultaneously only mock-ups of eligible ASINs with A+ content and high traffic.

MANUFACTURER'S SUGGESTED RETAIL PRICE (MSRP)

It's the suggested price that manufacturer recommends that retailers sell their items for.

On Amazon, it's rarely the selling price.

MCF

Multi-channel fulfillment is a business model whereby merchants can receive their orders on a variety of platforms, but allow Amazon to deliver them on their behalf to end customers via FBA for a fee. The products are stored in FBA fulfillment centres throughout.

MFN (A.K.A. FBM, MF)

The Merchant Fulfilled Network is the Amazon platform that enables sellers to maintain complete control of the entire handling and shipping process for an Amazon order.

Sellers who use their own resources to fulfill an order are said to operate under the Fulfilment by Merchant (FBM) model.

It's the opposite of FBA.

M

MINIMUM ADVERTISED PRICE (MAP)

This is the lowest price a seller is willing to offer a product for.

MINIMUM ORDER QUANTITY

Amazon occasionally restricts the minimum number of units an Amazon user can buy, with or without Prime membership.

It's similar to the 'add-on' restriction for free shipping, but it's never applied alongside it.

MULTI-COUNTRY INVENTORY (MCI)

Part of the Fulfilment by Amazon (FBA) program, MCI enables sellers to choose the European countries they want to list and ship their products to.

They're able to split their inventory across any number of European venues (currently up to 5).



ONLINE ARBITRAGE

Online Arbitrage is a business model whereby sellers source their products from various online sources, and sell them onto the end customer through another online marketplace for a profit.

Nowadays, software can quickly generate hundreds of orders automatically by targeting a merchant's entire inventory at once.

ORDER DEFECT RATE (ODR)

To put it simply, the Order Defect Rate is the percentage of unfulfilled orders averaged over your total sales in a certain period.

If it's over 1.19%, then you're on the verge of having your account suspended.

We discussed high defect rates and other such issues in this [blog post](#), but here is a simple breakdown. Please download our [Safety Guidelines](#) infographic to visualize the importance of maintaining low ODR rates.

Image: ODR formula

$$\text{ODR} = \frac{\text{Negative feedback rate} + \text{A-Z claim rate} + \text{Service Chargeback Rate}}{\text{Number of orders received in 60 or 90 days}}$$

P

PAN EU

Part of the Fulfillment by Amazon (FBA) program, PAN EU enables sellers to list their products across all European venues with the Prime badge, send them to a single Amazon fulfillment center, and let Amazon distribute the products across Europe, without charging sellers for shifting merchandise across warehouses and borders.

PAY MONTHLY

A limited number of products are sold on Amazon with a pay monthly offer.

Eligible customers are able to place an order and pay Amazon back through regular payments with little or no interest within a predetermined time frame.

PERFORMANCE NOTIFICATIONS

Warning messages sent by Amazon's Seller Performance Team to flag up a negative change in baseline performance goals.

Historically, these notifications preceded a listing or account suspension. More recently, notifications sometimes also include a request for a pre-POA - that is, a plan of action sellers can put together to prove to Amazon that a suspension will not be necessary.

PLAN OF ACTION (POA)

A report sent to Amazon detailing a sequence of steps and measures to be taken by a seller so as to correct and prevent whatever performance issues may have led to their suspension. In practical terms, a POA is an appeal to reinstate listings or selling rights, and it's accompanied by documentation used as evidence to support the seller's claims.

Check out useful information [here](#) and [here](#).

P

PAY-PER-CLICK (PPC)

Internet advertising model whereby a promoter uses a publisher's website to display their ad and pays the publisher for every time the ad is clicked.

PREMIUM SHIPPING

The option to offer the fastest available delivery options to Amazon customers at check-out. In the USA, these services are called One-Day Delivery and Two-Day Shipping.

To qualify, sellers must have started selling at least 90 days ago, with a minimum valid tracking rate of 99%, on-time delivery rate of 97% or more, and have canceled less than 1 in 200 orders over the trailing 30 days. Eligibility for on-going participation is even stricter.

PRICE PER UNIT

This is the price per base unit as shown to customers when they browse offers on Amazon.

For instance, a shampoo may cost \$10 per bottle, but the price per unit is \$0.77 per ounce (ounce being the base unit in this case).

Starting June 12, 2019, sellers must enter Price Per Unit data for all their listings in specific categories.

PRIME DAY

Prime Day was initially a one-day sales event on the second Tuesday in July celebrating Amazon's birthday.

In more recent years, it's been known to stretch over two consecutive days, preceded by several days or weeks of pre-sales events.

P

PRIVATE LABEL

Private Label is a business model whereby a manufacturer produces an item to be sold exclusively by a particular retailer under their own brand.

It's a model supermarkets have been using for years.

But more recently, Amazon sellers have taken it up in droves.

PRO MERCHANT/ PROFESSIONAL

Professional sellers are also called Pro Merchants on Amazon.

They tend to be businesses and other organizations. Amazon has developed the Professional Selling Plan for them, whereby they're charged a fixed rate on a monthly basis rather than based on the number and type of item sold.



Q1, Q2, ETC

A business quarter used for year-on-year comparisons and other types of analysis. Q1 is January through March, Q2 is April through June, etc.

R

REFERRAL FEE

Fee charged per unit sold on Amazon, based on product category and sale price.

It can be charged either as a percentage fee, usually 15% of sale price, or as a fixed minimum fee of \$0.3/item (at the time of writing).

RESTOCKING FEE

Third-party sellers on Amazon are allowed to charge a buyer a restocking fee by issuing a partial refund if the return window has closed and/or the product is damaged by the customer.

By comparison, FBA sellers are charged a Refund Administration fee by Amazon, which amounts to 20% of the item price to cover return and disposal costs.

RESTRICTED

Selling certain product categories on Amazon is restricted, meaning that you can only sell them with Amazon's approval.

Please read this [help page](#) for a list of all the categories, the type of products allowed, and the condition they can be sold in. The list of 'restricted' products and categories is available [here](#).

Certain brands can also be restricted, and this [blog post](#) can offer you some pointers. See Image 1.

RETAIL ARBITRAGE

It's the practice of buying products from a brick-and-mortar shop, usually a supermarket or a Big Box Store (Walmart, Target, etc.), and then selling it online for a profit.

R

REMOVAL ORDER

Occasionally, a seller's FBA inventory may become damaged, restricted from sale, or mixed-up with another seller's lower-quality products. When unsellable inventory becomes stranded at an Amazon fulfillment center or distribution hub, it continues to incur storage fees until it is removed.

FBA sellers must create a removal order in Seller Central at their own expense to have the inventory removed and redirected to them.

S

SALES RANK

The sales rank of products on Amazon indicates their popularity in reference to other products in that category. It relates to the number of sales a product has in an hour. The more sales it gets, the lower the sales rank. A chart of sales rank examples is given [here](#). It's hard to gauge how many units of a product you could sell based on sales rank alone, because the most popular item can sell hundreds of times more units than the second most popular item in a category.

See image: Sales rank evolution

SELLER CENTRAL

Amazon Seller Central is a portal or a hub used by third-party sellers (independent merchants) to market and sell their products to Amazon's customers.

The platform enables sellers who use the Merchant Fulfilment Network and Seller Fulfilled Prime to manage their orders, access reports, secure payment. Seller Central also enables sellers to ship products to Amazon warehouses and fulfilment centres through the FBA infrastructure.

SELLER FULFILLED PRIME (SFP)

A fulfilment model that enables third-party sellers to display the Prime badge for offers they list on Amazon without shipping the products to a fulfilment center. Sellers ship the products straight from their warehouse using Amazon-approved couriers and committing to Amazon's one-day delivery requirement. The program is well-suited for expensive, fragile, slow-moving, and personalised products.

SELLER PERFORMANCE

A measure of how well Amazon sellers are able to fulfill their orders in line with customer expectations.

It's based on a series of metrics and targets on the basis of which Amazon can restrict or deny selling rights to sellers who fail to meet current fulfilment requirements.

See image: Seller Performance dashboard



Image: Sales rank evolution



Image: Seller Performance dashboard

Account Health [Leave Feedback](#)

To sell on Amazon, you must adhere to the below performance targets and policies.

Customer Service Performance

Metric	Seller Fulfilled	Fulfilled by Amazon
Order Defect Rate Target: under 1%	0.3% 40 of 13,450 orders 60 days	N/A
Order Defect Rate consists of three different metrics:		
• Negative feedback	0.15% 20 of 13,450 orders	N/A
• A-to-z Guarantee claims	0.16% 21 of 13,450 orders	N/A
• Chargeback claims	0% 0 of 13,450 orders	N/A

Product Policy Compliance

Fulfilled by Seller and Amazon

Intellectual Property Complaints Target: 0 Complaints	14
Product Authenticity Customer Complaints Target: 0 Complaints	2
Product Condition Customer Complaints Target: 0 Complaints	6
Product Safety Customer Complaints Target: 0 Complaints	0
Listing Policy Violations Target: 0 Violations	0

Shipping Performance

Seller Fulfilled

Late Shipment Rate Target: under 4%	0.02% 1 of 4,027 orders 10 days
Pre-fulfillment Cancel Rate Target: under 2.5%	0.5% 15 of 2,983 orders 7 days
Valid Tracking Rate Target: over 95%	84.47% 4,493 of 5,319 orders 30 days

[View shipping eligibilities here](#)

S

SELLER RETENTION RATE

The opposite of churn rate, retention rate is the percentage of top sellers that manage to maintain an active selling account on Amazon over a given period of time.

For instance, a 70% retention rate or 30% churn rate over a 5-year period indicates that 7 out of every 10 sellers who registered 5 years earlier continue to be active sellers, while 3 stopped selling altogether.

SHIPPING WITH AMAZON

This is a service available to a select number of sellers based in a limited number of large cities across the USA.

Those who are invited and sign up for the service enjoy collection and delivery fulfilled by Amazon within 5 calendar days.

SPONSORED BRANDS

Pay-Per-Click (PPC) ad platform for Amazon sellers.

The ads display your logo and a customised headline next to a row of three products, at most.

The ads appear among search results, typically at the top of the page, but sometimes at the bottom or in between other offers.

SPONSORED PRODUCTS

Pay-Per-Click (PPC) ad platform for Amazon sellers.

The ads consist of banners and sliders placed on search result pages and product detail pages, which take Amazon users straight to the seller's listing. For their campaigns to be accepted, pro sellers must be eligible for the Buy Box and they must be able to ship new items in participating categories to any US address.

S

STOCK KEEPING UNIT (SKU)

An alphanumerical code retailers use to manage their inventory.

They're usually generated using inventory management software like [SellerEngine Plus](#).

To learn how to create your own SKUs, please read this [post](#).

STOREFRONT

A storefront is the page Amazon users see when they click the name of a brand or seller on the product or offer page.

It displays products currently listed by the seller, and it works like an online catalog. Not to be confused with the Amazon Storefronts web page, which caters only to customers who want to buy from US-based SMBs, including local artisans, family-owned businesses, and innovators.

SUBSCRIBE & SAVE

Buyers who sign up to Amazon's Subscribe & Save program purchase individual products on the website at a discount and with free standard delivery.

They do so in return for scheduling repeat deliveries, which can be monthly to twice yearly. Minimum quantity requirements apply.

SUPER URL HACK

Some sellers tweak the links for their listings and place them on social media so that every time viewers click on the links, they count as Amazon page views.

This swings the conversion rate in their favor, which makes their listing rank higher in search results, and leads to more sales.

T

3P - THIRD PARTY

Third-party sellers are independent individuals or companies who offer new, used, refurbished, or collectible merchandise for sale on Amazon using the Seller Central platform. Based on their sales volume, they can be Individual or Professional sellers, paying per-unit fees and/or registering for a monthly subscription to sell on Amazon. They have a storefront on Amazon and their listings display their name. They can choose MFN, SFP or FBA fulfilment on a product-by-product basis.

TWO-STEP VERIFICATION

Security feature which involves signing into your Amazon account the conventional way - using a password -, and then using a unique security code on top of that.

The security code can be sent to a mobile device, via text message or voice call.

Users can also opt to use an authenticator app instead.

U

UNDERCUTTING

It's a technique many sellers use to make their offers more attractive.

In practice, it consists in selling an item at least \$0.01 cheaper than your main competitor.

UNIFIED ACCOUNTS

Also called an Amazon European Marketplace account, a unified account gives sellers access to all Amazon EU venues from a single account and ensures that all orders are fulfilled across borders from a single inventory pool.

Sellers with a unified account who opt for FBA fulfillment can have their orders shipped through the European Fulfillment Network.

UNGATING

Please see 'Gated'.

UPC

A 12-digit bar code and one of many GTINs (Global Trade Identification Numbers) issued by GS1. It identifies the brand owner, product, and manufacturer. Retailers scan and use this code to manage and track their inventory. According to Amazon's latest UPC requirements, designated brands must provide a valid UPC for every item listed.

V

VALUE ADDED TAX (VAT)

Tax levied incrementally on products and services at every stage of their production and distribution, from raw material producer to end customer.

It varies from one country to the other and it's known in some countries as Goods and Services Tax (GST).

VARIABLE CLOSING FEE (VCF)

A per item fee that every Amazon venue used to apply at a standard rate for books, music, video, blu-ray & DVDs (BMVD).

For non-media products, VCF depended on the type of item, the weight, and the venue.

VCF has since been replaced with the Fixed Closing Fee (CF), with rates depending on the venue.

The current per-item rate is \$1,80 on Amazon.com, regardless of category or weight.

VENDOR CENTRAL

Vendor Central is an invite-only platform available to businesses that want to sell products directly to Amazon, known as vendors, first-party merchants or 1P.

Once registered, companies submit product listing and wholesale prices through Vendor Central, and wait for Amazon to order and pay for their products. The platform gives vendors access to the Vine program, as well as various advertising solutions.

VINE

A reviewer program available exclusively to Amazon vendors, whereby items are sent from the vendors to Amazon to be passed on to vetted Vine reviewers to test for free.

A Vine reviewer keeps the product after submitting a review, which is marked with the blue 'VINE VOICE' label.

W

WHITE LABEL

This term refers to a product whose manufacturer makes it look like it was produced by other companies.

It's a generic item, and many companies can put their own brand on it. It's known in retail as an 'own brand' product.

The term is similar to 'private label', but the product is offered to a network of sellers, not a single one (hence, it's not 'private').

WHOLESALE BUYING / BULK BUYING

When a seller buys discounted inventory in bulk, in pallets, or in large volumes, usually from the manufacturer or wholesaler.

SellerEngine



We Make Selling on Amazon Easy

With 15 years of experience working with Amazon sellers like you, we're here to help you every step of the way.



Get in touch with us

Manage and price
your listings



Sellery

Scouting on
Amazon



Profit Bandit

Everything software
doesn't do



Services

