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Amazon Advertising
Management Made Easy

Ultimate Seller Guide:
151 acronyms you need to know selling on Amazon

Comprehensive Glossary of Commonly Used Acronyms and Phrases in Amazon Advertising and Selling

ACoS (Advertising Cost of Sale): This is a metric used in Amazon advertising to measure the effectiveness of a campaign. It is calculated by dividing the total ad spends by total sales.

AFN (Amazon Fulfilled Network): Refers to products that are fulfilled by Amazon, including picking, packing, and shipping.

Amazon Attribution: A measurement solution that provides sales impact analysis across media channels off Amazon.

AMS (Amazon Media Group): The group within Amazon that focuses on advertising and marketing communications to Amazon's customers.

AMS (Amazon Marketing Services): A suite of pay-per-click advertising products offered by Amazon.

AMZ (Amazon): A common abbreviation for Amazon.

API (Application Programming Interface): A set of rules and protocols for building and interacting with software applications.

ARA (Amazon Retail Analytics): A suite of reports and interactive tools for vendors providing insights and recommendations to improve business results on Amazon.

ARA Basic (Amazon Retail Analytics Basic): A free, reduced version of Amazon's analytics reporting for vendors, providing essential sales and operational metrics.

ASIN (Amazon Standard Identification Number): A unique block of 10 letters and/or numbers that identify items. Every product sold on Amazon is given a unique ASIN.

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ASIN Merge: This refers to the process of combining two or more identical ASINs into a single ASIN to maintain the integrity of the Amazon catalog.

ASIN Split: The opposite of an ASIN Merge. Amazon may split an ASIN into two or more ASINs if they find differences in product specifications.

AUS (Australia): Refers to the Amazon.com.au (Australia) marketplace.

Brand Gating: Amazon's process of restricting sellers from selling certain branded products without approval.

Brand Registry: Amazon's Brand Registry is a program that gives brand owners increased control over their products on Amazon.

Break-Even ACoS: The advertising cost of sale (ACoS) at which a product is neither profitable nor losing money. Calculated by dividing total gross profit by total revenue.

BOGO (Buy One Get One): A promotional offer where the customer purchases one item and receives a second item free or at a discount.

BOPIS (Buy Online, Pick-up in Store): A hybrid e-commerce model in which customers purchase or reserve their products online and pick them up in-store.

BR (Bounce Rate): The percentage of visitors to a particular website who navigate away from the site after viewing only one page.

Buy Box: The box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts.

BSR (Best Seller Rank): This is a rank Amazon gives to a product based on its sales history and other factors. It indicates the product's popularity in a particular category.

B2B (Business-to-Business): Refers to transactions between businesses, such as between a manufacturer and a wholesaler or a wholesaler and a retailer.

B2B (Business-to-Business) Pricing: A pricing strategy on Amazon that allows sellers to offer different prices to business buyers.

B2C (Business-to-Consumer): Refers to transactions between businesses and end consumers.

CN (China): Refers to the Amazon.cn (China) marketplace

COGS (Cost of Goods Sold): The cost to produce the goods or services that a company sells. This does not include indirect expenses such as distribution costs and marketing costs

Commingle Inventory: When a seller chooses to mix their FBA inventory with Amazon's inventory, essentially sharing ASINs with other sellers.

CPC (Cost Per Click): The amount you pay for each click in a pay-per-click (PPC) advertising campaign.

CPS (Cost per Sale): The cost an advertiser pays each time a visitor makes a purchase as a direct result of the advertisement.

CRaP (Can't Realize a Profit): A term Amazon uses internally for products that, after all costs are calculated, cannot be sold at a profit.

CRM (Customer Relationship Management): A strategy for managing a company's relationships and interactions with customers and potential customers.

CTR (Click Through Rate): The percentage of impressions that resulted in a click. It's a vital metric for understanding how well your keywords and ads are performing.

CVR (Conversion Rate): The percentage of users who complete a desired action on a web page such as making a purchase.

DDP (Delivered Duty Paid): A delivery agreement whereby the seller assumes all of the responsibility, risk, and costs associated with transporting goods until the buyer receives or transfers them at the destination port.

Deals of the Day: One-day only discounts on certain products, as provided by Amazon.

DP (Detail Page): The page where customers can see the details about a specific product on Amazon.

Dropshipping: A retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product using the dropshipping model, it purchases the item from a third party and has it shipped directly to the customer.

DSA (Dynamic Search Ads): A feature offered by Google Ads and other ad platforms to generate ads for your good or services without the need for you to maintain keywords.

DSP (Demand Side Platform): An automated buying platform where advertisers can purchase display, video, and mobile ads from multiple ad exchanges.

DSP (Digital Service Providers): These are entities that provide a way for sellers to reach consumers, like Amazon Marketplace.

EAN (European Article Number): A barcode standard, a 12- or 13-digit product identification code.

EAR (Estimated Arrival Date): The date by which a seller promises an order will be delivered.

Early Reviewer Program: An Amazon program designed to encourage customers who have already purchased a product to share their authentic experience about that product, regardless of whether it is a positive or negative review.

EBC (Enhanced Brand Content): An Amazon feature that allows brand owners to change the product descriptions of branded ASINs. Using this tool, sellers can describe their product features in a different way by including a unique brand story, enhanced images, and text placements.

EFN (European Fulfilment Network): An Amazon program where sellers can fulfill orders across Europe from a single inventory pool without incurring cross-border fees.

EPC (Earnings Per Click): A performance measure used to calculate the average earnings generated as a result of a click-through in affiliate marketing.

EU (European Union): Typically refers to the European marketplace which includes Amazon.co.uk (United Kingdom), Amazon.de (Germany), Amazon.fr (France), Amazon.it (Italy), and Amazon.es (Spain).

FAS (Free Alongside Ship): A term in international commerce where the seller is responsible for transporting goods to a port of shipment, paying all transportation costs, and assuming all risk until the goods are actually on board the ship.

FBA (Fulfillment by Amazon): A program where sellers send their products to Amazon's fulfillment centers, and Amazon takes care of storage, packaging, and shipping to customers.

FBA Day: This is the day when Amazon completes the processing of your FBA shipment.

FBM (Fulfillment by Merchant): An Amazon program where sellers list their products on Amazon, but handle the storage and delivery of their products themselves.

FBW (Fulfillment by Merchant): This is when a seller lists their product on Amazon, but manages storage and shipping of their product themselves.

FFP (Frustration-Free Packaging): An Amazon program designed to reduce waste, lower cost, and provide a better customer experience with easy-to-open, 100% recyclable packaging.

FNSKU (Fulfillment Network Stock Keeping Unit): A unique identifier assigned by Amazon to items stored in and fulfilled from its warehouses.

FTF (Fulfilled by Merchant): An Amazon service where the seller lists the product and manages storage and delivery of the product.

GA (Google Analytics): A service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales.

GSP (Global Shipping Program): Amazon's international shipping program which makes your products available to millions of buyers worldwide.

GS1 (Global Standards One): A not-for-profit international organization that develops and maintains standards for supply and demand chains across multiple sectors.

GTIN (Global Trade Item Number): An identifier for trade items, developed by GS1. Such identifiers are used to look up product information in a database (often by entering the number through a barcode scanner pointed at an actual product) which may belong to a retailer, manufacturer, collector, researcher, or other entity.

Hazmat (Hazardous Materials): Products classified under Amazon's Dangerous Goods program.

Impressions: This term refers to the number of times an advertisement is displayed.

IN (India): Refers to the Amazon.in (India) marketplace.

IO (Insertion Order): A contract between a seller and an advertiser or an advertising agency that specifies the details of an advertising campaign.

IP (Intellectual Property): Legal property rights over creations of the mind, both artistic and commercial, and the corresponding fields of law.

IP Claim (Intellectual Property Claim): A claim filed by an entity stating that a seller has infringed on their intellectual property rights.

IPI (Inventory Performance Index): A score given by Amazon to sellers based on the efficiency of their inventory management.

ISPU (In-Store Pickup): A feature that allows customers to order a product from a retailer's website and pick it up in the store.

JIT (Just in Time): An inventory management system designed to improve efficiency by receiving goods only as they are needed in the production process.

JP (Japan): Refers to the Amazon.co.jp (Japan) marketplace.

KPI (Key Performance Indicator): A measurable value that demonstrates how effectively a company is achieving key business objectives. In Amazon selling, KPIs can include metrics such as sales, ACoS, CTR, etc.

LBB (Lost Buy Box): This term is used when a seller loses the Buy Box status due to pricing, performance metrics, or stock availability issues.

LBB (Listed Buy Box): The box on Amazon where sellers compete to win the buy box, which is the area where customers start the purchasing process by adding items to their shopping carts.

Lightning Deals: A promotion in which a limited number of discounts are offered on an item for a short period of time.

LP (Landing Page): The webpage where a visitor ends up after clicking an ad or link. In the case of Amazon, this could be a product detail page.

LQS (Listing Quality Score): A metric developed by Amazon to assess the quality of a product listing based on content, reviews, images, and more.

LTL (Less than Truckload): A shipping method for transporting relatively small freight. It's often used in FBA when sending inventory to Amazon's fulfillment centers.

LTL (Less than Load): This term is used to describe a relatively small freight shipment that is less than a full truckload in terms of space or weight.

LTSF (Long-Term Storage Fee): Fees assessed on inventory that has been in an Amazon fulfillment center for six months or longer.

MAP (Minimum Advertised Price): The lowest price a retailer can advertise a product for sale, as set by the manufacturer.

MFN (Merchant Fulfilled Network): A fulfillment method where Amazon sellers list products for sale on Amazon, store those products, and then ship the products themselves to customers.

MOQ (Minimum Order Quantity): The lowest quantity of a certain product that a supplier is willing to sell

MOU (Memorandum of Understanding): A nonbinding agreement between two or more parties outlining the terms and details of an understanding, including each parties' requirements and responsibilities.

Multi-Channel Fulfillment (MCF): With MCF, Amazon fulfills orders you receive through other sales channels using your inventory that's stored in Amazon fulfillment centers.

MSRP (Manufacturer's Suggested Retail Price): The price that the manufacturer recommends retailers sell a product for.

MWS (Marketplace Web Service): Amazon MWS is an integrated web service API that helps Amazon sellers to programmatically exchange data on listings, orders, payments, reports, and more.

NA (North America): Usually refers to the North American marketplace which includes Amazon.com (USA), Amazon.ca (Canada), and Amazon.com.mx (Mexico).

NARF (North America Remote Fulfillment): A program that enables you to fulfill orders from Canada and Mexico with inventory stored in the US.

NIS (Not in Stock): A term used when a product is currently unavailable or out of stock.

OA (Online Arbitrage): The practice of buying products online to resell for a profit.

ODR (Order Defect Rate): An important measure of a seller's customer service standards on Amazon. Amazon takes into account any order with one or more defects as a percentage of total orders during a given time period.

PAN-EU (Pan-European FBA): An Amazon program where you can fulfill offers in all Amazon European marketplaces from one inventory pool.

Parent-Child Relationship: This is when one product (the parent) has variations (child ASINs) – such as different colors, sizes, or other differentiating characteristics.

PDD (Product Detail Page): The page on Amazon where customers can see the detailed description, features, and images of a product.

PDQ (Product Display Page): The Amazon webpage where customers can see the details about a specific product, including its features, benefits, and reviews.

PFS (Pick, Pack, & Ship): The process of fulfilling an order, which involves picking the product from inventory, packing it for shipment, and preparing it to be shipped.

PII (Personally Identifiable Information): Information that can be used to identify, contact, or locate a single person.

PII Violations (Personally Identifiable Information Violations): This term refers to instances when a seller wrongly shares customer information.

PL (Private Label): Products manufactured by a third-party manufacturer and sold under a retailer's brand name.

POA (Plan of Action): A comprehensive action plan that Amazon sellers submit to appeal a suspension on their account.

POS (Point of Sale): The place where a retail transaction is completed. It's the point at which a customer makes a payment to the merchant in exchange for goods or services.

PPC (Pay Per Click): An online advertising model in which advertisers pay each time a user clicks on one of their online ads.

PV (Page Views): The total number of pages viewed by all visitors to your product listing

QA (Quality Assurance): A way of preventing mistakes or defects in manufactured products and avoiding problems when delivering solutions or services to customers.

QID (Quarterly Inventory Discrepancy): A difference between the inventory levels that Amazon shows in your account and your own records.

RA (Retail Arbitrage): The practice of buying products from retail stores to resell for a profit.

RFB (Refurbished): A term for a product that has been returned to the manufacturer, who brings it back to like-new condition.

RFI (Request for Information): A formal request for information, often made during the procurement process where a buyer cannot clearly identify product requirements, specifications, and purchase options.

RMA (Return Merchandise Authorization): An authorization from a seller to a buyer granting approval to return a product for a refund or exchange.

RR (Return Rate): The percentage of products sold that have been returned by customers.

ROAS (Return on Ad Spend): A marketing metric that measures the gross revenue generated for every dollar spent on advertising

ROI (Return on Investment): This is a measure used to evaluate the efficiency or profitability of an investment, calculated by taking the net profit from an investment divided by the cost of the investment.

RRP (Recommended Retail Price): The price which the manufacturer of a product recommends it should be sold for in retail stores.

Q4 (Fourth Quarter): The last quarter of the year, which includes the months October, November, and December. This term is widely used in retail and e-commerce due to the importance of holiday shopping during this period.

SBA (Sold by Amazon): A program where Amazon prices your products, aiming to win the Buy Box.

SC (Seller Central): The web interface used by sellers to manage and view their orders.

SC (Seller Central): The online platform used by sellers to manage and view their inventory, process orders, add new products, manage payments, and have full control over the selling process on Amazon.

SEM (Search Engine Marketing): A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

SEO (Search Engine Optimization): The practice of optimizing content to be discovered through a search engine's organic search results.

SFP (Seller Fulfilled Prime): A program that allows sellers to deliver directly to domestic Prime customers from their own warehouse.

SKU (Stock Keeping Unit): A unique alphanumeric code that identifies a product and helps track it for inventory purposes.

SKU Rationalization: The process of analyzing the sales of each SKU to determine which ones to continue selling.

SLA (Service Level Agreement): A commitment between a service provider and a client. In the context of Amazon, it could refer to the agreed delivery times, quality of service, etc.

SOV (Share of Voice): A measure of the market your brand owns compared to your competitors. It gauges your brand visibility and how much you dominate the conversation in your industry.

SOW (Statement of Work): A document that captures the work activities, deliverables, and timeline a vendor must execute in performance of specified work for a client.

Sponsored Brands: A type of sponsored advertising on Amazon where brands can promote their product portfolio and generate awareness.

SB (Sponsored Brands): These are cost-per-click (CPC) ads that feature your brand logo, a custom headline, and multiple products.

Sponsored Products: A type of PPC ad on Amazon in which advertisers promote individual product listings to appear in search results and on product detail pages.

Sponsored Display: A self-service advertising solution that offers the ability to reach relevant audiences on and off Amazon.

Storefront: A feature for brand owners that allows them to create an Amazon webpage to showcase their products and brand story.

SSF (Small and Light Free Removals): An FBA program for small and lightweight products with typically low sales volumes.

SSF (Seller Support Fees): Fees charged by Amazon for additional services provided to sellers, like assistance with account issues or technical support.

TACoS (Total Advertising Cost of Sale): A holistic measure of the impact of advertising efforts on overall business performance. It's calculated by dividing the total ad spend by the total revenue.

TOS (Terms of Service): The rules and regulations that sellers must agree to follow in order to use Amazon's platform.

Ungating: Amazon restricts selling in certain categories to ensure sellers meet standards in the interest of customer trust. Ungating is the process of getting approval to sell in these categories.

UGC (User-Generated Content): Refers to any type of content—such as images, videos, text, and audio—that has been posted by users on online platforms.

UPC (Universal Product Code): A unique 12-digit number assigned to retail merchandise that identifies both the product and the vendor that sells the product.

UPI (Unpaid Item): An item that a buyer commits to purchase but does not pay for within the required time frame.

UV (Unique Visitors): The number of individual people visiting a website during a certain period, regardless of how often they visit.

VA (Virtual Assistant): An independent contractor who provides administrative services to clients while operating outside of the client's office.

VAT (Value Added Tax): A consumption tax placed on a product whenever value is added at each stage of the supply chain, from production to the point of sale.

VC (Vendor Central): The web interface used by manufacturers and distributors.

VINE (Amazon Vine Program): A program where Amazon's most trusted reviewers (known as Vine Voices) post opinions about new and pre-release items to help their fellow customers make informed purchase decisions.

VPC (Virtual Product Catalog): An Amazon feature that allows shoppers to view a suite of products from a particular brand on a single page.

VTR (Valid Tracking Rate): A performance metric that measures how often a seller provides valid tracking numbers for their shipments.

WFS (Walmart Fulfillment Services): A service where sellers can store their inventory at Walmart's fulfillment centers. Walmart takes care of storage, packaging, and shipping of products.

WMS (Warehouse Management System): Software and processes that enable companies to control and manage warehouse operations from the time goods or materials enter a warehouse until they move out.

WTD (Week To Date): A period starting from the beginning of the current week and ending at the current day.

XMS (Cross-Merchandising Suggestions): Recommendations made by Amazon's algorithm for other products that customers might be interested in, based on the product they are currently viewing.

YOY (Year Over Year): A comparison of a statistic for one period to the same period the previous year.

YTD (Year To Date): A period starting from the beginning of the current year and ending at the current day.

1P (First Party): Refers to first-party sellers on Amazon, who sell their products wholesale to Amazon, and Amazon then sells these products to consumers.

3P (Third Party): Refers to third-party sellers on Amazon, who sell their products through the Amazon Marketplace.

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