AMAZON GLOSSARY OF TERMS

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WE BUILD BRANDS ON AMAZON

OVERVIEW

We are an Amazon-focused Managed Services Provider and Marketplace Consultancy

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We are headquartered in New York, with client facing and delivery teams operating remotely from locations across the US & Europe.

Podean is an Amazon Advertising and marketplace marketing consultancy, with the know-how and experience to drive real brand engagement and sales performance across the entire Amazon ecosystem.

Our leaders have worked with large and small companies, both direct and through agencies.

Across their careers they have worked with prestigious and sophisticated advertisers including Kia, Coca-Cola, Fiat Chrysler, FitBit, GoPro, Johnson and Johnson and Hershey.

Our team of experienced brand marketing and digital performance marketing experts, supported by our advanced team of certified Amazon Advertising and marketplace specialists, harness the power and scale of Amazon's marketplace, advertising and audience platforms to create relevant and engaging brand moments across all of its properties and content.

Our end-to-end marketplace marketing solutions result in quality experiences that deliver high performing campaigns, resulting in profitable sales and brand metric uplift.

We bring the best talent, partners, tools and strategies together to deliver a holistic solution that drives brand performance on Amazon.

Build Brands.
Stand Out.
Sell Product.

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 # PK = When a listing on Amazon comes with multiples of an individual product. For example, a 3PK of toothpaste would come with three tubes in a single purchase. This is often referred to as a multi-pack as well.

3P = Third-party seller – people who are selling your products but are not associated with your brand

A+ = This is additional information and allows for extra imagery to be added to product pages via Vendor Central.

ACOS = Average cost of sales – Typically related to Amazon sponsored product ads or other advertising and promotional costs, and is a metric of how well your ads are performing relative to their cost in terms of driving sales.

AMG = Amazon Media Group – this is the overarching division within Amazon which manages all advertising options.

AMS = Amazon Marketing Services – this is Amazon's PPC advertising platform for Vendors, allowing the creation of Sponsored Products, Sponsored Brands/Headline Search Ads, Product Display Ads and Lock Screen Ads (US Only) (Now known as 'Advertising console' within 'Amazon Advertising')

ARA = Amazon Retail Analytics (ARA) Premium is an add-on suite of additional reports which Vendors have access to through Vendor Central.

ASIN = Amazon standard information number – Amazon's internal tracking identifier for each listing in their catalog. It's similar to a UPC but is exclusive to Amazon.

ASP = Average Selling Price – Refers to the average price that a seller on Amazon sells their items for. Calculated by taking the total sales for a time period divided by the number of items for the time period.

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.

AMZ or **AZ** = Amazon.

BB = Buy Box refers to the seller associated with the add to cart button on any Amazon product detail page.

BISS = This is a category on Amazon that is restricted to most sellers. It is the "Business, Industrial & Scientific Supplies"

BL = Big Lots - Discount store frequented by many FBA sellers.

BM = Brick & Mortar Store - Used in reference to shopping at a store that has a physical location.

BTS = Back To School - a season where Amazon sellers often buy products from retail stores and mark them up on Amazon.

BOGO = Buy One Get One - This is used in reference to shopping deals. Often used in sale ads. For example: "Triscuits are BOGO free this", meaning you buy one box you get one free. Sometimes used BOGO 50% meaning: Buy One Get One 50% Off.

BOLO = Be on the lookout. Typically this is used for an item that is profitable that you might be able to find in stores near you.

Brand Registry = A program offered by Amazon for sellers who manufacture their own brand of products. Brand Registry gives the Seller a greater control of listings.

Browse Nodes = A hierarchical structure used for categorizing products at different levels to be more specific allowing for products to be easier to find.

Bundle = When a listing on Amazon combines multiple DIFFERENT products together, to create ONE new product listing.

BSR = Best Seller Rank – often used interchangeably with sales rank, gives an idea of how well an item is selling in relation to others.

Category = The placement within Amazon to categorize products. There are main categories as well as sub-categories. Some categories are restricted to new sellers and others are open to all seller.

CCC = camelcamelcamel.com – this is a website that tracks price and sales rank history of products on Amazon.

COGS = Cost of Goods Sold. The costs of goods sold includes the cost of the product and can optionally include all the costs of getting a product to market. This could include Procurement costs, Production costs, Taxes and duties, Listing fees and Inventory storage fees and costs.

Contra-COGS = All Backends (e.g. MDF, VINE, ARA Premium, etc.). Does not include AMG.

CPC = Cost-per-click - digital marketing metric that measures the amount of money paid for each click in a pay-per-click (PPC) marketing campaign.

CPM = Cost per thousand impressions - refers to the cost of displaying an advertisement one thousand times (known as "impressions").

CRaP = Products that Amazon (through all its algorithmic genius) Can't Realize any Profit.

CTR = Click-through rate - a digital marketing metric that measures the ratio of total impressions to clicks in search and display advertising, email marketing, and other online mediums.

DMP = Data Management Platform - an important part of an organization's marketing strategy

DPVR = Detail page view rate

DSP = Demand Side Platform (formerly AAP = Amazon Advertising Platform) – this is the programmatic advertising platform allowing advertisers to use data and technology to show display and video advertising to customers across Amazon's own sites/assets and the extended network of sites.

DS = Drop Shipping – The act of shipping a product direct from a supplier to the end customer.

EAN = European Article Number – 13 digit number system for identifying retail products.

EBC = Enhanced Brand Content – this replaces the product description on listings and allows for extra information and images to be added. This is for products that are on Seller Central and enrolled in the 'Brand Registry'.

EFN = European Fulfilment Network – this is Amazon's option for selling on other EU marketplaces but fulfilling all orders from fulfilment centers in the home country.

FBA = Fulfillment by Amazon - this is Amazon's fulfilment option where Sellers send their products to Amazon fulfilment centers and Amazon then takes care of the picking, packing and shipping when a customer places an order.

FBM = Fulfilled by Merchant – Also known as MF (Merchant fulfilled), this refers to shipping products directly to the end customer yourself.

FC = Fulfillment Center – Refers to one of Amazon's fulfillment warehouses / centers.

FNSKU = Fulfillment Network Stock Keeping Unit – Per Amazon these are: The FNSKU is the way that Amazon identifies a product as unique to the seller that the seller has sent it to an FBA warehouse. Every product that is processed through an FBA warehouse is given this unique identifier.

Fulfillment Fee = The cost Amazon charges sellers to pick, pack, and ship products that are sold through the FBA program.

GC = Gift Card - Many Amazon sellers will buy discounted gift cards to purchase inventory, especially for online arbitrage.

GTIN = Global Trade Identification Number – a universal identifier used internationally to find product information across databases.

HBA = Health & Beauty Aids - One of our favorite niches on Amazon. This could be part of either the beauty category or the health and personal care categories.

HTF = Hard to Find – This is often associated with a BOLO post, and comes into play when an item is rarely seen in stores anymore.

HSAs = Headline Search Ads – these are a part of the Advertising Console and are the banners at the top and down the side of search results pages on the Amazon site (Now known as 'Sponsored Brands').

IL = InventoryLab – A service to assist in accounting and analysis related to your Amazon business.

ISBN = International Standard Book Number – An ISBN is a 13-digit number assigned by standard book numbering agencies to identify individual books. ISBNs used to be 10 digits until the end of 2006.

Keepa = A site similar to CCC where we can see the price and rank history for most items listed on Amazon. This is helpful in making buying decisions. They even have a chrome extension that makes it easier to use.

KPI Key Performance Indicators = Fulfillment by Amazon (FBA) is a service we offer sellers that lets them store their products in Amazon's fulfillment centers, and we directly pack, ship, and provide customer service for these products.

LBB = Lost Buy Box – Clicks on a detail page where Retail loosed the BuyBox to 3P sellers.

Lightning Deals = these are promotions in which Sellers/Vendors can offer large discounts on their chosen products. These offers only last a few hours.

LTH = Long Term Hold – Storing inventory to be sold at a later date. For example, buying Christmas lights on December 28th and waiting to sell them until the following December.

LSA = Lock Screen Ads – these are a part of the Advertising Console, currently only available in the USA, which allows ads for products to be targeted at kindle users on their lock screens.

MAP = Minimum advertised price – This most often comes into play with wholesale sourcing. This is a price that you agree not to list below when you purchase a product from a wholesaler / distributor.

MCI = Multi-Country Inventory – this provides the option for FBA sellers to specify which countries they wish to send stock to, and have orders for that marketplace fulfilled from the local inventory.

MF = Merchant Fulfilled – Items that you ship directly to the customer yourself, rather than using FBA.

MOQ = Minimum Order Quantity – The minimum amount you are able order. This typically applies to orders from a wholesaler or distributor.

MSRP = Manufacturer's suggested retail price.

MTD = Month to Date – Often seen when sharing sales or a certain metric since the beginning of the month.

Multi-pack = When a listing on Amazon includes multiples of the SAME product and they are then sold as one unit.

Net Profit = The amount of profit you have left in your business after taking out all operating expenses, including cost of goods and Amazon fees.

NetPPM - SD = Net Pure Profit Margin minus Sales Discounts – Net Pure Product Margin less sales discounts, calculated as follows Revenue – P-COGS + Contra-COGS – Sales Discounts) / Revenue [does not include AMG].

OA = Online Arbitrage – buying items at online retailers to resell on Amazon.

OTC = Over The Counter - When you are selling HBA items you want to make sure they are OTC and never prescription.

ODR = Order Defect Rate – The percentage of orders that customers report a significant issue on. Per Amazon, an ODR is: "ODR is the percentage of orders that have received a negative feedback, an A-to-z Guarantee claim or a service credit card chargeback. It allows us to measure overall performance with a single metric".

OOS = Out of Stock – Refers to an item being out of stock in a retail store or Amazon themselves being out of stock on an item.

OSE = Online Selling Experiment.

P-COGS = Shipped Units * Cost Price.

PAN EU = A form of FBA where Sellers send their products to one Fulfilment Centre and Amazon distributes the products to different Fulfilment Centers around Europe based on where they think the most sales will come from. Sellers need to be registered for VAT in the different countries in Europe when using this option.

PB = Profit Bandit - a scanning app some sellers use.

PDAs = Product Display Ads – these are a part of AMS and are product ads which appear on other product listings, typically just under the Buy Box.

PDP = Product Detail Page - a web page on an eCommerce site that presents a description about a specific product in view.

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

PL or WL = Private Label or White Label – Putting your own brand name on a generic product and branding it as your own. Also known as "generic" brands. Amazon has created a number of their own brands across all categories to compete with more established names.

PM = Price match or private message – Most likely refers to price matching another retailer, or a private message if you see it used in a Facebook group.

PMP = private marketplaces - e marketplace is a virtual online market. in which business buyers and business sellers can buy and sell goods and services.

PO Confirmation (Acceptance) rate = the rate at which you accept or backorder the units ordered. Amazon is looking for your PO Acknowledgement to accept or backorder at least 80% of the quantity for each item they order.

PPC = Pay per click advertising – This relates most often to using Amazon sponsored product ads.

PPM = Pure Product Margin – calculated by the following formula (Revenue – P-COGS) / Revenue.

ProbRec = Problem Receive – Percentage of units received in Amazon warehouse with a problem which needs to be solved (e.g. missing barcode, wrong warehouse, overage quantity, etc.)

RA = Retail Arbitrage – buying items in retail stores to resell on Amazon.

Retail Revenue = Shipped Units * Sales Price (excl. VAT)

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.

RepOOS = Replenishable Out of Stock – Clicks on a detail page where Retail items are not available in % of all clicks.

ROAS = Return on advertising sales. Gross revenue divided by the associated advertising spend.

ROI = Return on Investment.

RTB = real-time bidding - a method which allows advertising inventory to actually be sold and bought on an effective per-impression basis, through programmatic auctions which are reminiscent of financial markets.

SEO = Search Engine Optimization - When you are creating listings on Amazon, it is important to remember search terms so that your product will rank on Amazon (and even Google) and buyers can find the listing.

SC = Seller Central – the platform used for selling on Amazon as an individual or smaller business.

Scanning = What we are doing when using an app on our phone to check prices in store against the prices for the same item on Amazon.

Scoutify = One of the main 3rd party scanning apps available to Amazon sellers.

Scouting = Looking for products to resell online.

SFP = Seller Fulfilled Prime – this is a way for Sellers to have the prime badge on their listings whilst maintaining full control over inventory as the stock is kept and dispatched from their own warehouses.

SKU = Stock Keeping Unit – This is a number and letter combination that is used to identify items in a seller's inventory. Used to efficiently manage inventory.

SP = Sponsored Products – these are a part of the Advertising Console and are ads which appear within search results which shows your product with 'Sponsored' above it.

SS = Seller Support – Basically customer service for Amazon sellers.

SSPs = supply-side platforms - a technology platform to enable web publishers and digital out-of-home (DOOH) media owners to manage their advertising space inventory, fill it with ads, and receive revenue.

SVS = Strategic Vendor Services - these relationships are critical to the health and growth of their Amazon business.

TIA = Thanks In Advance - Often used in groups when someone is asking a question. They will ask it and end with TIA, as to say thank you for any answers you may provide.

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.

Vendor Central = the web interface used by manufacturers and distributors. If you sell via Vendor Central, you're called a first-party seller. You're acting as a supplier, selling in bulk to Amazon.

Verified Review = a review left by a seller who has genuinely purchased the product. A 'review' could be from anybody and they may not necessarily have purchased the product

Vine (Voices) = this is an invitational program offered by Amazon to trusted reviewers to provide feedback on new and pre-release items. These reviewers can receive products early/pre-release if the vendor has enrolled pre-release products for voices prior to the product's launch.

VLT = Vendor Lead Time – Average delivery time in days between purchase order placement and receive date in Amazon warehouse.

Wags = Walgreens - Drug Store often frequented by Amazon sellers.

Wholesale = This is a business model where you are buying directly from the brand owner and then reselling the product on Amazon. Many times you can get the product for 30%-50% off the retail price.

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

YMMV = Your mileage may vary – This is regularly seen in Amazon related Facebook groups related to posts that will not apply to all readers. For example, there might be a deal available in a certain region that the poster is unsure if they are available nationwide.

YOY = Year over year - a method of evaluating two or more measured events to compare the results at one time period with those of a comparable time period on an annualized basis.

YTD = Year to date – Often used when sharing sales numbers or a certain metric since the beginning of the calendar year.

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