



100+

Amazon Acronyms

FOR BRANDS & SELLERS

 **CODE3**

WE UNLOCK THE CODE TO YOUR BRAND'S GROWTH

Navigating the complex Amazon ecosystem can be difficult, but Code3 Strategists are here to make it easier! Here is our comprehensive list of acronyms and corresponding definitions important to those working in the world of Amazon.



#

1P

First Party Seller. 1Ps are generally brand manufacturers that sell inventory directly to Amazon through purchase orders. From there, Amazon facilitates selling to the consumer.

2P

Second Party Seller. 2Ps are generally distributors that sell products on behalf of the brand manufacturer.

3P

Third Party Seller. 3Ps use Amazon as a marketplace to sell products directly to consumers, either through consignment or fulfilling direct to the consumer. 3P Products have either “Fulfilled by Amazon” or “Ships from and sold by (seller name)” on the PDP.

3PL

3rd Party Logistics.



A

A9

Algorithm that determines ranking on Amazon search results pages.

A+

A+ content is available to brands to enhance product detail pages with custom graphics, text, and more. These pages have a series of five modules that include both images and text.

AA

Amazon Ads. AA is the new name when logging into advertising.amazon.com.

AAP

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

ABA

Amazon Brand Analytics. Available to brand registered Vendors and Sellers. Includes consumer behavior dashboards such as repeat purchase behavior, search terms, market basket analysis, and demographic reports.

ACS

Amazon Creative Services. Amazon's creative tools and services that sellers and brands can use.

ACoS

Average Cost of Sales. A baseline metric used to measure the success of advertising campaigns on Amazon. This is exclusive to Amazon and represents the inverse of the more-universal, Return on Ad Spend (RoAS).

AE

Account Executive. Assigned representatives from Amazon that work directly with brands to grow their sales and advertising presence across the platform. AEs also serve as a general liaison between Amazon and the brand.

AIP

Audience Insights Premium. AIP is an analysis of a brand's customers that may include any of the following: demographics, basket analysis, shopper preferences, brand loyalty, search analysis, and reviews analysis. Insights are generally based on a trailing 12 month time period.

AMC

Amazon Marketing Cloud. AMC is a secure, private, and cloud-based data solution where advertisers can perform analytics across Amazon Advertising events as well as their own data sets. liaison between Amazon and the brand.

AMG

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

AMS

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

AMZ

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

AOV

Average Order Value. AOV is calculated as sales divided by orders.

APASS

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

APT

Audience Planning Tool. A report that Amazon Account Executives can provide that indicates the available audience size at each stage of the customer journey (awareness, consideration, purchase, loyalty).

ARA

Amazon Retail Analytics. Includes the sales and traffic dashboards and the operational reporting dashboards. Available to all Vendors at no additional fee.

ARAP

Amazon Retail Analytics Premium. An add-on option to ARA that expands reports to view more in-depth metrics on traffic and customer behavior. Free to brands as long as they are Brand Registered.

ASIN

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

ASN

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

ASP

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

ATC

Add to Cart. The number of times an advertised product is added to a customer's cart after a view or click of an ad.

ATCR

Add to Cart Rate. Calculated by dividing the add to cart number by impressions.

ATL

Add to List. The number of times an advertised product is added to a customer's wish list, gift list or registry, after a view or click of an ad.

ATLR

Add to List Rate. Calculated by dividing the add to cart number by impressions.

ATS

Automated Title Services.

A service employed by Amazon in select categories, to standardize and shorten titles across the marketplace. ATS creates formulaic titles based on attributes included in additional fields.

AVS

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

AVS

Amazon Vendor Services.
Synonymous with SAS.

AVN

Annual Vendor Negotiation. Yearly alignment of terms between 1P vendors and Amazon.

B

B+

Brand Plus.

BA

Brand Analytics.

BB

Buy Box. Button customers click to add a product to their shopping cart. It displays on the right-hand side of a product detail page when a product is eligible. The Buy Box is awarded by Amazon to the seller that has the product listed at the best price, combined with other factors. Brands often compete to 'win' the Buy Box and make adjustments when the Buy Box is lost or suppressed.

BD

Best Deal.

BF

Black Friday. One of the biggest shopping days of the year for brands, taking place the Friday after Thanksgiving.

BISS

Business, Industrial, & Scientific Supplies.

BOPIS

Buy Online Pick Up in Store. Sometimes referred to as "click-and-collect."

BOPIS is a model by which customers order goods online and pick them up at a physical store.

BR

Brand Registry or Brand Registered.

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

BSR

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



BTR (B2R)

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

BTS

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

BWP

Buy With Prime.

CGC

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

CM

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

CCoGS

Contrary to the Cost of Goods Sold. (Contra-COGS) represents funds that Amazon collects from vendors for agreements related to Amazon's purchases, customer sales, or marketing of the vendor's inventory. This amount excludes Display Ads Contra-COGS. Total CCOGs Amount is also referred to as Vendor Funded Contra-COGS (VFCC). Total Contra-COGs amount = Vendor allowance.

CoGS

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

CPC

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

CPATC

Cost per Add to Cart. Calculated by dividing ad spend by the add to cart number within a time period.

CPATL

Cost per Add to List. Calculated by dividing ad spend by the add to list number within a time period.

CPM

The amount of money paid per 1,000 ad impressions. CPM is a metric used in display and video campaigns and represents the ratio of fees incurred compared to the total number of impressions of the advertisement.

CPDPV

Cost per Detail Page View. Measures the efficiency of campaigns to drive traffic to PDPs. Calculated by dividing ad spend by detail page views.

CPF

Climate Pledge Friendly.

CPVC

Cost per Video Completion. Video campaign ad spend divided by the number of completed views of a video ad.

CPBS

Cost per Branded Search. Calculated by dividing ad spend by the number of brand searches.

CRaP

Can't Realize a Profit. A classification for a listing deemed unprofitable by Amazon. There are many factors that can negatively impact a product's profitability. For example, high shipping costs, excess inventory, competitive pricing and more can cause a product to "CRaP-out" (be shut off by Amazon.)

CRI

Customer Review Insights. A Seller Central tool that aggregates customer reviews, unearthing drivers of both positive and negative customer sentiment to inform content optimizations and product QA.

CSM

Customer Success Manager. Serves as the main point of contact within the SAS/AVS program, advising on strategy and identifying opportunities to drive business results.

CTR

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

CVR

Conversion Rate. A measurement of the number of conversions per click of an advertisement, used in Amazon Advertising as one of the metrics reported from an ad campaign.

CX

Customer Experience.

D

DCM

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

DEA

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

DF

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

DOTD

Deal of the Day. A single item or small set of closely related items discounted for one day only. Also known as “Today’s Deals.”

DP

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

DPM

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



DPV

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

DPVR

Detail Page View Rate. A metric that helps to measure how relevant campaigns are in driving shoppers to view the PDPs of the product/brand advertised in a campaign. Calculated as dividing detail page views by impressions.

DS

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

DSP

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

DTC

Direct to Consumer.

EAN

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

EBC

Enhanced Brand Content. Now known as Seller A+ Pages, offering the same capabilities.

EFN

European Fulfillment Network. Allows sellers to store inventory in one EU country, but fulfill orders across European countries.

EFP

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

EMC

Enhanced Marketing Content. Now known as Seller A+ Pages, offering the same capabilities.

F

FBA

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

FBM

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

FC

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

FFP

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

FNSKU

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

G

GLN

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

GMM

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

GS1

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

GTIN

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

GV

Glance Views. A vendor-specific data metric reporting on ASIN traffic.



IDQ

Item Data Quality. A report provided to show the gaps and opportunities with catalog content.

iMAP

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

IP

Intellectual Property.

IPI

Inventory Performance Index. IPX indicates how well sellers are managing inventory at fulfillment centers if they are using FBA.

IPIP

Items Per Inner Pack. Vendor Central shipping field to specify case pack ordering quantities for POs.

IPMP

Inner Packs Per Master Pack. Vendor Central shipping field to specify case pack ordering quantities for POs.

iROI

Incremental Return on Investment.

ISBN

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



LBB

Lost Buy Box. Replaced by Lost Featured Offer (LFO).

LD

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

LFO

Lost Featured Offer. Percent during a selected time frame that the retail offer was losing the featured offer in the Buy Box due to price, when the product is in stock. Vendor Central metric.

LFO

Lost Featured Order.

LOI

Letter of Intent.

LSA

Lockscreen Ad. Cost-per-click display ads that enable publishers to promote eBooks and engage readers via interest-based targeting through Kindle e-readers and Fire tablets.

LTH

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

LTL

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

LTSF

Long-Term Storage Fee. Inventory that has been in a U.S. Amazon fulfillment center for more than 365 days incurs a LTSF. Inventory Age and Inventory Health reports help to identify ASINs subject to long-term storage fees.

M

MAP

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

MBA

Market Basket Analysis. Consumer purchase behavior report within Brand Analytics.

MCF

Multi-Channel Fulfillment. Amazon program that allows sellers to use their FBA inventory to fulfill orders from anywhere they are placed, including their website or other eCommerce channels.

MF

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

MFN

Merchant Fulfilled Network. Also called Fulfilled by Merchant (FBM).

MOQ

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

MSRP

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

MTD

Month-to-Date. A metric used when measuring a period dating to the beginning of the current calendar month.

MYE

Manage Your Experiments. Amazon's A/B testing tools.

N

NARF

North American Remote Fulfillment. NARF allows sellers the option to fulfill Canada and Mexico marketplaces with US fulfillment center inventory.

NAFN

North American Fulfillment Network. Vendor Network where Amazon Retail automatically manages adding products on Amazon.com to other North American Amazon marketplaces (Canada and Mexico), using US-based inventory to fulfill orders in those other marketplaces.

NCX

Negative Customer Experience. NCX is a Seller Central metric that reports the rate of number of orders for which the customer reported a product or listing issue, divided by total orders.

Net PPM

Net Pure Product Margin. Net PPM is Amazon's margin after taking into account CCOGS and sales discounts. Calculated as: $(\text{Shipped Revenue} - \text{Shipped CCOGS} + \text{CCOGS} - \text{Sales Discount}) / \text{Shipped Revenue}$.

NIS

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

NP

New Product.

NTB

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

NTB DPV

New to Brand Detail Page Views. A page view from a consumer who hasn't viewed your products in the last 12 months.



OA

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

OCM

Omnichannel Metrics. Helps advertisers quantify their ads' omnichannel outcomes by bringing together ad-attributed engagements online and offline, on and off Amazon.

ODR

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

OLV

Online Video. Also referred to as DSP video, OLV are video ads serving on the open web. Currently only available within Amazon advertising through Amazon DSP. OLVs can serve in-stream, before or during additional video content, and out-stream, in designated ad spots on websites.

OOS

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

OPS

Ordered Product Sales.

OTT

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

P

P+

Performance Plus.

PDP

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

PL

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

PLP

Product List Page. Pages created for use in Sponsored Brand campaigns when store pages are not available. Additionally, they can be created when a specific subset of products not typically grouped together in the store are being featured in a Sponsored Brand ad.

PO

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

POD

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

POE

Product Opportunity Explorer. A Seller Central tool that allows you to understand Amazon customer search and purchasing behavior to evaluate and optimize existing products and upcoming launches.

PPA

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

PPC

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

PPM

Pure Product Margin. PPM is the ratio between the average selling cost and price. Calculated as $(\text{Average Selling Price} - \text{Average Cost per Unit}) / \text{Average Selling Price}$.

PPU

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

PQV

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

PRPV

Product Review Page View. Tracked in DSP campaigns, PRPV shows when ad-exposed shoppers view the review page on a PDP.

Q

Q1

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

Q2

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

Q3

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

Q4

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

QTY

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

R

RA

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

REC

Responsive E-commerce Creative. REC creatives support up to 11 sizes and up to 20 products in one creative ad.

RoAS

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

ROI

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

ROPO

Research Online, Purchase Offline. Describes behavior whereby a shopper researches what to buy online before visiting a retail location to make the purchase.

S

SA

Sponsored Ads. The umbrella term for Amazon search.

SAS

Sizemek Ad Suite. Global, multichannel ad server used to create, distribute, customize, measure, and optimize campaigns across a variety of screens.

SAS

Strategic Account Services. Previously known as Amazon Vendor Services (AVS) and Strategic Vendor Services (SVS), SAS is a program that offers premium support from Amazon to help brands manage and grow their business.

SB

Sponsored Brands. Manually targeted ads on Amazon that promote a specific brand on a pay-per-click basis. SBs were previously referred to as Headline Search Ads (HSAs). SBs can drive to a brand's store page and highlight up to 3 products, among other targeting tactics.

SBV

Sponsored Brand Video. Formerly VIS video in search, SBV is a specific type of Sponsored Brand campaign that leverages video within the creative to highlight a single product.

SC

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

SCoGS

Shipped Cost of Goods Sold. A Vendor Central metric that represents Amazon's cost of goods sold once the product has been shipped to the end consumer. SCoGS is updated daily within Vendor Central's Retail Analytics Portal.

SCP

Search Catalog Performance. Seller Central dashboard within Search Analytics of Brand Analytics that highlights the brand's search engagement throughout the shopper journey.

SD

Sponsored Display Ad. Formerly known as Product Display Ads (PDA), SD is a display ad type available through Amazon Advertising in which advertisements appear on product detail pages.

SDS

Safety Data Sheets. Used to communicate hazmat and hazardous information about a product. They are most commonly used to document important information about chemicals, chemical compounds and chemical mixtures, which may lead to limitations on if and how an item can be sold on Amazon.

SEO

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

SERP

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

SFP

Seller Fulfilled Prime.

SIOC

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

SKU

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

SnS (S&S)

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

SP

Sponsored Products. Also known as Sponsored Product Ads (SPA). Keyword, ASIN or category-targeted ads that promote products on a pay-per-click basis. Advertisements appear at the top, right, or bottom of the search results pages, and also populate within a specified module on PDPs.

SS

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

ST

Sponsored TV. A self-service advertising solution designed for brands of any size to reach and inspire audiences on the largest screen in the home. Powered by billions of 1st party shopping and streaming signals, these streaming TV ads can help your brand connect with the right viewers, in the right time on streaming services like Freevee and Twitch.

SQP

Search Query Performance. Seller Central dashboard within Search Analytics of Brand Analytics that highlights the brand's top driving queries.

STV

Streaming TV. Advertisers can run ads across various streaming platforms within Amazon's network, including Freevee, Twitch, live sports on Prime Video, top TV network and broadcast apps, and the News app on Fire TV.

**T**

T5

Turkey Five. The five days from Thanksgiving through Cyber Monday.

TACoS

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

TOS

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

TOS

Top of Search. Top positions on a search result.

**U**

UI

User Interface. The point at which a user/consumer and a computer system, webpage, or online marketplace, interact.

UPC

Universal Product Code. 12-digit codes displayed on most retail products. UPCs are designed to identify the specific product, taking into consideration attributes such as the brand name, item, size, and color.

USPTO

United States Patent and Trademark Office. An agency in the U.S. Department of Commerce that issues patents to inventors and businesses. It also provides trademark registration for product and intellectual property identification. Brands often work with USPTO to determine the authenticity of their products.

UX

User Experience.

V

VC

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

vCPM

Cost per 1,000 Viewable Impressions. vCPM is the average amount a brand pays for every 1,000 viewable impressions, and only applies to search campaigns with a cost type of vCPM.

VB

Virtual Bundles.

VCR

Video Completion Rate. The number of completed views of a video ad divided by the number of starts or initiations of a video ad.

VIS

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

VM

Vendor Manager. Employees of Amazon that serve as the main contact for Vendors. Vendor Managers are typically only assigned to brands with large Amazon sales. Amazon does not disclose the qualifications a brand must meet to be assigned a vendor manager.

VTR

View Through Rate. Percentage of completed views of a skippable ad divided by the number of initial impressions.



WM

Walmart or Walmart.com. One of Amazon's primary retail competitors.



YTD

Year-to-Date. A metric used when measuring a period of time starting from the current calendar year.

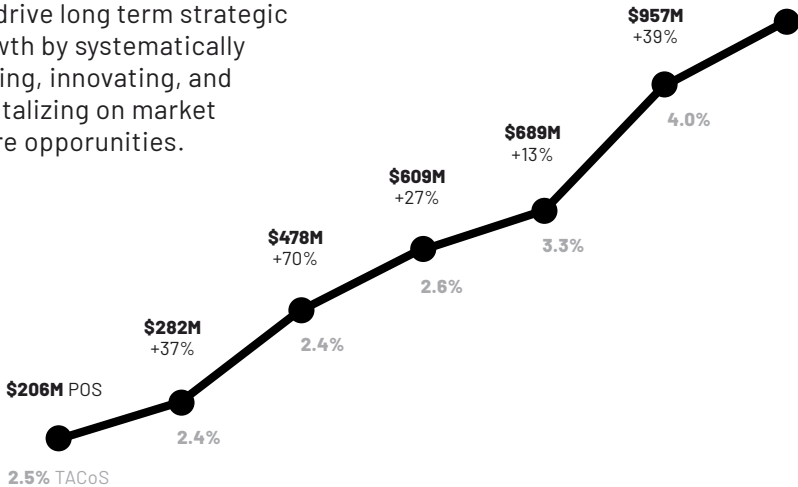
Code3 is an independent digital marketing agency operating at the intersection of media, creative, and commerce. We call ourselves 'confidently curious' because we exist to push boundaries and accelerate growth for our clients' businesses. With strong partnerships across both major and emerging ad platforms and technologies, Code3 delivers best-in-class services with quality, efficiency, and nimbleness at the forefront of our partnerships. Today's landscape demands brands and advertisers be everywhere at all times. At Code3, we make this possible with a fully integrated service offering that lives under one roof.

CODE3 COMMERCE SERVICES INCLUDE

- Commerce Strategy
- Media Management
- SEO & Content Services
- Creative + Design

GROWTH IS WHAT WE DO

We drive long term strategic growth by systematically testing, innovating, and capitalizing on market share opportunities.



2018

2019

2020

2021

2022

2023

2024

Initiation + Expansion

Growth

The Moon

**WANT YOUR BUSINESS
TO GROW LIKE THIS?**



LET'S TALK