

GLOSSARY OF E-COMMERCE TERMS

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GLOSSARY OF E-COMMERCE TERMS

E-commerce has developed a vocabulary of its own. It borrows from retail, marketing, logistics, finance, law and information technology, and it adds new terms every year as platforms, payment methods and technologies evolve. Many of these terms appear throughout this course, often as abbreviations such as SEO, PPC, CTR, ROAS, 3PL or PCI DSS. This chapter brings them together in one place and explains each one in plain language.

Module learning objective: Understand and correctly use the terminology specific to the e-commerce sector, so that you can follow professional discussions, read platform documentation and reports, and communicate clearly with suppliers, agencies, developers and logistics partners.

How to use this glossary

- Terms are listed in alphabetical order. Where a term is usually known by its abbreviation, the full form and the abbreviation are both given, e.g. Click-through rate (CTR).
- Under each definition, “In the book” shows the section(s) of this course where the term is explained or applied (e.g. 4.2 = Pay-Per-Click; Ch. 8 = Retail examples). Terms without a section reference are standard industry vocabulary added to complete the glossary.
- “See also” links to related terms. In the digital version each link takes you directly to that entry.
- A quick-reference list of abbreviations and acronyms is provided at the end of the chapter.

***Note:** Legal and regulatory terms (e.g. GDPR, VAT OSS, right of withdrawal) are summarised for training purposes and do not constitute legal advice; always check the current rules in the relevant country.*

0–9

1-Click Checkout – A checkout method that completes a purchase with a single click by reusing payment and delivery details already stored in the customer's account. It removes friction at the point of sale and reduces cart abandonment.

In the book: Ch. 8 (Retail examples) | **See also:** *Checkout*; *Cart abandonment*

301 redirect – A permanent HTTP redirect that sends users and search engines from an old URL to a new one while preserving most of the search ranking value. It is used, for example, when moving a site from HTTP to HTTPS or changing URL structures.

In the book: 5.2 | **See also:** *HTTPS (HyperText Transfer Protocol Secure)*; *Search engine optimisation (SEO)*

3D Secure (3DS) – An authentication protocol used by card schemes (e.g., Visa Secure, Mastercard Identity Check) that adds a verification step, such as a bank app confirmation or one-time code, before an online card payment is approved. In the EU it is the main way of meeting Strong Customer Authentication requirements.

See also: *Strong Customer Authentication (SCA)*; *Multi-factor authentication (MFA)*

A

Abandoned cart email – An automated email sent to a shopper who added products to the cart but left without paying, reminding them of the items and often offering an incentive to complete the purchase.

In the book: 4.4, 7.1 | **See also:** *Cart abandonment*; *Marketing automation*

ABC analysis – An inventory classification method that groups products into three classes by value and importance: A (high value, low quantity), B (moderate value and quantity) and C (low value, high quantity). It helps a retailer focus control and replenishment effort on the items that matter most to profitability.

In the book: 3.3 | **See also:** *Inventory management*; *Pareto principle (80/20 rule)*

Above the fold – The part of a web page visible on screen without scrolling. Key information and calls to action are usually placed here to capture attention immediately.

See also: *Call to action (CTA)*; *Landing page*

A/B testing (split testing) – An experiment in which two versions of a web page, email, ad or other asset (A = control, B = variant) are shown to comparable groups of users to determine which performs better on a chosen metric, such as conversion rate or click-through rate.

In the book: 4.2, 4.4, 7.3 | **See also:** *Multivariate testing*; *Conversion rate optimisation (CRO)*

Access control – Security measures that restrict who can view or use systems and data, typically on a need-to-know basis with a unique ID for each user. It is one of the core requirements of PCI DSS.

In the book: 5.2, 5.3 | **See also:** *Role-based access control (RBAC)*; *Payment Card Industry Data Security Standard (PCI DSS)*

Account takeover fraud (ATO) – Fraud in which a criminal gains unauthorised access to a customer's account, usually with stolen login credentials, and then makes purchases, changes account details or withdraws funds.

In the book: 5.3 | **See also:** *Credential stuffing*; *Multi-factor authentication (MFA)*

Acquirer (acquiring bank) – The bank or financial institution that processes card payments on behalf of a merchant and settles the funds into the merchant's account.

See also: *Issuer (issuing bank)*; *Merchant account*; *Payment processor*

Acquisition report – An analytics report showing how visitors reach a website, e.g., organic search, paid search, social media, referral links or direct traffic.

In the book: 7.2 | **See also:** *Traffic sources*; *Google Analytics*

Ad copy – The text of an advertisement, typically including keywords, a value proposition and a call to action.

In the book: 4.2 | **See also:** *Ad creative*; *Call to action (CTA)*

Ad creative – The visual and textual content of an advertisement, such as images, videos, carousels, headlines and descriptions.

In the book: 4.2 | **See also:** *Ad copy*; *Carousel ad*

Address verification system (AVS) – A fraud-prevention check that compares the billing address entered by the customer with the address held by the card issuer.

In the book: 5.3 | **See also:** *Card verification value (CVV/CVC)*; *Fraud detection*

Add to cart – The button or action by which a shopper places a product in the online shopping cart. Its visibility and functionality on every device strongly influence conversion.

In the book: 2.2 | **See also:** *Shopping cart (basket)*; *Call to action (CTA)*

Ad group – A set of closely related keywords and the ads that correspond to them within a PPC campaign. Tight ad groups improve ad relevance and Quality Score.

In the book: 4.2 | **See also:** *Pay-per-click (PPC)*; *Quality Score*

Ad placement – The location where an advertisement is shown, e.g., search results, a social news feed, Stories or a partner network. Platforms offer automatic or manual placements.

In the book: 4.2 | **See also:** *Display network*

Ad rank – The value a search ad platform uses to decide whether and in which position an ad appears, based mainly on the bid, ad quality (Quality Score) and expected impact of ad extensions.

In the book: 4.2 | **See also:** *Quality Score*; *Cost per click (CPC)*

Ad scheduling (dayparting) – Showing ads only on selected days or at selected times, when the target audience is most likely to engage, so that budget is concentrated on peak periods.

In the book: 4.2 | **See also:** *Budget pacing*

Affiliate fraud – Manipulation of an affiliate programme to earn illegitimate commissions, for example through fake traffic, purchases with stolen cards made via affiliate links, or cookie stuffing.

In the book: 5.3 | **See also:** *Affiliate marketing*; *Cookie stuffing*

Affiliate marketing – A performance-based model in which independent partners (affiliates) promote a merchant's products and earn a commission on the sales or leads they generate through tracked links.

In the book: 4.1, Ch. 8 (Retail examples) | **See also:** *Affiliate fraud*; *Influencer marketing*

Algorithm (search engine algorithm) – The set of rules a search engine uses to decide which pages to show and in what order for a given query. Algorithm updates can change rankings, so SEO must adapt continuously.

In the book: 4.1 | **See also:** *Search engine optimisation (SEO)*; *Ranking*

Anonymisation – Irreversibly removing identifying elements from data so that individuals can no longer be identified; anonymous data falls outside GDPR.

In the book: 2.3 | **See also:** *Pseudonymisation*

Anticipatory shipping (predictive logistics) – Moving products to regional warehouses closer to customers before orders are placed, based on behavioural prediction of future demand.

In the book: Ch. 8 (Retail examples) | **See also:** *Predictive analytics*; *Demand forecasting*

Application programming interface (API) – A defined set of rules that lets software systems exchange data and functions. In e-commerce, APIs connect the store with payment gateways, carriers, ERP, CRM and marketplaces.

In the book: 5.1, 6.2 | **See also:** *Headless commerce*; *Integration*

Artificial intelligence (AI) – Technologies that enable machines to perform tasks requiring human-like intelligence, such as learning, reasoning and language understanding. In e-commerce AI drives recommendations, chatbots, dynamic pricing, demand forecasting and fraud detection.

In the book: 1.3, 3.1, 5.3, Ch. 8 (Retail examples) | **See also:** *Machine learning (ML)*; *Generative AI*

Attribution modelling – The rules used to assign credit for a conversion to the different marketing touchpoints in the customer journey (e.g., last click, first click, linear, data-driven).

In the book: 7.2 | **See also:** *Multi-channel funnel*; *Customer journey*

Audience Network – Meta's network of partner apps and websites where Facebook/Meta ads can be displayed outside Facebook and Instagram.

In the book: 4.2 | **See also:** *Meta Ads (Facebook Ads)*; *Ad placement*

Audience segmentation – Dividing an audience into groups based on demographics, interests, behaviour, acquisition channel or other criteria so that messages, ads and offers can be targeted more precisely.

In the book: 4.2, 7.2 | **See also:** *Market segmentation*; *Segmentation (email)*

Augmented reality (AR) – Technology that overlays digital content, such as 3D products, on the user's real environment via a smartphone camera or headset. It enables virtual try-ons and in-home product visualisation, increasing confidence and reducing returns.

In the book: 1.3, 4.3, Ch. 8 (Retail examples) | **See also:** *Virtual try-on*; *Virtual reality (VR)*

Automated bidding – PPC bid strategies in which the platform uses machine learning to set bids in real time for each auction according to a chosen goal (e.g., maximise conversions).

In the book: 4.2 | **See also:** *Smart Bidding*; *Manual CPC*

Automated storage and retrieval system (AS/RS) – Computer-controlled warehouse equipment, such as shuttles, cranes and robots, that automatically stores and retrieves goods, increasing picking speed and accuracy.

In the book: 6.1, Ch. 8 (Retail examples) | **See also:** *Warehouse management system (WMS)*; *Picking*

Average order value (AOV) – The average amount spent per order over a period. AOV = total revenue / number of orders. It is raised by upselling, cross-selling, bundles and free-shipping thresholds.

In the book: 7.1 | **See also:** *Upselling*; *Cross-selling*; *Free shipping threshold*

Average session duration – The average length of time users spend on a website during a session. It is an indicator of engagement.

In the book: 7.2 | **See also:** *Session*; *Bounce rate*

B

B2B (business-to-business) – E-commerce transactions between companies, such as manufacturers, wholesalers and retailers, often involving bulk purchasing, negotiated prices and long-term relationships (e.g., Alibaba.com).

In the book: 1.1, 1.2, 4.3 | **See also:** *B2C (business-to-consumer)*; *Wholesale*

B2C (business-to-consumer) – E-commerce in which businesses sell products or services directly to end consumers through online stores, marketplaces or apps.

In the book: 1.2 | **See also:** *B2B (business-to-business)*; *D2C (direct-to-consumer, DTC)*

B2G (business-to-government) – Online transactions between businesses and public authorities, such as electronic public procurement.

In the book: 1.1 | **See also:** *E-government*

Backend – The server-side part of an e-commerce system (administration panel, database, business logic, integrations) that customers do not see.

In the book: 4.1, Appendix | **See also:** *Frontend*; *Content management system (CMS)*

Backlink – A link from another website to your site. High-quality backlinks from reputable sites signal authority to search engines and are a core component of off-page SEO.

In the book: 4.1 | **See also:** *Off-page SEO*; *Link building*

Backorder – A customer order for a product that is temporarily out of stock and will be shipped once inventory is replenished.

In the book: 3.2 | **See also:** *Stockout*; *Pre-order*

Barcode – A machine-readable code (e.g., EAN, UPC) printed on products or labels and scanned to identify items. It speeds data capture and reduces manual errors in inventory, picking and packing.

In the book: 3.3, 6.1, Ch. 8 (Retail examples) | **See also:** *Global Trade Item Number (GTIN)*; *Radio-frequency identification (RFID)*

Barcode tracking – An inventory tracking method in which each product has a unique barcode that is scanned at every stage of the supply chain, from receiving to shipping.

In the book: 3.3 | **See also:** *Barcode*; *Perpetual inventory system*

Basket – See Shopping cart.

See also: *Shopping cart (basket)*

Batch picking – A picking method in which several orders are consolidated into one picking round, reducing travel time when the same items appear in multiple orders.

In the book: 6.1 | **See also:** *Picking*; *Zone picking*

Batch tracking – Tracking inventory by production batch or expiry date, which supports first-in, first-out rotation and product recalls, especially for food, pharmaceuticals and cosmetics.

In the book: 3.3 | **See also:** *FIFO (first in, first out)*

Bid – The maximum amount an advertiser is willing to pay for a click, impression or conversion in a PPC auction.

In the book: 4.2 | **See also:** *Bid strategy*; *Cost per click (CPC)*

Bid modifier (bid adjustment) – A percentage increase or decrease applied to bids for specific conditions such as device, location, time of day or audience segment.

In the book: 4.2 | **See also:** *Bid*; *Geotargeting (geographic targeting)*

Bid strategy – The method used to set bids in a PPC campaign, e.g., manual CPC, enhanced CPC, target CPA, target ROAS, maximise conversions or maximise clicks.

In the book: 4.2 | **See also:** *Automated bidding*; *Smart Bidding*

Big data – Very large and complex data sets, from transactions, browsing, devices and social media, that require specialised tools to store and analyse for insights.

See also: *Data analytics*; *Predictive analytics*

Blockchain – A decentralised, tamper-resistant digital ledger that records transactions across many computers. In e-commerce it can improve payment security, supply-chain traceability and enable smart contracts.

In the book: 1.3 | **See also:** *Smart contract*; *Cryptocurrency*

Bot (bad bot) – Automated software that performs tasks online. Malicious bots create fake accounts, scrape prices, hoard stock or test stolen cards.

In the book: 5.3 | **See also:** *Botnet*; *CAPTCHA*

Botnet – A network of compromised computers controlled remotely to carry out large-scale automated attacks, such as fake account creation, card testing or denial-of-service attacks.

In the book: 5.3 | **See also:** *Denial-of-service attack (DoS/DDoS)*; *Rate limiting*

Bounce rate – The percentage of visitors who leave a website after viewing only one page without further interaction. A high bounce rate can signal problems with relevance, speed or usability.

In the book: 2.2, 4.1, 7.1 | **See also:** *Engagement rate*; *User experience (UX)*

Brand ambassador – A person, often a customer or influencer, who represents and promotes a brand over a longer period, adding authenticity to its communication.

In the book: 4.3 | **See also:** *Influencer marketing*

Brand awareness – The extent to which consumers recognise and remember a brand. It is a common objective of display, video and social media campaigns.

In the book: 4.1, 4.2 | **See also:** *Cost per mille (CPM)*; *Reach*

Breadcrumb navigation – A secondary navigation trail (e.g., Home > Women > Shoes) showing the user's location in the site hierarchy and helping both users and search engines.

See also: *Site architecture*; *Internal linking*

Brick-and-mortar – A traditional physical store. Brick-and-click (or click-and-mortar) retailers combine physical stores with online sales.

In the book: Ch. 8 (Retail examples) | **See also:** *Omnichannel retailing*

Budget pacing – How evenly an advertising budget is spent over the duration of a campaign, so that it is neither exhausted too early nor left unspent.

In the book: 4.2 | **See also:** *Ad scheduling (dayparting)*; *Daily budget*

Bumper ad – A short, non-skippable video ad of up to six seconds on YouTube, used mainly for brand awareness.

In the book: 4.3 | **See also:** *TrueView ad*

Bundle (product bundle) – Two or more products sold together, usually at a lower price than if purchased separately, to increase average order value.

In the book: 3.1, 7.1 | **See also:** *Cross-selling*; *Average order value (AOV)*

Business registration – The legal process of registering a business with the competent authorities so that it is recognised as a legitimate entity, before it can trade online.

In the book: 2.3 | **See also:** *Licensing and permits*

Buyer persona – A semi-fictional profile of an ideal customer, built from research data on demographics, needs, behaviour and pain points, used to guide marketing and product decisions.

See also: *Target audience*; *Market segmentation*

Buy Now, Pay Later (BNPL) – A short-term financing option offered at checkout that allows customers to split a purchase into instalments, often interest-free.

In the book: 2.2 | **See also:** *Payment method*; *Checkout*

Buy online, pick up in store (BOPIS) – A fulfilment option in which customers order online and collect the goods at a physical store, combining online convenience with immediate local availability.

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Click & Collect*; *Curbside pickup*; *Omnichannel retailing*

C

C2C (consumer-to-consumer) – E-commerce in which individuals sell to other individuals through a platform, such as online auctions or classified marketplaces (e.g., eBay, Taobao, Facebook Marketplace).

In the book: 1.1, 1.2 | **See also:** *Online auction*; *Marketplace (online marketplace)*

Call to action (CTA) – An instruction or button that prompts the user to take a specific action, such as 'Buy now', 'Add to cart' or 'Subscribe'. Clear, prominent CTAs increase conversions.

In the book: 2.2, 4.2, 4.4, 7.3 | **See also:** *Conversion*; *Landing page*

Canonical tag – An HTML element (rel="canonical") telling search engines which URL is the preferred version of a page when similar content exists at several URLs.

See also: *Duplicate content*; *Technical SEO*

CAPTCHA – A challenge-response test (e.g., selecting images or checking a box) used to distinguish human users from automated bots.

See also: *Bot (bad bot)*; *Botnet*

Carbon-neutral shipping – Delivery whose greenhouse-gas emissions are reduced and/or offset so that the net climate impact is zero.

In the book: 1.3, 6.2 | **See also:** *Green logistics*; *Sustainability*

Cardholder data – Information associated with a payment card, such as the card number, cardholder name and expiry date, that must be protected under PCI DSS.

In the book: 5.2 | **See also:** *Payment Card Industry Data Security Standard (PCI DSS)*; *Tokenisation*

Card-not-present (CNP) transaction – A card payment in which the card is not physically presented to the merchant, as in online, phone or mail orders. CNP transactions carry higher fraud risk.

In the book: 5.3 | **See also:** *Credit card fraud*; *3D Secure (3DS)*

Card verification value (CVV/CVC) – The three- or four-digit security code printed on a payment card. Requiring it at checkout adds a verification step; merchants must never store it.

In the book: 5.2, 5.3 | **See also:** *Address verification system (AVS)*; *Payment Card Industry Data Security Standard (PCI DSS)*

Carousel ad – An ad format that displays several images or videos, each with its own link, which the user can swipe through.

In the book: 4.2 | **See also:** *Ad creative*

Carrier (shipping carrier) – A company that transports parcels from the seller to the customer, e.g., national postal services, DHL, FedEx, UPS or local couriers.

In the book: 1.1, 6.1, 6.2 | **See also:** *Last-mile delivery*; *Shipping label*

Cart abandonment – When a shopper adds items to the cart but leaves without completing the purchase. Cart abandonment rate = carts not converted / carts created × 100. Common causes are unexpected costs, complex checkout and limited payment options.

In the book: 2.2, 6.2, 7.1 | **See also:** *Abandoned cart email*; *Checkout*

Cash on delivery (COD) – A payment method in which the customer pays the courier in cash or by card when the parcel is delivered. It remains popular in several European markets.

See also: *Payment method*

Catalogue (product catalogue) – The structured collection of products offered by an online store, including categories, descriptions, prices, images and attributes.

In the book: 1.1 | **See also:** *Product information management (PIM)*; *Product page (product detail page, PDP)*

Certificate Authority (CA) – A trusted organisation that verifies website ownership and issues SSL/TLS certificates (e.g., Let's Encrypt).

In the book: 5.2 | **See also:** *SSL certificate*; *HTTPS (HyperText Transfer Protocol Secure)*

Certificate of origin – A document certifying the country in which goods were manufactured, used by customs to apply the correct duties and trade-agreement preferences.

In the book: 2.3 | **See also:** *Commercial invoice*; *Import duty*

Chargeback – A reversal of a card payment initiated by the cardholder's bank after a dispute. The merchant loses the funds and usually pays a fee, unless it can prove the transaction was legitimate.

In the book: 5.3 | **See also:** *Chargeback fraud (friendly fraud)*; *Dispute*

Chargeback fraud (friendly fraud) – Fraud in which a customer makes a legitimate purchase, receives the goods and then falsely disputes the transaction with their bank to obtain a refund.

In the book: 5.3 | **See also:** *Chargeback*; *Refund fraud (return fraud)*

Chatbot – Software that conducts automated conversations with customers via text or voice, answering questions, recommending products and handling simple service tasks 24/7.

In the book: 1.1, 1.3 | **See also:** *Artificial intelligence (AI)*; *Live chat*

Checkout – The final stage of the purchase process where the customer provides delivery and payment details and confirms the order. A short, transparent and mobile-friendly checkout reduces cart abandonment.

In the book: 2.2 | **See also:** *Guest checkout*; *One-page checkout*; *Cart abandonment*

Churn rate – The percentage of customers or subscribers who stop buying or cancel within a given period; the opposite of retention.

See also: *Customer retention rate*; *Subscription commerce*

Circular economy – An economic model in which products are reused, repaired, refurbished, resold or recycled to keep materials in use and reduce waste (e.g., resale and take-back programmes).

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Re-commerce (recommerce)*; *Sustainability*

Click & Collect – A service allowing customers to order online and pick up the goods at a store or collection point, often within hours.

In the book: Ch. 8 (Retail examples) | **See also:** *Buy online, pick up in store (BOPIS)*

Click-through rate (CTR) – The percentage of people who click on an ad, search result or email link after seeing it. CTR = clicks / impressions × 100.

In the book: 4.1, 4.2, 4.4 | **See also:** *Impression*; *Open rate*

Cloud hosting – Hosting a website or application on a network of remote servers that can scale resources up or down on demand (e.g., Adobe Commerce Cloud, AWS).

In the book: Ch. 8 (Retail examples) | **See also:** *Hosting (web hosting)*; *Software as a Service (SaaS)*

Cohort analysis – Analysis of groups of customers who share a characteristic or start date (e.g., first purchase month) to compare their behaviour over time, such as retention.

See also: *Customer retention rate*; *Customer lifetime value (CLV/LTV)*

Commercial invoice – The customs document used in international shipping that describes the goods, their value and origin and is used to assess duties and taxes.

In the book: 2.3 | **See also:** *Customs clearance*; *Certificate of origin*

Competitive analysis – Systematic study of competitors' products, prices, marketing, customer reviews and strengths and weaknesses to find opportunities for differentiation.

In the book: 3.1 | **See also:** *Competitor benchmarking*; *Unique selling proposition (USP)*

Competitor benchmarking – Comparing one's own performance (e.g., market share, sales growth, customer satisfaction) with that of competitors to identify areas for improvement.

In the book: 3.1 | **See also:** *Competitive analysis*

Consent (data protection) – A freely given, specific, informed and unambiguous indication of a person's agreement to the processing of their personal data, e.g., before receiving marketing emails.

In the book: 2.3, 4.4 | **See also:** *General Data Protection Regulation (GDPR)*; *Opt-in / double opt-in*

Consignment inventory – An arrangement in which the supplier keeps ownership of the stock held at the retailer until it is sold; the retailer pays only for units sold.

In the book: 3.3 | **See also:** *Vendor-managed inventory (VMI)*

Consumer rights – Legal protections for buyers, such as clear pre-contract information, the right of withdrawal from distance contracts and remedies for faulty goods.

In the book: 2.3 | **See also:** *Right of withdrawal*; *Return policy*

Content management system (CMS) – Software used to create, manage and publish website content without coding. E-commerce CMSs and platforms include WooCommerce, Magento (Adobe Commerce), PrestaShop and OpenCart.

In the book: 2.1, 7.2 | **See also:** *E-commerce platform*; *Open-source*

Content marketing – Creating and distributing valuable, relevant and consistent content (articles, videos, guides, infographics) to attract and engage a defined audience and drive profitable customer action.

In the book: 4.1 | **See also:** *Search engine optimisation (SEO)*; *User-generated content (UGC)*

Conversion – The completion of a desired action by a user, such as a purchase, sign-up, download or form submission.

In the book: 4.2, 7.1 | **See also:** *Conversion rate*; *Goal (analytics)*

Conversion funnel – The sequence of steps users go through toward a conversion (e.g., visit, product view, add to cart, checkout, purchase). Funnel analysis reveals where users drop off.

In the book: 7.2, 7.3 | **See also:** *Sales funnel (purchase funnel)*; *Cart abandonment*

Conversion rate – The percentage of visitors (or ad clicks) that result in a conversion. Conversion rate = conversions / visitors × 100.

In the book: 4.2, 7.1 | **See also:** *Conversion rate optimisation (CRO)*

Conversion rate optimisation (CRO) – The systematic process of increasing the percentage of visitors who convert, using data analysis, user research and testing.

In the book: 7.3 | **See also:** *A/B testing (split testing)*; *Conversion funnel*

Conversion tracking (conversion pixel/tag) – A small piece of code placed on a website that records conversions and attributes them to the ads, keywords or channels that generated them.

In the book: 4.2, 7.2 | **See also:** *Tracking code*; *Attribution modelling*

Cookie – A small text file stored by a website in the user's browser to remember information such as login status, cart contents or preferences, and to support analytics and advertising. Non-essential cookies require consent in the EU.

See also: *Consent (data protection)*; *Third-party cookie*

Cookie stuffing – An affiliate-fraud technique in which affiliate cookies are placed on users' browsers without their knowledge so that the fraudster is credited with sales they did not generate.

In the book: 5.3 | **See also:** *Affiliate fraud*

Core Web Vitals – Google's set of user-experience metrics: Largest Contentful Paint (loading), Interaction to Next Paint (responsiveness) and Cumulative Layout Shift (visual stability).

See also: *Page speed (page load time)*; *Technical SEO*

Cost per acquisition (CPA) – The average advertising cost of acquiring one conversion or customer. CPA = ad spend / number of conversions. Target CPA is also an automated bid strategy.

In the book: 4.2 | **See also:** *Customer acquisition cost (CAC)*; *Target CPA*

Cost per click (CPC) – The amount an advertiser pays each time a user clicks on an ad. Average CPC = cost / clicks.

In the book: 4.2, 7.3 | **See also:** *Pay-per-click (PPC)*; *Manual CPC*

Cost per mille (CPM) – The cost per thousand ad impressions, used mainly in awareness campaigns. vCPM charges only for viewable impressions.

In the book: 4.2 | **See also:** *Impression*; *Viewable CPM (vCPM)*

cPanel – A widely used web hosting control panel for managing files, domains, email, databases and installations on a hosting account.

In the book: Appendix | **See also:** *Hosting (web hosting)*

Credential stuffing – An automated attack that tries stolen username-password pairs from other breaches to log into customer accounts.

In the book: 5.3 | **See also:** *Account takeover fraud (ATO)*; *Bot (bad bot)*

Credit card fraud – Use of stolen payment card details, obtained through phishing, data breaches or skimming, to make unauthorised purchases.

In the book: 5.3 | **See also:** *Card-not-present (CNP) transaction*; *Chargeback*

Cross-border e-commerce – Online sales in which the seller and buyer are in different countries, involving international shipping, customs, taxes, currencies and localisation.

In the book: 1.3, 2.3, 6.2 | **See also:** *Customs duties*; *VAT One Stop Shop (OSS)*; *Localisation*

Cross-selling – Recommending complementary products to a customer (e.g., a case for a phone) to increase order value.

In the book: 7.1, Ch. 8 (Retail examples) | **See also:** *Upselling*; *Recommendation engine*

Cryptocurrency – A digital currency secured by cryptography and recorded on a blockchain (e.g., Bitcoin, stablecoins). Some merchants accept it via specialised payment providers.

See also: *Blockchain*; *Payment method*

Curbside pickup – A pickup option in which store staff bring an online order to the customer's car at the store (e.g., Target Drive Up).

In the book: Ch. 8 (Retail examples) | **See also:** *Buy online, pick up in store (BOPIS)*

Custom audience – An advertising audience built from a business's own data, such as customer lists, website visitors or app users, for targeting or remarketing.

In the book: 4.2 | **See also:** *Lookalike audience*; *Remarketing (retargeting)*

Customer acquisition cost (CAC) – The total marketing and sales cost of gaining a new customer. CAC = total acquisition costs / number of new customers in the period.

In the book: 7.1 | **See also:** *Customer lifetime value (CLV/LTV)*; *Cost per acquisition (CPA)*

Customer experience (CX) – The customer's overall perception of all interactions with a brand across channels, from discovery and purchase to delivery, returns and support.

In the book: 1.3, 6.3 | **See also:** *User experience (UX)*; *Customer journey*

Customer journey – The full sequence of touchpoints a customer passes through, from awareness and consideration to purchase, use and loyalty.

In the book: 4.1, 7.2 | **See also:** *Touchpoint*; *Attribution modelling*

Customer lifetime value (CLV/LTV) – The total revenue (or profit) a business can expect from a customer over the whole relationship. A simple formula is average purchase value × purchase frequency × customer lifespan.

In the book: 7.1 | **See also:** *Customer acquisition cost (CAC)*; *Customer retention rate*

Customer relationship management (CRM) – Software and practices for managing interactions with customers and prospects, including contact data, purchase history, segmentation and service records.

In the book: Ch. 8 (Retail examples) | **See also:** *Enterprise resource planning (ERP)*; *Personalisation*

Customer retention rate – The percentage of customers who continue buying over a given period. It reflects loyalty and satisfaction.

In the book: 7.1 | **See also:** *Churn rate*; *Loyalty programme*

Customer reviews and ratings – Feedback and star ratings left by buyers on product pages or review platforms; they provide social proof, influence purchase decisions and support SEO.

In the book: 2.2, 7.4 | **See also:** *Social proof*; *User-generated content (UGC)*

Customer service – Support provided before, during and after a purchase via email, chat, phone, chatbots and social media.

In the book: 1.1, 6.3 | **See also:** *Live chat*; *Chatbot*

Customs clearance – The process of submitting the required documentation and paying duties and taxes so that goods can legally enter (or leave) a country.

In the book: 2.3, 6.2 | **See also:** *Commercial invoice*; *Import duty*

Customs duties – Taxes charged by a country on goods imported into (or exported from) it, which affect the total landed cost of products.

In the book: 2.3, 3.2, 6.2 | **See also:** *Import duty*; *Landed cost*; *Incoterms*

Cycle counting – Regularly counting a portion of inventory on a rotating schedule, instead of a full physical count, to maintain record accuracy.

In the book: 3.3 | **See also:** *Physical inventory count*; *Perpetual inventory system*

D

D2C (direct-to-consumer, DTC) – A model in which brands sell directly to end customers through their own online channels rather than through wholesalers or third-party retailers (e.g., Allbirds, Warby Parker).

In the book: Ch. 8 (Retail examples) | **See also:** *B2C (business-to-consumer)*; *Marketplace (online marketplace)*

Daily budget – The average amount an advertiser is willing to spend on a campaign per day; platforms may also offer a lifetime (total) budget for the whole campaign.

In the book: 4.2 | **See also:** *Budget pacing*; *Bid strategy*

Dashboard – A visual display of the most important metrics and KPIs in one place, used to monitor performance at a glance.

In the book: 7.2 | **See also:** *Key performance indicator (KPI)*; *Data visualisation*

Data analytics – Collecting, processing and analysing data on traffic, behaviour, sales and marketing to identify patterns and support decisions.

In the book: 1.1, 3.1, 7 | **See also:** *Web analytics*; *Predictive analytics*

Database (MySQL) – The structured data store that holds an online store's products, customers, orders and settings. MySQL/MariaDB is the most common database for open-source e-commerce platforms.

In the book: Appendix | **See also:** *Backend*

Data breach – A security incident in which personal or payment data is accessed, disclosed or lost without authorisation. Under GDPR, serious breaches must be notified to the authority within 72 hours.

In the book: 2.3, 5.2 | **See also:** *General Data Protection Regulation (GDPR)*; *Encryption*

Data-driven decision-making – Basing business decisions on the analysis of reliable data rather than intuition or assumptions.

In the book: 1.1, 7.3 | **See also:** *Data analytics*; *A/B testing (split testing)*

Data minimisation – The GDPR principle that only the personal data necessary for a specified purpose should be collected and kept.

In the book: 5.2 | **See also:** *General Data Protection Regulation (GDPR)*; *Privacy by design*

Data processing agreement (DPA) – A contract between a data controller and a processor (e.g., a hosting, email or logistics provider) that sets out how personal data must be handled in compliance with GDPR.

In the book: 2.3 | **See also:** *General Data Protection Regulation (GDPR)*; *Data Protection Officer (DPO)*

Data Protection Officer (DPO) – The person responsible for overseeing an organisation's data-protection compliance, advising on obligations and acting as a contact for authorities.

In the book: 2.3 | **See also:** *General Data Protection Regulation (GDPR)*

Data visualisation – Presenting data in charts, graphs and tables so that trends, patterns and anomalies are easier to understand.

In the book: 7.2 | **See also:** *Dashboard*

Deep link – A link that opens a specific page or product inside a website or mobile app rather than its home page.

See also: *M-commerce (mobile commerce)*

Deliverability – The ability of emails to reach recipients' inboxes rather than being blocked or sent to spam; it depends on sender reputation, authentication and list quality.

In the book: 4.4 | **See also:** *List hygiene (list cleaning)*; *SPF / DKIM / DMARC*

Delivery confirmation (proof of delivery) – Evidence, such as a signature, photo or tracking status, that a parcel was delivered, used to resolve disputes and chargebacks.

In the book: 5.3 | **See also:** *Tracking (shipment tracking)*; *Chargeback*

Demand forecasting – Predicting future customer demand from historical sales, trends, seasonality and other variables to plan purchasing and stock levels.

In the book: 3.3, 6.1, Ch. 8 (Retail examples) | **See also:** *Predictive analytics*; *Safety stock*

Denial-of-service attack (DoS/DDoS) – An attack that overwhelms a website or server with traffic, often from a botnet, to make it unavailable to legitimate users.

In the book: 5.3 | **See also:** *Botnet*; *Firewall*

Digital goods (digital products) – Intangible products delivered electronically, such as e-books, music, software, online courses or streaming content.

In the book: 1.1 | **See also:** *Subscription commerce*

Digital marketing – Promoting products and brands through digital channels, including SEO, PPC, social media, email, content and affiliate marketing.

In the book: 1.1, 4 | **See also:** *Search engine optimisation (SEO)*; *Pay-per-click (PPC)*

Digital storefront – The customer-facing online store where products are displayed and sold.

In the book: 1.1, Ch. 8 (Retail examples) | **See also:** *E-commerce platform*; *Frontend*

Digital wallet (e-wallet) – An app or service that stores payment information and allows fast payment online or in store (e.g., Apple Pay, Google Pay, PayPal).

In the book: 1.3, 2.2, 5.1 | **See also:** *Mobile payment*; *Payment method*

Direct traffic – Visits in which users reach a website by typing the URL or using a bookmark, with no identifiable referring source.

In the book: 7.1, 7.2 | **See also:** *Traffic sources*

Discrete order picking – A picking method in which one picker collects all items for a single order before starting the next; simple, but less efficient at high volumes.

In the book: 6.1 | **See also:** *Picking*; *Batch picking*

Display ad – A visual advertisement (banner, image, rich media) shown on websites, apps or within a display network.

In the book: 4.2, 4.3 | **See also:** *Display network*; *Cost per mille (CPM)*

Display network – A network of partner websites and apps on which an ad platform shows display ads (e.g., the Google Display Network).

In the book: 4.2 | **See also:** *Display ad*

Dispute – A formal challenge by a cardholder or customer against a transaction, which may lead to a chargeback or a claim on a marketplace or payment platform.

In the book: 5.3 | **See also:** *Chargeback*

Distance contract – A contract concluded without the simultaneous physical presence of seller and buyer, such as an online purchase; it gives consumers specific rights under EU law.

In the book: 2.3 | **See also:** *Right of withdrawal*; *Consumer rights*

Domain name – The human-readable address of a website (e.g., yourstore.com), registered through a domain registrar.

In the book: 5.2, Appendix | **See also:** *Hosting (web hosting)*; *URL (Uniform Resource Locator)*

Dropshipping – A fulfilment model in which the retailer does not keep stock; orders are forwarded to a third-party supplier who ships directly to the customer. It needs little capital but offers lower margins and less control.

In the book: 3.2, 6.1 | **See also:** *Fulfilment*; *Supplier*

Duplicate content – Identical or very similar content appearing at more than one URL, which can confuse search engines and dilute rankings.

In the book: 4.1 | **See also:** *Technical SEO*; *Canonical tag*

Dynamic pricing – Automatically adjusting prices in real time according to demand, competitor prices, stock levels, time or customer segment.

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Price elasticity of demand*; *Artificial intelligence (AI)*

E

Eco-friendly packaging (sustainable packaging) – Packaging made from recycled, recyclable, biodegradable or reduced materials to lower environmental impact.

In the book: 1.3, 6.1, 6.2 | **See also:** *Sustainability*; *Carbon-neutral shipping*

E-commerce (electronic commerce) – The buying and selling of goods and services, and the transfer of money and data, over electronic networks, primarily the internet.

In the book: 1.1 | **See also:** *M-commerce (mobile commerce)*; *Online retail (e-tailing)*

E-commerce platform – Software used to build and run an online store, covering catalogue, cart, checkout, payments and orders. Platforms are open-source/self-hosted (e.g., WooCommerce, PrestaShop, OpenCart, Magento) or SaaS (e.g., Shopify, BigCommerce).

In the book: 2.1, Ch. 8 (Retail examples) | **See also:** *Content management system (CMS)*; *Software as a Service (SaaS)*

E-commerce tracking – An analytics feature that records transactions, revenue and product performance from an online store.

In the book: 7.2 | **See also:** *Google Analytics*; *Average order value (AOV)*

E-government – The use of digital channels by public authorities to deliver services such as online tax filing, licence renewals and public procurement.

In the book: 1.1 | **See also:** *B2G (business-to-government)*

Electronic Data Interchange (EDI) – The computer-to-computer exchange of business documents, such as purchase orders and invoices, in a standard format. It dates from the 1960s and is the foundation of B2B e-commerce.

In the book: 1.2 | **See also:** *B2B (business-to-business)*

Email list – A database of contacts who have agreed to receive emails from a business; the main asset of email marketing.

In the book: 4.4 | **See also:** *Opt-in / double opt-in*; *List hygiene (list cleaning)*

Email marketing – Sending targeted emails, such as newsletters, promotions and automated messages, to subscribers to inform, engage and convert them.

In the book: 4.4 | **See also:** *Newsletter*; *Marketing automation*

Encryption – Converting data into a coded form that can only be read with the correct key, protecting it in transit (e.g., TLS) and at rest.

In the book: 1.1, 5.2, 5.3 | **See also:** *Secure Sockets Layer / Transport Layer Security (SSL/TLS)*; *Tokenisation*

End-to-end encryption – Encryption that protects data along its entire path, from the point of entry (e.g., card reader or browser) to the final processor.

In the book: 5.1 | **See also:** *Encryption*

Engagement rate – The share of people who interact with content (likes, comments, shares, clicks) relative to reach or followers; in analytics, also the share of engaged sessions.

In the book: 4.3, 7.1 | **See also:** *Social media engagement metrics*; *Bounce rate*

Enhanced CPC (ECPC) – A semi-automated bid strategy in which the platform raises or lowers manual CPC bids according to the likelihood of a conversion.

In the book: 4.2 | **See also:** *Manual CPC*; *Smart Bidding*

Enterprise resource planning (ERP) – Integrated software that manages core business processes, such as finance, purchasing, inventory, orders and HR, in one system that the online store can be connected to.

In the book: Ch. 8 (Retail examples) | **See also:** *Integration*; *Order management system (OMS)*

Ephemeral content – Content that is visible only for a short time, typically 24 hours, such as Instagram or Snapchat Stories.

In the book: 4.3 | **See also:** *Stories*

Exit-intent pop-up – A pop-up triggered when a visitor appears about to leave the page, usually offering an incentive to subscribe or buy.

In the book: 4.4 | **See also:** *Lead magnet*; *Email list*

Expedited shipping – Faster delivery for an extra fee, typically 1-3 business days, such as two-day or next-day delivery.

In the book: 6.1, 6.2 | **See also:** *Standard shipping*; *Same-day delivery*

F

Facebook Marketplace – Facebook's buying and selling area, launched in 2016, mainly for local C2C transactions; an early example of social commerce.

In the book: 1.2 | **See also:** *Social commerce*

Faceted navigation (filters) – Navigation that lets shoppers narrow a product list by attributes such as size, colour, brand or price.

In the book: 2.2 | **See also:** *Site search*; *Product listing page (PLP)*

FAQ (frequently asked questions) – A page or section answering common customer questions, e.g., about shipping, returns or payments, which reduces support requests.

In the book: 6.3 | **See also:** *Customer service*

Feedback loop – The cycle of collecting customer feedback, acting on it and informing customers of the improvements made, which builds trust and engagement.

In the book: 6.3, 7.4 | **See also:** *Survey*; *Customer reviews and ratings*

FIFO (first in, first out) – An inventory rotation principle in which the oldest stock is sold or used first, reducing waste and spoilage.

In the book: 3.3 | **See also:** *Batch tracking*; *LIFO (last in, first out)*

Firewall – A security system that monitors and filters network traffic according to rules, protecting systems that hold sensitive data.

In the book: 5.2, 5.3 | **See also:** *Web application firewall (WAF)*; *Payment Card Industry Data Security Standard (PCI DSS)*

First-party data – Data a business collects directly from its own customers and channels, such as purchases, website behaviour and email engagement.

See also: *Zero-party data*; *Customer relationship management (CRM)*

First-party sales (1P) – A model in which the platform buys products from suppliers and sells them as the retailer itself (e.g., Amazon Retail).

In the book: Ch. 8 (Retail examples) | **See also:** *Third-party marketplace (3P)*; *Marketplace (online marketplace)*

Flash sale – A short, time-limited sale with significant discounts, designed to create urgency.

See also: *Urgency marketing*; *Promotional email*

Flat-rate shipping – Charging a fixed shipping fee regardless of order weight or size, possibly by region or weight band.

In the book: 6.2 | **See also:** *Free shipping threshold*

Focus group – A moderated discussion with a small group of participants to gather in-depth opinions about products, services or concepts.

In the book: 3.1, 7.4 | **See also:** *Market research*; *Survey*

Fraud detection – Tools and processes, often based on machine learning and rules, that analyse transaction data (amount, frequency, location, device) in real time to flag or block suspicious activity.

In the book: 1.1, 5.3 | **See also:** *Velocity check*; *Address verification system (AVS)*

Free shipping threshold – A minimum order value above which delivery is free, used to raise average order value.

In the book: 6.2, 7.1 | **See also:** *Average order value (AOV)*; *Flat-rate shipping*

Frontend – The customer-facing part of an online store (pages, design, navigation) that users see and interact with in the browser or app.

In the book: Appendix | **See also:** *Backend*; *Headless commerce*

Fulfilment – All the steps needed to get an order to the customer: receiving and storing stock, order processing, picking, packing, shipping and handling returns.

In the book: 1.1, 6.1 | **See also:** *Order fulfilment process*; *Third-party logistics (3PL)*

Fulfilment by Amazon (FBA) – An Amazon service in which third-party sellers store their stock in Amazon's warehouses and Amazon handles picking, packing, shipping, customer service and returns. eMAG offers a similar service (Fulfilment by eMAG).

In the book: Ch. 8 (Retail examples) | **See also:** *Third-party logistics (3PL)*; *Marketplace (online marketplace)*

Fulfilment centre – A warehouse dedicated to processing e-commerce orders (receiving, storing, picking, packing and shipping) rather than only storing goods.

In the book: 6.1, Ch. 8 (Retail examples) | **See also:** *Micro-fulfilment centre (MFC)*; *Warehouse management system (WMS)*

G

General Data Protection Regulation (GDPR) – EU Regulation 2016/679 governing the processing of personal data of individuals in the EU. It requires a lawful basis such as

consent, transparency, data security and respect for rights such as access, rectification and erasure, and applies to any business serving EU customers.

In the book: 2.3, 4.4, 5.2 | **See also:** *Consent (data protection)*; *Data Protection Officer (DPO)*; *Privacy policy*

Generative AI – AI models that create new content (text, images, video, code) from prompts. In e-commerce it is used for product descriptions, ad creatives, chat assistants and visual search.

See also: *Artificial intelligence (AI)*; *Chatbot*

Geolocation – Determining a user's physical location (via GPS, IP address or Wi-Fi) to personalise offers, show nearby store stock or target ads.

In the book: Ch. 8 (Retail examples) | **See also:** *Geotargeting (geographic targeting)*; *Local SEO*

Geotargeting (geographic targeting) – Showing ads or content only to users in selected locations, or adjusting budgets and bids by location.

In the book: 4.2 | **See also:** *Bid modifier (bid adjustment)*; *Geolocation*

Global Trade Item Number (GTIN) – An internationally unique product identifier from GS1 (e.g., EAN-13, UPC) encoded in barcodes and required by many marketplaces and shopping ads.

See also: *Barcode*; *Stock keeping unit (SKU)*

Goal (analytics) – A specific user action defined in an analytics tool as a conversion, e.g., purchase, newsletter sign-up or contact form submission. In Google Analytics 4 these are called key events.

In the book: 7.2 | **See also:** *Conversion*; *Google Analytics*

Goods and Services Tax (GST) – A value-added consumption tax used in countries such as Australia, Canada, India and Singapore, which may apply to international e-commerce sales.

In the book: 2.3 | **See also:** *Value added tax (VAT)*

Google Ads – Google's advertising platform (formerly AdWords, launched in 2000) for search, display, shopping, video and app campaigns, mainly on a pay-per-click basis.

In the book: 1.2, 4.2 | **See also:** *Pay-per-click (PPC)*; *Quality Score*

Google Analytics – Google's free web analytics service that tracks traffic, user behaviour, conversions and e-commerce transactions. The current version is Google Analytics 4 (GA4).

In the book: 1.1, 7.2 | **See also:** *Web analytics*; *Tracking code*

Google Business Profile – Google's free business listing (formerly Google My Business) that shows a company's address, hours, reviews and photos in Search and Maps; central to local SEO.

In the book: 4.1 | **See also:** *Local SEO*; *NAP (name, address, phone number)*

Google Search Console – A free Google tool that shows how a site performs in Google Search (queries, impressions, clicks, indexing and technical issues).

In the book: 4.1, 7.2 | **See also:** *Search engine optimisation (SEO)*; *Indexing*

Google Trends – A free Google tool that shows the relative popularity of search terms over time and by region, useful for spotting trends and seasonality.

In the book: 3.1 | **See also:** *Trend analysis*; *Keyword research*

Green logistics – Logistics practices that reduce environmental impact, such as optimised routes, low-emission vehicles, consolidated shipments and recyclable packaging.

In the book: 6.2 | **See also:** *Carbon-neutral shipping*; *Sustainability*

Gross merchandise value (GMV) – The total value of goods sold through a platform or marketplace over a period, before deducting fees, returns and discounts.

See also: *Marketplace (online marketplace)*

Guest checkout – An option that lets customers complete a purchase without creating an account, reducing friction for first-time buyers.

In the book: 2.2 | **See also:** *Checkout*; *Cart abandonment*

H

Hashtag – A word or phrase preceded by # that groups social media content by topic, making it discoverable; brands use branded hashtags in campaigns and UGC.

In the book: 4.3 | **See also:** *User-generated content (UGC)*; *Social listening (social media listening)*

Headless commerce – An architecture in which the customer-facing frontend is decoupled from the e-commerce backend and the two communicate via APIs, allowing flexible experiences across web, apps and other channels.

In the book: Ch. 8 (Retail examples) | **See also:** *Application programming interface (API)*; *Frontend*

Heatmap – A visual representation of where users click, move or scroll on a page, with colour intensity showing activity, used to improve layouts and conversions.

In the book: 4.2, 7.1, 7.3 | **See also:** *Session recording*; *Conversion rate optimisation (CRO)*

Hosting (web hosting) – The service of storing a website's files and databases on servers connected to the internet so the site is accessible to users.

In the book: 2.1, Appendix | **See also:** *Cloud hosting*; *Domain name*

HTTPS (HyperText Transfer Protocol Secure) – The secure version of HTTP, in which data between browser and server is encrypted with TLS; shown by the padlock in the address bar and a ranking signal for Google.

In the book: 5.2 | **See also:** *SSL certificate*; *301 redirect*

Hyper-personalisation – Highly individualised experiences, recommendations, messages and prices created in real time from extensive data and AI.

In the book: 1.3 | **See also:** *Personalisation*; *Artificial intelligence (AI)*

I

Identity theft – Using another person's stolen personal information to impersonate them, for example to open accounts or make purchases.

In the book: 5.3 | **See also:** *Phishing*; *Multi-factor authentication (MFA)*

Import duty – A tax imposed by a country on goods brought into it, usually a percentage of the customs value.

In the book: 2.3 | **See also:** *Customs duties*; *Landed cost*

Impression – One display of an ad or search result on a user's screen, whether or not it is clicked.

In the book: 4.2 | **See also:** *Cost per mille (CPM)*; *Click-through rate (CTR)*

Incoterms – International Commercial Terms published by the International Chamber of Commerce (current edition Incoterms 2020) that define the responsibilities of buyer and seller for delivery, risk, costs and customs in international trade (e.g., EXW, FOB, DAP, DDP).

See also: *Customs duties*; *Landed cost*

Indexing – The process by which search engines store and organise pages they have crawled so they can be shown in search results.

In the book: 4.1 | **See also:** *Search engine crawler (spider)*; *XML sitemap*

Influencer marketing – Collaborating with people who have an engaged online following to promote products to their audience through posts, videos or live streams.

In the book: 1.3, 3.1, 4.3, Ch. 8 (Retail examples) | **See also:** *Micro-influencer*; *Brand ambassador*

Information security management system (ISMS) – A systematic framework of policies, processes and controls for managing information security risks, as defined by ISO/IEC 27001.

In the book: 5.2 | **See also:** *ISO/IEC 27001*

In-house fulfilment – Managing storage, picking, packing and shipping internally with one's own warehouse, staff and systems, giving more control but requiring higher investment.

In the book: 6.1 | **See also:** *Third-party logistics (3PL)*; *Fulfilment*

Integration – Connecting the online store with other systems (payment gateways, ERP, CRM, carriers, analytics, marketplaces) so that data flows automatically between them.

In the book: 5.1, 6.1, 7.2 | **See also:** *Application programming interface (API)*

Intellectual property (IP) – Legal rights over creations such as trademarks, copyrights, designs and patents. Online sellers must respect them in product listings, images and content.

In the book: 2.3 | **See also:** *Trademark*

Internal linking – Linking from one page of a website to another page of the same site, which helps navigation, distributes link equity and helps search engines crawl the site.

In the book: 4.1 | **See also:** *Link equity (link juice)*; *Site architecture*

Intrusion detection system (IDS) – A system that monitors network or system activity for malicious behaviour or policy violations and raises alerts.

In the book: 5.2, 5.3 | **See also:** *Security information and event management (SIEM)*; *Firewall*

Inventory – The stock of goods (raw materials, components and finished products) held by a business for sale.

In the book: 3.3 | **See also:** *Inventory management*; *Stock keeping unit (SKU)*

Inventory management – Planning, ordering, storing, tracking and controlling stock so that the right products are available in the right quantity, place and time at the right cost.

In the book: 1.4, 3.3 | **See also:** *Inventory*; *Demand forecasting*

Inventory management software – Software that tracks stock levels in real time, forecasts demand, generates reorder alerts and synchronises inventory across channels.

In the book: 3.3 | **See also:** *Perpetual inventory system*; *Warehouse management system (WMS)*

Inventory turnover ratio – How many times inventory is sold and replaced in a period. Inventory turnover = cost of goods sold / average inventory. A higher ratio indicates faster-selling stock.

In the book: 3.3 | **See also:** *Stock keeping unit (SKU)*; *Overstocking*

ISO/IEC 27001 – The international standard for information security management systems, setting out requirements for risk assessment, controls and continuous improvement.

In the book: 5.2 | **See also:** *Information security management system (ISMS)*

Issuer (issuing bank) – The bank that issued the customer's payment card and authorises or declines transactions.

See also: *Acquirer (acquiring bank)*; *Chargeback*

J

Just-in-time (JIT) inventory – An inventory strategy in which goods are ordered or produced only as needed to meet demand, minimising holding costs but requiring accurate forecasting and reliable suppliers.

In the book: 3.3 | **See also:** *Safety stock*; *Demand forecasting*

K

Key performance indicator (KPI) – A measurable value that shows how effectively a business is achieving its objectives, e.g., conversion rate, AOV, CAC, CLV or ROAS.

In the book: 4.2, 7.1 | **See also:** *Metric*; *Dashboard*

Keyword – A word or phrase that users type into search engines and that businesses target in SEO content or bid on in PPC campaigns.

In the book: 4.1, 4.2 | **See also:** *Long-tail keyword*; *Keyword research*

Keyword difficulty – An estimate of how hard it is to rank organically for a keyword, based on the strength of competing pages.

In the book: 4.1 | **See also:** *Keyword research*; *Search volume*

Keyword match type – PPC settings (broad, phrase, exact) that control how closely a search query must match a keyword for the ad to show.

In the book: 4.2 | **See also:** *Keyword*; *Negative keyword*

Keyword research – Identifying and analysing the search terms potential customers use, including their volume, competition and intent, with tools such as Google Keyword Planner, SEMrush, Ahrefs and Moz.

In the book: 3.1, 4.1, 4.2 | **See also:** *Search intent*; *Long-tail keyword*

L

Landed cost – The total cost of a product delivered to the buyer, including purchase price, shipping, insurance, duties, taxes and handling fees.

See also: *Customs duties*; *Incoterms*

Landing page – A web page designed for a specific campaign, to which ad or email traffic is directed, with one clear goal and call to action.

In the book: 4.2, 4.4 | **See also:** *Call to action (CTA)*; *Conversion rate optimisation (CRO)*

Last-mile delivery – The final stage of delivery, from the local hub to the customer's door or pickup point, usually the most expensive and complex part of shipping.

In the book: Ch. 8 (Retail examples) | **See also:** *Parcel locker (smart locker)*; *Carrier (shipping carrier)*

Lead – A potential customer who has shown interest, for example by leaving contact details or requesting information.

In the book: 4.2, 4.4 | **See also:** *Lead generation*; *Lead magnet*

Lead generation – Activities and campaigns designed to attract potential customers and capture their contact details.

In the book: 4.2, 4.3 | **See also:** *Lead*; *Landing page*

Lead magnet – A free incentive, such as a discount, e-book, guide or webinar, offered in exchange for an email address.

In the book: 4.4 | **See also:** *Email list*; *Opt-in / double opt-in*

Lead time – The time between placing an order with a supplier and receiving the goods; used to calculate reorder points and safety stock.

In the book: 3.3 | **See also:** *Reorder point (ROP)*; *Safety stock*

Licensing and permits – Legal authorisations needed to operate a business or sell certain products (e.g., general business licence, sales tax permit, licences for regulated goods, import/export, health and environmental permits).

In the book: 2.3 | **See also:** *Business registration*

LIFO (last in, first out) – An inventory valuation and rotation method in which the most recently received stock is used or sold first.

See also: *FIFO (first in, first out)*

Link building – Activities aimed at earning backlinks from other websites, e.g., guest blogging, digital PR and shareable content.

In the book: 4.1 | **See also:** *Backlink*; *Off-page SEO*

Link equity (link juice) – The ranking value passed from one page to another through links.

In the book: 4.1 | **See also:** *Internal linking*; *Backlink*

List hygiene (list cleaning) – Regularly removing inactive, invalid or bouncing addresses from an email list to improve deliverability and engagement.

In the book: 4.4 | **See also:** *Email list*; *Deliverability*

Live chat – Real-time text support on a website, offered by human agents or chatbots, that answers questions during the purchase decision.

In the book: 2.2, 6.3 | **See also:** *Chatbot*; *Customer service*

Live-stream commerce (live shopping) – Selling products during live video broadcasts in which hosts or influencers demonstrate items and viewers buy in real time.

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Social commerce*; *Influencer marketing*

Local development environment (localhost) – Running a web server, database and PHP on one's own computer (e.g., with XAMPP) to install and test an e-commerce platform before publishing it online.

In the book: Appendix | **See also:** *Hosting (web hosting)*; *Content management system (CMS)*

Localisation – Adapting a store to a particular market, including language, currency, prices, payment methods, legal information, units and cultural preferences.

In the book: 1.3, 2.1 | **See also:** *Cross-border e-commerce*; *Multi-currency*

Local SEO – Optimising online presence to appear in location-based searches (e.g., 'near me'), mainly through Google Business Profile, local reviews and consistent NAP data.

In the book: 4.1 | **See also:** *Google Business Profile*; *NAP (name, address, phone number)*

Logistics – Planning, implementing and controlling the movement and storage of goods, including transport, warehousing and distribution, so that products reach the right place at the right time and in good condition.

In the book: 1.1, 6 | **See also:** *Fulfilment*; *Supply chain management (SCM)*

Long-tail keyword – A longer, more specific search phrase (e.g., 'women's waterproof trail running shoes') with lower search volume, lower competition and usually higher conversion rates.

In the book: 4.1, 4.2 | **See also:** *Keyword*; *Search intent*

Lookalike audience – An audience generated by an ad platform of new users who resemble an existing custom audience, such as best customers.

In the book: 4.2 | **See also:** *Custom audience*

Loyalty programme – A scheme that rewards repeat customers with points, discounts, exclusive offers or early access, to increase retention and lifetime value.

In the book: 3.1, 4.3, Ch. 8 (Retail examples) | **See also:** *Customer retention rate*; *Customer lifetime value (CLV/LTV)*

M

Machine learning (ML) – A branch of AI in which algorithms learn patterns from data to make predictions or decisions, e.g., product recommendations, automated bidding and fraud detection.

In the book: 1.3, 4.2, 5.3, 7.3 | **See also:** *Artificial intelligence (AI)*; *Predictive analytics*

Manual CPC – A bid strategy in which the advertiser sets maximum cost-per-click bids for keywords or placements, offering control but needing active management.

In the book: 4.2 | **See also:** *Enhanced CPC (ECPC)*; *Automated bidding*

Marketing automation – Software that automatically sends messages or performs actions triggered by rules or user behaviour, such as welcome series, abandoned cart emails and post-purchase follow-ups.

In the book: 4.4 | **See also:** *Abandoned cart email*; *Welcome email*

Marketplace (online marketplace) – A platform on which many third-party sellers offer products to buyers, while the operator manages the website, payments and often logistics (e.g., Amazon, eBay, eMAG, Alibaba).

In the book: 1.1, Ch. 8 (Retail examples) | **See also:** *Third-party marketplace (3P)*; *Gross merchandise value (GMV)*

Market research – Collecting and analysing information about customers, competitors and market conditions, through surveys, focus groups, interviews, observation, analytics and trend analysis.

In the book: 3.1 | **See also:** *Competitive analysis*; *Trend analysis*

Market segmentation – Dividing a market into distinct groups of buyers with similar characteristics (demographic, geographic, psychographic, behavioural) so that products and marketing can be tailored.

In the book: 3.1 | **See also:** *Audience segmentation*; *Target audience*

Market share – A company's sales as a percentage of total sales in its market.

In the book: 3.1 | **See also:** *Competitor benchmarking*

M-commerce (mobile commerce) – E-commerce carried out on mobile devices through responsive websites and apps, including mobile payments.

In the book: 1.1, 1.2, 1.3, Ch. 8 (Retail examples) | **See also:** *Mobile-first design*; *Digital wallet (e-wallet)*

Merchant account – A bank account that allows a business to accept card payments; funds are settled into it by the acquirer.

See also: *Acquirer (acquiring bank)*; *Payment gateway*

Meta Ads (Facebook Ads) – Meta's self-service advertising system for Facebook, Instagram, Messenger and the Audience Network, managed in Ads Manager.

In the book: 4.2 | **See also:** *Custom audience*; *Lookalike audience*

Meta description – An HTML tag that summarises a page's content; often shown as the snippet under the title in search results and influences click-through rate.

In the book: 4.1 | **See also:** *Title tag*; *Meta tags*

Meta tags – HTML elements in a page's code that provide information about the page to search engines and browsers, e.g., the title tag and meta description.

In the book: 4.1 | **See also:** *Title tag*; *Meta description*

Metric – Any quantitative measurement tracked in analytics (e.g., sessions, page views, bounce rate). KPIs are the subset of metrics most closely tied to business goals.

In the book: 7.1, 7.2 | **See also:** *Key performance indicator (KPI)*

Micro-fulfilment centre (MFC) – A small, often automated fulfilment facility located close to customers, sometimes inside a store, enabling very fast local delivery.

In the book: Ch. 8 (Retail examples) | **See also:** *Ship-from-store*; *Last-mile delivery*

Micro-influencer – An influencer with a relatively small but highly engaged following (commonly 10,000-100,000 followers), often seen as more authentic.

In the book: Ch. 8 (Retail examples) | **See also:** *Influencer marketing*

Mobile-first design – Designing a website for small screens first and then adapting it to larger screens; Google uses mobile-first indexing.

In the book: 2.2, 7.3, Ch. 8 (Retail examples) | **See also:** *Responsive design*; *M-commerce (mobile commerce)*

Mobile payment – Paying for goods or services with a mobile device, via digital wallets, in-app payments or contactless technology.

In the book: 1.3 | **See also:** *Digital wallet (e-wallet)*; *M-commerce (mobile commerce)*

Multi-channel funnel – Analytics reports showing how different marketing channels interact and contribute along the path to conversion.

In the book: 7.2 | **See also:** *Attribution modelling*; *Customer journey*

Multi-channel retailing – Selling through several separate channels (e.g., own website, marketplaces, social media, physical stores), which are not necessarily integrated.

See also: *Omnichannel retailing*

Multi-currency – The ability of a store or payment gateway to display prices and accept payments in several currencies.

In the book: 2.1, 5.1 | **See also:** *Localisation*; *Cross-border e-commerce*

Multi-factor authentication (MFA) – Verifying identity with two or more independent factors: something you know (password), something you have (phone, token) and something you are (biometrics). Two-factor authentication (2FA) uses two.

In the book: 5.2, 5.3 | **See also:** *Account takeover fraud (ATO)*; *Strong Customer Authentication (SCA)*

Multivariate testing – Testing several page elements and their combinations at the same time to determine which combination performs best.

In the book: 7.3 | **See also:** *A/B testing (split testing)*

Mystery shopping – Buying from competitors (or one's own business) posing as a regular customer to evaluate their processes and service.

In the book: 3.1 | **See also:** *Competitive analysis*

N

NAP (name, address, phone number) – A business's name, address and phone number, which must be consistent across all online listings for effective local SEO.

In the book: 4.1 | **See also:** *Local SEO*; *Google Business Profile*

Natural language processing (NLP) – AI techniques that enable computers to understand and generate human language, used in chatbots, voice search and sentiment analysis.

In the book: 1.3 | **See also:** *Voice commerce (v-commerce)*; *Sentiment analysis*

Negative keyword – A term excluded from a PPC campaign so that ads do not appear for irrelevant searches, saving budget.

See also: *Keyword match type*

Net promoter score (NPS) – A loyalty metric based on the question 'How likely are you to recommend us?' (0-10). NPS = % promoters (9-10) - % detractors (0-6); passives (7-8) are not counted.

In the book: 7.1 | **See also:** *Customer retention rate*; *Survey*

Newsletter – A regular email sent to subscribers with news, content, product updates and offers to keep the brand top of mind.

In the book: 4.4 | **See also:** *Email marketing*

Nexus – In US sales-tax law, a sufficient physical or economic presence in a state that obliges a seller to collect sales tax there.

In the book: 2.3 | **See also:** *Sales tax*

O

Off-page SEO – Activities outside one's own website that improve its authority and rankings, mainly link building, plus brand mentions, social signals and reviews.

In the book: 4.1 | **See also:** *Backlink*; *On-page SEO*

Omnichannel retailing – Integrating all sales and communication channels (online store, app, physical stores, marketplaces, social media) so customers have a seamless experience with shared inventory, cart, data and loyalty programme.

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Buy online, pick up in store (BOPIS)*; *Multi-channel retailing*

One-page checkout – A checkout in which all steps (address, shipping, payment, review) are completed on a single page.

See also: *Checkout*; *Guest checkout*

One Stop Shop (OSS) – See VAT One Stop Shop (OSS).

See also: *VAT One Stop Shop (OSS)*

Online auction – A sales format in which buyers bid against each other for an item within a set time and the highest bidder wins (e.g., eBay).

In the book: 1.1, 1.2 | **See also:** *C2C (consumer-to-consumer)*

Online dispute resolution (ODR) – Resolving disputes between consumers and traders online. The EU's ODR platform has been discontinued (2025), but national alternative dispute resolution (ADR) bodies remain available.

See also: *Consumer rights*; *Dispute*

Online retail (e-tailing) – Selling goods to consumers through websites and apps.

In the book: 1.1 | **See also:** *E-commerce (electronic commerce)*; *B2C (business-to-consumer)*

On-page SEO – Optimising elements within individual pages, such as content, keywords, title tags, meta descriptions, headings, URLs, internal links, images and page speed.

In the book: 4.1 | **See also:** *Off-page SEO*; *Technical SEO*

Open rate – The percentage of delivered emails that are opened. Privacy features in some email clients now inflate this figure, so clicks are a more reliable indicator.

In the book: 4.4 | **See also:** *Click-through rate (CTR)*; *Email marketing*

Open-source – Software whose source code is publicly available and can be freely used and modified (e.g., WooCommerce, PrestaShop, OpenCart, Magento Open Source).

In the book: 2.1 | **See also:** *E-commerce platform*; *Software as a Service (SaaS)*

Opt-in / double opt-in – Active consent by a person to receive communications. In double opt-in the subscriber must also confirm via a link sent by email.

In the book: 4.4 | **See also:** *Consent (data protection)*; *Unsubscribe (opt-out)*

Order consolidation – Combining several orders or items into fewer shipments to reduce packaging and transport costs.

In the book: Ch. 8 (Retail examples) | **See also:** *Green logistics*

Order fulfilment process – The sequence of steps from order receipt to delivery: receiving, order processing, picking, packing, labelling, shipping and returns.

In the book: 6.1 | **See also:** *Picking*; *Packing*; *Fulfilment*

Order management system (OMS) – Software that tracks orders from placement to delivery across channels, coordinating inventory, fulfilment, payments and returns.

See also: *Enterprise resource planning (ERP)*; *Fulfilment*

Order verification – Checking picked items against the order (often by barcode scanning) before packing to prevent shipping errors.

In the book: 6.1 | **See also:** *Packing*; *Barcode*

Organic traffic – Visitors who reach a website through unpaid search engine results.

In the book: 2.2, 4.1, 7.1 | **See also:** *Search engine optimisation (SEO)*; *Paid traffic*

Overstocking – Holding more inventory than needed, which ties up capital and increases storage, obsolescence and discounting costs.

In the book: 3.3 | **See also:** *Stockout*; *Inventory turnover ratio*

P

Packing – Preparing picked items for shipment: verifying, protecting with suitable packaging materials, sealing and labelling.

In the book: 6.1 | **See also:** *Picking*; *Shipping label*

Page speed (page load time) – How quickly a page's content loads and becomes usable; it affects user experience, bounce rate, conversions and rankings. Google measures it with Core Web Vitals.

In the book: 4.1, 7.3 | **See also:** *Core Web Vitals*; *Technical SEO*

Page views – The total number of pages viewed by users; pages per session indicates depth of engagement.

In the book: 7.2 | **See also:** *Session*

Paid traffic – Visitors who reach a website by clicking paid advertisements (e.g., PPC or paid social).

In the book: 7.1 | **See also:** *Organic traffic*; *Pay-per-click (PPC)*

Parcel locker (smart locker) – An automated self-service locker where customers collect or return parcels at a time convenient to them (e.g., eMAG easybox, Walmart Pickup Towers).

In the book: Ch. 8 (Retail examples) | **See also:** *Last-mile delivery*; *Pickup point (PUDO)*

Pareto principle (80/20 rule) – The observation that roughly 80% of effects come from 20% of causes, e.g., a small share of products generating most revenue; the basis of ABC analysis.

See also: *ABC analysis*

Patch management – Regularly updating software, plugins and systems with security patches to close known vulnerabilities.

In the book: 5.2, 5.3 | **See also:** *Vulnerability scan*

Payment Card Industry Data Security Standard (PCI DSS) – The security standard, managed by the PCI Security Standards Council (PCI SSC), that any business storing, processing or transmitting card data must comply with. It covers secure networks, cardholder data protection, vulnerability management, access control, monitoring and security policy.

In the book: 5.1, 5.2, 5.3 | **See also:** *Cardholder data*; *Tokenisation*

Payment gateway – A service that securely transmits payment information from the online store to the payment processor and banks and returns the authorisation result (e.g., PayPal, Stripe, Square).

In the book: 1.1, 5.1 | **See also:** *Payment processor*; *Payment service provider (PSP)*

Payment method – A way in which customers can pay, e.g., credit/debit card, digital wallet, bank transfer, buy now pay later or cash on delivery.

In the book: 2.2, 5.1 | **See also:** *Payment gateway*; *Digital wallet (e-wallet)*

Payment processor – The company that handles the technical processing of card transactions between the merchant's acquirer and the card networks and issuers.

In the book: 5.3 | **See also:** *Payment gateway*; *Acquirer (acquiring bank)*

Payment service provider (PSP) – A third party that offers merchants a complete set of payment services (gateway, processing, multiple payment methods, fraud tools) under one contract.

In the book: 5.1 | **See also:** *Payment gateway*

Pay-per-click (PPC) – An online advertising model in which the advertiser pays each time a user clicks on the ad, e.g., in search, shopping or social campaigns.

In the book: 1.1, 4.2 | **See also:** *Cost per click (CPC)*; *Google Ads*

Penetration testing – An authorised simulated cyber-attack on systems to identify exploitable security weaknesses.

In the book: 5.2, 5.3 | **See also:** *Vulnerability scan*; *Security audit*

Periodic inventory system – A system in which stock is counted manually at set intervals (weekly, monthly, quarterly) rather than updated continuously.

In the book: 3.3 | **See also:** *Perpetual inventory system*; *Cycle counting*

Perpetual inventory system – A system in which inventory records are updated automatically in real time with each sale, purchase or return.

In the book: 3.3 | **See also:** *Periodic inventory system*; *Inventory management software*

Personal data – Any information relating to an identified or identifiable natural person, such as name, email, address, IP address or purchase history.

In the book: 2.3 | **See also:** *General Data Protection Regulation (GDPR)*

Personalisation – Tailoring content, product recommendations, offers, emails and prices to individual users based on their data and behaviour.

In the book: 1.3, 4.4, 7.3, Ch. 8 (Retail examples) | **See also:** *Hyper-personalisation*; *Recommendation engine*

Phishing – A fraud technique using fake emails, messages or websites that imitate trusted organisations to trick people into revealing passwords, card numbers or other data.

In the book: 5.3 | **See also:** *Identity theft*; *SPF / DKIM / DMARC*

Physical inventory count – A full manual count of all stock at a point in time, used to verify inventory records.

In the book: 3.3 | **See also:** *Cycle counting*; *Periodic inventory system*

Picking – Retrieving products from warehouse locations to fulfil orders; methods include discrete, batch, zone and automated picking.

In the book: 6.1 | **See also:** *Batch picking*; *Zone picking*; *Packing*

Pickup point (PUDO) – A pick-up/drop-off location, such as a shop, kiosk or locker, where customers collect or return parcels.

See also: *Parcel locker (smart locker)*; *Click & Collect*

Pixel (tracking pixel) – A tiny piece of code or image embedded in web pages or emails that records user actions for analytics, conversion tracking and remarketing (e.g., Meta Pixel).

In the book: 4.2 | **See also:** *Conversion tracking (conversion pixel/tag)*; *Remarketing (retargeting)*

Point of sale (POS) – The place and system where a retail transaction is completed; POS systems (e.g., Square) can be integrated with the online store for unified inventory and sales.

In the book: 5.1 | **See also:** *Omnichannel retailing*

Predictive analytics – Using historical data, statistical models and machine learning to forecast future outcomes such as demand, churn or purchase likelihood.

In the book: 1.3, 7.3 | **See also:** *Machine learning (ML)*; *Demand forecasting*

Pre-order – Allowing customers to order and sometimes pay for a product before it is available or in stock.

See also: *Backorder*

Pre-paid return label – A shipping label provided by the retailer, with postage already paid, that the customer uses to send back a return.

In the book: 6.1, 6.3 | **See also:** *Return policy*; *Reverse logistics*

Price elasticity of demand – How sensitive demand is to price changes; elastic products see large changes in demand when price changes.

See also: *Dynamic pricing*; *Pricing strategy*

Pricing strategy – The method a business uses to set prices, e.g., cost-plus, competitive, value-based, dynamic or psychological pricing, as well as bundles and discounts.

In the book: 2.3, 3.1 | **See also:** *Dynamic pricing*

Privacy by design – Embedding data protection into systems and processes from the outset rather than adding it later; a GDPR requirement.

See also: *Data minimisation*

Privacy-enhancing technologies (PETs) – Technologies such as encryption, anonymisation and pseudonymisation that protect personal data while allowing it to be used.

In the book: 2.3 | **See also:** *Encryption*; *Pseudonymisation*

Privacy policy – A public statement explaining what personal data a business collects, why, how it is used and shared, how long it is kept and how individuals can exercise their rights.

In the book: 2.3 | **See also:** *General Data Protection Regulation (GDPR)*; *Terms and conditions (T&Cs)*

Product description – The text on a product page that explains features, specifications, materials, usage and benefits; important for conversion and SEO.

In the book: 2.2, 4.1 | **See also:** *Product page (product detail page, PDP)*; *Unique selling proposition (USP)*

Product differentiation – Making a product stand out from competitors through quality, features, service, packaging or brand.

In the book: 3.1 | **See also:** *Unique selling proposition (USP)*

Product information management (PIM) – Software that centralises and enriches product data (attributes, descriptions, images, translations) and distributes it to all sales channels.

See also: *Catalogue (product catalogue)*

Product listing page (PLP) – A category or search results page showing a list of products, usually with filters and sorting.

See also: *Product page (product detail page, PDP)*; *Faceted navigation (filters)*

Product page (product detail page, PDP) – The page dedicated to a single product, with images, description, price, variants, availability, reviews and an add-to-cart button.

In the book: 2.2 | **See also:** *Product description*; *Add to cart*

Product variant – A version of a product that differs in an attribute such as size, colour or model, often with its own SKU, price and stock level.

In the book: 2.2 | **See also:** *Stock keeping unit (SKU)*

Promotional email – An email designed to drive immediate action, such as a purchase, through an offer, often with urgency elements.

In the book: 4.4 | **See also:** *Newsletter*; *Urgency marketing*

Pseudonymisation – Processing personal data so that it can no longer be attributed to a specific person without additional information kept separately.

In the book: 2.3 | **See also:** *Privacy-enhancing technologies (PETs)*

Q

Quality control (QC) – Checks and inspections ensuring products meet defined quality standards before they are sold or shipped.

In the book: 3.2 | **See also:** *Supplier*

Quality Score – Google Ads' 1-10 rating of the quality of keywords, ads and landing pages (expected CTR, ad relevance, landing page experience). A higher score lowers costs and improves ad position.

In the book: 4.2 | **See also:** *Ad rank*; *Ad group*

Quick commerce (q-commerce) – Ultra-fast delivery of a limited range of everyday items, typically within 10-30 minutes, from dark stores or micro-fulfilment centres.

See also: *Same-day delivery*; *Micro-fulfilment centre (MFC)*

R

Radio-frequency identification (RFID) – Technology that uses radio waves to identify and track tagged items automatically, without line of sight, enabling fast and accurate inventory counts (e.g., Zara).

In the book: 3.3, Ch. 8 (Retail examples) | **See also:** *Barcode*; *Inventory management*

Ranking – The position of a page in the search engine results for a given query.

In the book: 4.1 | **See also:** *Search engine results page (SERP)*; *Search engine optimisation (SEO)*

Rate limiting – Restricting the number of requests a user or IP address can make within a time period to protect against bots and automated attacks.

In the book: 5.3 | **See also:** *Botnet*; *Bot (bad bot)*

Reach – The number of unique people who saw a piece of content or an ad at least once.

In the book: 4.3 | **See also:** *Impression*; *Brand awareness*

Real-time reporting – Analytics reports showing current activity on the website as it happens, useful during launches and campaigns.

In the book: 7.2 | **See also:** *Google Analytics*

Recommendation engine – A system, usually based on machine learning, that suggests products to users based on their behaviour and that of similar users (e.g., 'Frequently bought together').

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Personalisation*; *Cross-selling*

Re-commerce (recommerce) – Selling pre-owned, refurbished or returned products online, as part of the circular economy (e.g., Patagonia Worn Wear).

In the book: Ch. 8 (Retail examples) | **See also:** *Circular economy*

Recurring billing – Automatic charging of a customer at regular intervals for a subscription.

In the book: 5.1 | **See also:** *Subscription commerce*

Referral programme – A scheme that rewards existing customers or subscribers for bringing in new ones.

In the book: 4.4 | **See also:** *Word of mouth (WOM)*

Referral traffic – Visitors who arrive by clicking a link on another website (not a search engine or social network).

In the book: 7.2, 7.3 | **See also:** *Traffic sources*; *Backlink*

Refund – Returning money to the customer for a returned or cancelled order, to the original payment method or as store credit.

In the book: 6.3 | **See also:** *Return policy*; *Store credit*

Refund fraud (return fraud) – Exploiting the returns process to obtain refunds illegitimately, e.g., with fake receipts, empty or counterfeit returns, or claiming items were not received.

In the book: 5.3 | **See also:** *Chargeback fraud (friendly fraud)*; *Return policy*

Remarketing (retargeting) – Showing targeted ads to people who previously visited the website or interacted with the brand but did not convert.

In the book: 4.2 | **See also:** *Custom audience*; *Pixel (tracking pixel)*

Reorder point (ROP) – The stock level at which a replenishment order should be placed. ROP = (average daily demand × lead time) + safety stock.

In the book: 3.3 | **See also:** *Safety stock*; *Lead time*

Replenishment – Restocking inventory to required levels, manually or through automated reordering triggered by reorder points.

In the book: 3.3, Ch. 8 (Retail examples) | **See also:** *Reorder point (ROP)*

Responsive design – A web design approach in which the layout automatically adapts to the screen size and device, providing an optimal experience on desktops, tablets and smartphones.

In the book: 2.2, 4.1 | **See also:** *Mobile-first design*; *User experience (UX)*

Responsive search ad – A Google Ads format in which the advertiser supplies several headlines and descriptions, and the system tests combinations to show the best-performing ones.

In the book: 4.2 | **See also:** *Ad copy*

Restocking fee – A charge deducted from a refund to cover the cost of processing a returned item, where permitted by law and stated in the return policy.

In the book: 6.3 | **See also:** *Return policy*

Return authorisation (RMA) – A number or approval issued by the retailer before a customer returns goods, used to track and process the return.

In the book: 6.3 | **See also:** *Return policy*; *Reverse logistics*

Return on ad spend (ROAS) – Revenue generated for every unit of currency spent on advertising. ROAS = revenue from ads / ad spend (e.g., 4:1 or 400%). Target ROAS is also an automated bid strategy.

In the book: 4.2 | **See also:** *Return on investment (ROI)*; *Cost per acquisition (CPA)*

Return on investment (ROI) – Profitability of an investment relative to its cost. ROI = (gain - cost) / cost × 100.

In the book: 4.2, 7.1 | **See also:** *Return on ad spend (ROAS)*

Return policy – The rules governing returns and exchanges: time frame, item condition, exceptions, return process, who pays return shipping, refund method and timing.

In the book: 6.3 | **See also:** *Right of withdrawal*; *Return rate*

Return portal – An online self-service page where customers start a return, select items and reasons, and print return labels.

In the book: 6.3 | **See also:** *Pre-paid return label*

Return rate – The percentage of sold products that are returned; high rates may indicate problems with product quality, descriptions or sizing.

In the book: 6.3, 7.1, Ch. 8 (Retail examples) | **See also:** *Return policy*; *Size and fit recommendation*

Reverse logistics – Managing the flow of goods from the customer back to the seller, including returns, inspection, restocking, refurbishment, recycling or disposal.

In the book: 6.3 | **See also:** *Return policy*; *Re-commerce (recommerce)*

Rich results (rich snippets) – Enhanced search results that display extra information such as star ratings, price or availability, generated from structured data.

See also: *Schema markup (structured data)*

Right of withdrawal – In the EU, the consumer's right to cancel a distance purchase within 14 days without giving a reason, with some exceptions (e.g., personalised or perishable goods).

In the book: 2.3, 6.3 | **See also:** *Distance contract*; *Return policy*

Robots.txt – A file in a website's root that tells search engine crawlers which pages or sections they may or may not crawl.

See also: *Search engine crawler (spider)*; *Technical SEO*

Role-based access control (RBAC) – Granting system permissions according to a user's role in the organisation, so employees access only what they need.

In the book: 5.3 | **See also:** *Access control*

S

Safety stock – Extra inventory held as a buffer against variability in demand and supplier lead times, to prevent stockouts.

In the book: 3.3 | **See also:** *Reorder point (ROP)*; *Stockout*

Sales funnel (purchase funnel) – A model of the stages a prospect goes through, typically awareness, interest, consideration, intent, purchase and loyalty.

In the book: 2.2, 4.2 | **See also:** *Conversion funnel*; *Customer journey*

Sales tax – A consumption tax on the sale of goods and services (in the US set at state and local level); sellers may need a sales tax permit to collect it.

In the book: 2.3 | **See also:** *Nexus*; *Value added tax (VAT)*

Same-day delivery – Delivering an order on the same day it is placed, usually in urban areas and for orders placed before a cut-off time.

In the book: 6.1, 6.2, Ch. 8 (Retail examples) | **See also:** *Expedited shipping*; *Quick commerce (q-commerce)*

Save for later – A cart feature that moves items out of the active cart while keeping them saved for a future purchase.

In the book: 2.2 | **See also:** *Wishlist*; *Shopping cart (basket)*

Schema markup (structured data) – Code (usually schema.org vocabulary in JSON-LD) added to pages to help search engines understand content such as products, prices, availability and reviews, enabling rich results.

In the book: 4.1 | **See also:** *Rich results (rich snippets)*; *Technical SEO*

Search engine crawler (spider) – An automated program used by search engines to discover and scan web pages by following links.

In the book: 4.1 | **See also:** *Indexing*; *Robots.txt*

Search engine marketing (SEM) – Marketing that increases visibility in search engines, usually referring to paid search advertising; sometimes used to cover both SEO and PPC.

See also: *Pay-per-click (PPC)*; *Search engine optimisation (SEO)*

Search engine optimisation (SEO) – Improving a website's visibility in unpaid (organic) search results through on-page, off-page, technical and local optimisation.

In the book: 1.1, 2.1, 4.1 | **See also:** *On-page SEO*; *Off-page SEO*; *Technical SEO*

Search engine results page (SERP) – The page displayed by a search engine in response to a query, containing organic results, ads and other features such as maps or shopping results.

In the book: 4.1, 4.2 | **See also:** *Ranking*; *Click-through rate (CTR)*

Search intent – The underlying goal behind a search query: informational, navigational, commercial or transactional.

In the book: 4.1 | **See also:** *Keyword research*; *Long-tail keyword*

Search volume – The average number of times a keyword is searched in a given period, usually monthly.

In the book: 4.1 | **See also:** *Keyword research*; *Keyword difficulty*

Seasonality – Recurring variations in demand at certain times of year (e.g., holidays, Black Friday, back to school), which must be planned for in stock, marketing and logistics.

In the book: 3.1, 3.3 | **See also:** *Demand forecasting*; *Trend analysis*

Secure Sockets Layer / Transport Layer Security (SSL/TLS) – Cryptographic protocols that encrypt data exchanged between browser and server. TLS is the modern successor to SSL, although the term 'SSL' is still widely used.

In the book: 5.2, 5.3 | **See also:** *SSL certificate*; *HTTPS (HyperText Transfer Protocol Secure)*

Security audit – A systematic evaluation of an organisation's security policies, controls and systems, often including vulnerability scans and penetration tests.

In the book: 5.2, 5.3 | **See also:** *Penetration testing*

Security information and event management (SIEM) – Software that collects and analyses security logs and alerts from across systems in real time to detect threats.

In the book: 5.2 | **See also:** *Intrusion detection system (IDS)*

Segmentation (email) – Dividing an email list into groups based on demographics, purchase history or engagement so that each group receives relevant content.

In the book: 4.4 | **See also:** *Audience segmentation*; *Personalisation*

Sentiment analysis – Using NLP tools to classify text such as reviews and social posts as positive, negative or neutral and to detect key themes.

In the book: 7.4 | **See also:** *Natural language processing (NLP)*; *Social listening (social media listening)*

Service level agreement (SLA) – A contract that defines the expected performance of a service provider, e.g., order processing times and accuracy for a 3PL.

In the book: 6.1 | **See also:** *Third-party logistics (3PL)*

Session – A group of user interactions with a website within a given time frame; the basic unit of web analytics.

In the book: 7.2 | **See also:** *Average session duration*; *Page views*

Session recording – A replay of an individual user's mouse movements, clicks and scrolls, used to identify usability issues.

In the book: 7.1, 7.3 | **See also:** *Heatmap*

Ship-from-store – Fulfilling online orders from the inventory of physical stores, turning them into local fulfilment hubs (e.g., Walmart, Zara).

In the book: Ch. 8 (Retail examples) | **See also:** *Micro-fulfilment centre (MFC)*; *Omnichannel retailing*

Shipping label – The label attached to a parcel with the recipient and return addresses, barcode and tracking information.

In the book: 6.1 | **See also:** *Packing*; *Tracking (shipment tracking)*

Shoppable posts – Social media posts or videos in which products are tagged so users can view details and buy directly (e.g., Instagram Shopping, TikTok Shop).

In the book: 4.3, Ch. 8 (Retail examples) | **See also:** *Social commerce*

Shopping cart (basket) – The function of an online store that holds selected products before checkout, showing items, quantities, prices, discounts and estimated total.

In the book: 1.1, 2.2 | **See also:** *Add to cart*; *Checkout*

Site architecture – The way a website's pages are organised and linked, which affects navigation, crawlability and SEO.

In the book: 4.1 | **See also:** *Internal linking*; *Breadcrumb navigation*

Site search – The internal search function of an online store, ideally with autocomplete, filters and sorting.

In the book: 2.2 | **See also:** *Faceted navigation (filters)*

Size and fit recommendation – Tools that predict the best size for a customer using their data, body measurements, past purchases and returns, to reduce size-related returns (e.g., Zalando).

In the book: Ch. 8 (Retail examples) | **See also:** *Return rate*; *Personalisation*

Smart Bidding – Google Ads automated bid strategies that use machine learning and contextual signals (device, location, time, audience) to optimise bids in each auction for conversions or conversion value (Target CPA, Target ROAS, Maximise conversions, Maximise conversion value).

In the book: 4.2 | **See also:** *Automated bidding*; *Target CPA*; *Target ROAS*

Smart contract – A program stored on a blockchain that executes automatically when predefined conditions are met.

In the book: 1.3 | **See also:** *Blockchain*

Social commerce – Buying and selling products directly within social media platforms, through shoppable posts, in-app checkout, live shopping and creator storefronts.

In the book: 1.2, 1.3, Ch. 8 (Retail examples) | **See also:** *Shoppable posts*; *Live-stream commerce (live shopping)*

Social listening (social media listening) – Monitoring social media for mentions of a brand, competitors, products, hashtags and topics to understand sentiment and trends.

In the book: 3.1, 4.3, 7.4 | **See also:** *Sentiment analysis*

Social media engagement metrics – Metrics such as likes, comments, shares, saves and follower growth that show how audiences interact with social content.

In the book: 4.3, 7.1 | **See also:** *Engagement rate*

Social media marketing (SMM) – Using social media platforms to promote products, engage customers, build community and drive traffic, through organic content and paid advertising.

In the book: 1.1, 4.3 | **See also:** *Influencer marketing*; *Social commerce*

Social proof – The tendency of people to follow the actions of others; in e-commerce it comes from reviews, ratings, testimonials, best-seller labels and UGC.

In the book: 2.2, 4.3, 7.4 | **See also:** *Customer reviews and ratings*; *User-generated content (UGC)*

Social signals – Social media activity (shares, likes, comments) around a site's content; it does not directly affect rankings but increases visibility and traffic.

In the book: 4.1 | **See also:** *Off-page SEO*

Software as a Service (SaaS) – Software delivered over the internet on a subscription basis and hosted by the provider (e.g., Shopify, BigCommerce), with no installation or server management required.

In the book: 2.1, Ch. 8 (Retail examples) | **See also:** *E-commerce platform*; *Open-source*

SPF / DKIM / DMARC – Email authentication protocols that verify a message really comes from the claimed domain, reducing spoofing and phishing and improving deliverability.

In the book: 5.3 | **See also:** *Phishing*; *Deliverability*

Sponsored content – Paid content promoted by an advertiser on a platform or by a creator, which must be clearly labelled as advertising.

In the book: 4.3 | **See also:** *Influencer marketing*

SSL certificate – A digital certificate issued by a Certificate Authority that authenticates a website's identity and enables encrypted HTTPS connections. Types include single-domain, multi-domain and wildcard certificates.

In the book: 1.1, 5.2 | **See also:** *HTTPS (HyperText Transfer Protocol Secure)*; *Certificate Authority (CA)*

Standard shipping – The default, most economical delivery option, typically 3-7 business days.

In the book: 6.1, 6.2 | **See also:** *Expedited shipping*

Stock keeping unit (SKU) – A unique alphanumeric code assigned by a retailer to each distinct product and variant for inventory tracking.

See also: *Product variant*; *Global Trade Item Number (GTIN)*

Stockout – A situation in which a product is out of stock and orders cannot be fulfilled, leading to lost sales and dissatisfied customers.

In the book: 3.2, 3.3 | **See also:** *Safety stock*; *Overstocking*

Store credit – A refund issued as a balance that can be spent only at the same store.

In the book: 6.3 | **See also:** *Refund*

Stories – Short, full-screen vertical posts that disappear after 24 hours (Instagram, Facebook, Snapchat), widely used for promotions and behind-the-scenes content.

In the book: 4.3 | **See also:** *Ephemeral content*

Strong Customer Authentication (SCA) – A requirement of the EU's revised Payment Services Directive (PSD2) that most electronic payments be authenticated with at least two independent factors.

See also: *3D Secure (3DS)*; *Multi-factor authentication (MFA)*

Subject line – The title of an email shown in the inbox; it strongly affects open rates and is a common A/B testing element.

In the book: 4.4 | **See also:** *Open rate*

Subscription commerce – A model in which customers pay a recurring fee to receive products or services regularly (e.g., Netflix, Spotify, Birchbox).

In the book: 1.1 | **See also:** *Churn rate*; *Recurring billing*

Supplier – A business that provides goods to a retailer: manufacturers, wholesalers, distributors or dropshipping suppliers, domestic or international.

In the book: 3.2 | **See also:** *Dropshipping*; *Wholesale*

Supply chain management (SCM) – Coordinating all activities and partners involved in sourcing, producing, storing and delivering products, from suppliers to the end customer.

In the book: 1.1, 3.1, 3.3 | **See also:** *Logistics*; *Vendor-managed inventory (VMI)*

Survey – A structured questionnaire used to gather feedback on customer needs, satisfaction or preferences, distributed by email, on the website or after purchase.

In the book: 3.1, 7.4 | **See also:** *Net promoter score (NPS)*; *Focus group*

Sustainability – Business practices that reduce environmental and social impact, e.g., eco-friendly packaging, carbon-neutral shipping, resale and repair programmes, and supply-chain transparency.

In the book: 1.3, 6.2, 6.3, Ch. 8 (Retail examples) | **See also:** *Circular economy*; *Green logistics*

T

Tag management – Using a tag manager (e.g., Google Tag Manager) to add and manage tracking codes and pixels on a website without editing its code each time.

See also: *Tracking code*; *Pixel (tracking pixel)*

Target audience – The specific group of people a business aims to reach with its products and marketing.

In the book: 3.1, 4 | **See also:** *Buyer persona*; *Market segmentation*

Target CPA – A Smart Bidding strategy that sets bids to obtain as many conversions as possible at or below a chosen cost per acquisition.

In the book: 4.2 | **See also:** *Cost per acquisition (CPA)*; *Smart Bidding*

Target ROAS – A Smart Bidding strategy that sets bids to maximise conversion value while achieving a chosen return on ad spend.

In the book: 4.2 | **See also:** *Return on ad spend (ROAS)*; *Smart Bidding*

Technical SEO – Optimisation of a site's technical foundation, such as architecture, XML sitemaps, schema markup, speed, mobile-friendliness, HTTPS, broken links and duplicate content, so search engines can crawl and index it effectively.

In the book: 4.1 | **See also:** *XML sitemap*; *Schema markup (structured data)*

Terms and conditions (T&Cs) – The legal rules governing the use of a website and the sale of goods, including ordering, pricing, payment, delivery, returns and liability.

In the book: 2.3 | **See also:** *Privacy policy*; *Return policy*

Third-party cookie – A cookie set by a domain other than the website being visited, traditionally used for cross-site tracking and advertising; increasingly restricted by browsers and regulations.

See also: *Cookie*; *First-party data*

Third-party logistics (3PL) – Outsourcing warehousing, order processing, shipping and often returns to a specialist logistics provider, which offers scalability and expertise in exchange for less direct control.

In the book: 6.1 | **See also:** *In-house fulfilment*; *Service level agreement (SLA)*

Third-party marketplace (3P) – A model in which independent sellers list and sell their own products on a platform such as Amazon or eMAG, paying commissions and fees.

In the book: Ch. 8 (Retail examples) | **See also:** *First-party sales (1P)*; *Marketplace (online marketplace)*

Title tag – The HTML element that defines a page's title, shown in browser tabs and usually as the clickable headline in search results; a key on-page SEO element.

In the book: 4.1 | **See also:** *Meta description*

Tokenisation – Replacing sensitive card data with a unique, non-sensitive token that cannot be used outside the specific transaction context, reducing the risk and PCI DSS scope.

In the book: 5.1, 5.2, 5.3 | **See also:** *Encryption*; *Payment Card Industry Data Security Standard (PCI DSS)*

Touchpoint – Any point of contact between a customer and a brand, such as an ad, website, email, store, social post or delivery.

In the book: 4.4, 7.2 | **See also:** *Customer journey*; *Attribution modelling*

Tracking code – The JavaScript snippet (e.g., the Google tag) installed on every page of a site to collect analytics data and send it to the analytics account.

In the book: 7.2 | **See also:** *Google Analytics*; *Tag management*

Tracking (shipment tracking) – Real-time information on a parcel's status and location, shared with customers via a tracking number or link.

In the book: 6.1, 6.2, 6.3 | **See also:** *Carrier (shipping carrier)*; *Delivery confirmation (proof of delivery)*

Trademark – A sign (name, logo, slogan) registered to distinguish a business's goods or services from others; protects brand identity online and on marketplaces.

In the book: 2.3 | **See also:** *Intellectual property (IP)*

Traffic sources – The channels through which visitors arrive at a website: organic search, paid search, social media, email, referral and direct.

In the book: 3.1, 7.1, 7.2 | **See also:** *Acquisition report*

Transaction fee – A fee charged by a payment provider for each processed payment, often a percentage plus a fixed amount.

In the book: 5.1 | **See also:** *Payment gateway*

Trend analysis – Monitoring industry reports, search data and social conversations to identify emerging patterns in consumer demand.

In the book: 3.1 | **See also:** *Google Trends*; *Seasonality*

Triangulation fraud – A scheme in which a fraudster runs a fake storefront, takes a genuine customer's order and fulfils it from a legitimate store using a stolen card; the legitimate store later suffers a chargeback.

In the book: 5.3 | **See also:** *Credit card fraud*; *Chargeback*

TrueView ad – A YouTube video ad format in which advertisers typically pay only when viewers watch for a minimum time or interact (skippable in-stream).

In the book: 4.3 | **See also:** *Bumper ad*

Trust badge (trust seal) – A security, payment or certification icon displayed on a site, especially in the cart and checkout, to reassure customers.

In the book: 2.2 | **See also:** *SSL certificate*; *Social proof*

U

Unique selling proposition (USP) – The distinctive benefit that makes a product or brand different from and better than competitors, highlighted in product pages and marketing.

In the book: 2.2, 3.1, 4.2 | **See also:** *Value proposition*; *Product differentiation*

Unsubscribe (opt-out) – The ability of a recipient to stop receiving marketing emails; every marketing email must include an easy way to unsubscribe.

In the book: 4.4 | **See also:** *Opt-in / double opt-in*; *Unsubscribe rate*

Unsubscribe rate – The percentage of email recipients who unsubscribe after receiving a campaign.

In the book: 4.4 | **See also:** *Email marketing*

Upselling – Encouraging a customer to buy a higher-priced or upgraded version of the product they are considering.

In the book: 7.1 | **See also:** *Cross-selling*; *Average order value (AOV)*

Urgency marketing – Techniques that create a sense of urgency, such as countdown timers, limited stock notices and deadlines, to encourage quick decisions. Claims must be truthful to comply with consumer law.

In the book: 4.4 | **See also:** *Flash sale*; *Promotional email*

URL (Uniform Resource Locator) – The web address of a page. Clean, descriptive URLs containing relevant keywords help users and search engines.

In the book: 4.1 | **See also:** *Domain name*; *301 redirect*

User experience (UX) – The overall experience of a person using a website or app, including ease of navigation, speed, clarity and satisfaction. Good UX increases conversions and loyalty.

In the book: 2.2, 4.1, 7.3 | **See also:** *User interface (UI)*; *Customer experience (CX)*

User-generated content (UGC) – Content created by customers rather than the brand, such as reviews, photos, videos and social posts, which adds authenticity and social proof.

In the book: 4.3, 7.4, Ch. 8 (Retail examples) | **See also:** *Social proof*; *Hashtag*

User interface (UI) – The visual and interactive elements through which users interact with a website or app, such as layout, buttons, menus and forms.

In the book: 2.1 | **See also:** *User experience (UX)*

V

Value added tax (VAT) – A consumption tax charged at each stage of the supply chain and ultimately paid by the end consumer; each EU member state sets its own rates.

In the book: 2.3 | **See also:** *VAT One Stop Shop (OSS)*; *Sales tax*

Value proposition – A clear statement of the benefits a product or company provides to customers and why they should choose it.

In the book: 3.1, 4.2 | **See also:** *Unique selling proposition (USP)*

VAT One Stop Shop (OSS) – An EU scheme that allows businesses selling to consumers in other EU countries to register in one member state and declare and pay VAT for all EU sales through a single quarterly return. Its companion scheme for low-value imports is the Import One Stop Shop (IOSS).

In the book: 2.3 | **See also:** *Value added tax (VAT)*; *Cross-border e-commerce*

Velocity check – A fraud check that monitors how many transactions occur from the same card, account, device or IP address within a short time.

In the book: 5.3 | **See also:** *Fraud detection*

Vendor-managed inventory (VMI) – An arrangement in which the supplier monitors and replenishes the retailer's stock of its products based on shared inventory data.

In the book: 3.3 | **See also:** *Consignment inventory*; *Supply chain management (SCM)*

Viewable CPM (vCPM) – A bidding option in which the advertiser pays per thousand viewable impressions, i.e., impressions where the ad was actually visible on screen.

In the book: 4.2 | **See also:** *Cost per mille (CPM)*

Virtual reality (VR) – Technology that creates a fully simulated, immersive environment, e.g., virtual stores customers can browse with a headset.

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Augmented reality (AR)*

Virtual try-on – An AR feature that lets customers see how products such as glasses, make-up, shoes or furniture would look on them or in their space (e.g., Sephora Virtual Artist, Warby Parker, IKEA Place).

In the book: Ch. 8 (Retail examples) | **See also:** *Augmented reality (AR)*; *Return rate*

Voice commerce (v-commerce) – Searching for and buying products using voice commands via assistants such as Amazon Alexa or Google Assistant.

In the book: 1.3, Ch. 8 (Retail examples) | **See also:** *Natural language processing (NLP)*

Vulnerability scan – An automated check of systems and software for known security weaknesses.

In the book: 5.2, 5.3 | **See also:** *Penetration testing*; *Patch management*

W

Warehouse management system (WMS) – Software that controls warehouse operations, including receiving, put-away, storage locations, picking, packing and shipping, often integrated with the store and carriers.

In the book: 6.1 | **See also:** *Fulfilment centre*; *Automated storage and retrieval system (AS/RS)*

Warehousing – Storing goods in a dedicated facility until they are sold and shipped, in-house or through a 3PL provider.

In the book: 6.1 | **See also:** *Warehouse management system (WMS)*; *Third-party logistics (3PL)*

Web analytics – Measuring, collecting and analysing website data (traffic, behaviour, conversions) to understand and optimise performance.

In the book: 7.2 | **See also:** *Google Analytics*; *Key performance indicator (KPI)*

Web application firewall (WAF) – A firewall that filters HTTP traffic to a web application, blocking attacks such as SQL injection, cross-site scripting and malicious bots.

See also: *Firewall*; *Bot (bad bot)*

Webinar – An online seminar or presentation, used for education, product demonstrations and lead generation.

In the book: 3.1, 4.3, 4.4 | **See also:** *Lead generation*

Welcome email – The first automated email sent immediately after someone subscribes or registers, setting expectations and often delivering a promised incentive.

In the book: 4.4 | **See also:** *Marketing automation*; *Lead magnet*

White label / private label – Products manufactured by one company and sold under another company's brand.

See also: *Supplier*; *Dropshipping*

Wholesale – Buying goods in large quantities directly from manufacturers or distributors at discounted prices for resale.

In the book: 3.2 | **See also:** *Supplier*; *B2B (business-to-business)*

Wishlist – A feature allowing customers to save products they are interested in for later, encouraging return visits.

In the book: 2.2 | **See also:** *Save for later*

Word of mouth (WOM) – Customers recommending products to others, offline or online (eWOM), through reviews, social posts and conversations.

In the book: 6.3 | **See also:** *Referral programme*; *Social proof*

X

XML sitemap – A file listing a website's important URLs to help search engines discover and index them.

In the book: 4.1, 5.2 | **See also:** *Technical SEO*; *Indexing*

Z

Zero-party data – Data a customer intentionally and proactively shares with a brand, such as preferences, sizes or style quiz answers.

In the book: Ch. 8 (Retail examples) | **See also:** *First-party data*; *Personalisation*

Zone picking – A picking method in which the warehouse is divided into zones, each with assigned pickers, and orders pass from zone to zone until complete.

In the book: 6.1 | **See also:** *Picking*; *Batch picking*

ABBREVIATIONS AND ACRONYMS

The table below lists the abbreviations used in this course and in everyday e-commerce practice. Select an abbreviation in the digital version to jump to its full definition in the glossary.

Abbreviation	Full term
1P	First-party sales
2FA	Two-factor authentication
3DS	3D Secure
3P	Third-party marketplace
3PL	Third-party logistics
A/B	A/B testing (split testing)
ADR	Alternative dispute resolution
AI	Artificial intelligence
AOV	Average order value
API	Application programming interface
AR	Augmented reality
AS/RS	Automated storage and retrieval system
ATO	Account takeover fraud
AVS	Address verification system
B2B	Business-to-business
B2C	Business-to-consumer
B2G	Business-to-government
BNPL	Buy now, pay later
BOPIS	Buy online, pick up in store
C2C	Consumer-to-consumer
CA	Certificate Authority
CAC	Customer acquisition cost
CLV / LTV	Customer lifetime value
CMS	Content management system
CNP	Card-not-present
COD	Cash on delivery
CPA	Cost per acquisition
CPC	Cost per click
CPM	Cost per mille (thousand impressions)
CRM	Customer relationship management
CRO	Conversion rate optimisation
CTA	Call to action
CTR	Click-through rate
CVV / CVC	Card verification value / code
CX	Customer experience
D2C / DTC	Direct-to-consumer

Abbreviation	Full term
DDoS	Distributed denial of service
DKIM	DomainKeys Identified Mail
DMARC	Domain-based Message Authentication, Reporting and Conformance
DPA	Data processing agreement
DPO	Data Protection Officer
ECPC	Enhanced cost per click
EDI	Electronic Data Interchange
ERP	Enterprise resource planning
FAQ	Frequently asked questions
FBA	Fulfilment by Amazon
FIFO	First in, first out
GA4	Google Analytics 4
GDPR	General Data Protection Regulation
GMV	Gross merchandise value
GST	Goods and Services Tax
GTIN	Global Trade Item Number
HTTPS	HyperText Transfer Protocol Secure
IDS	Intrusion detection system
IOSS	Import One Stop Shop
IP	Intellectual property
ISMS	Information security management system
JIT	Just-in-time
KPI	Key performance indicator
LIFO	Last in, first out
MFA	Multi-factor authentication
MFC	Micro-fulfilment centre
ML	Machine learning
NAP	Name, address, phone number
NLP	Natural language processing
NPS	Net promoter score
ODR	Online dispute resolution
OMS	Order management system
OSS	One Stop Shop (VAT)
PCI DSS	Payment Card Industry Data Security Standard
PCI SSC	PCI Security Standards Council
PDP	Product detail page
PETs	Privacy-enhancing technologies
PIM	Product information management
PLP	Product listing page
POS	Point of sale
PPC	Pay-per-click
PSD2	Revised Payment Services Directive (EU)

Abbreviation	Full term
PSP	Payment service provider
PUDO	Pick-up / drop-off point
QC	Quality control
RBAC	Role-based access control
RFID	Radio-frequency identification
RMA	Return merchandise authorisation
ROAS	Return on ad spend
ROI	Return on investment
ROP	Reorder point
SaaS	Software as a Service
SCA	Strong Customer Authentication
SCM	Supply chain management
SEM	Search engine marketing
SEO	Search engine optimisation
SERP	Search engine results page
SIEM	Security information and event management
SKU	Stock keeping unit
SLA	Service level agreement
SMM	Social media marketing
SPF	Sender Policy Framework
SSL / TLS	Secure Sockets Layer / Transport Layer Security
T&Cs	Terms and conditions
UGC	User-generated content
UI	User interface
URL	Uniform Resource Locator
USP	Unique selling proposition
UX	User experience
VAT	Value added tax
vCPM	Viewable cost per mille
VMI	Vendor-managed inventory
VR	Virtual reality
WAF	Web application firewall
WMS	Warehouse management system
WOM	Word of mouth

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