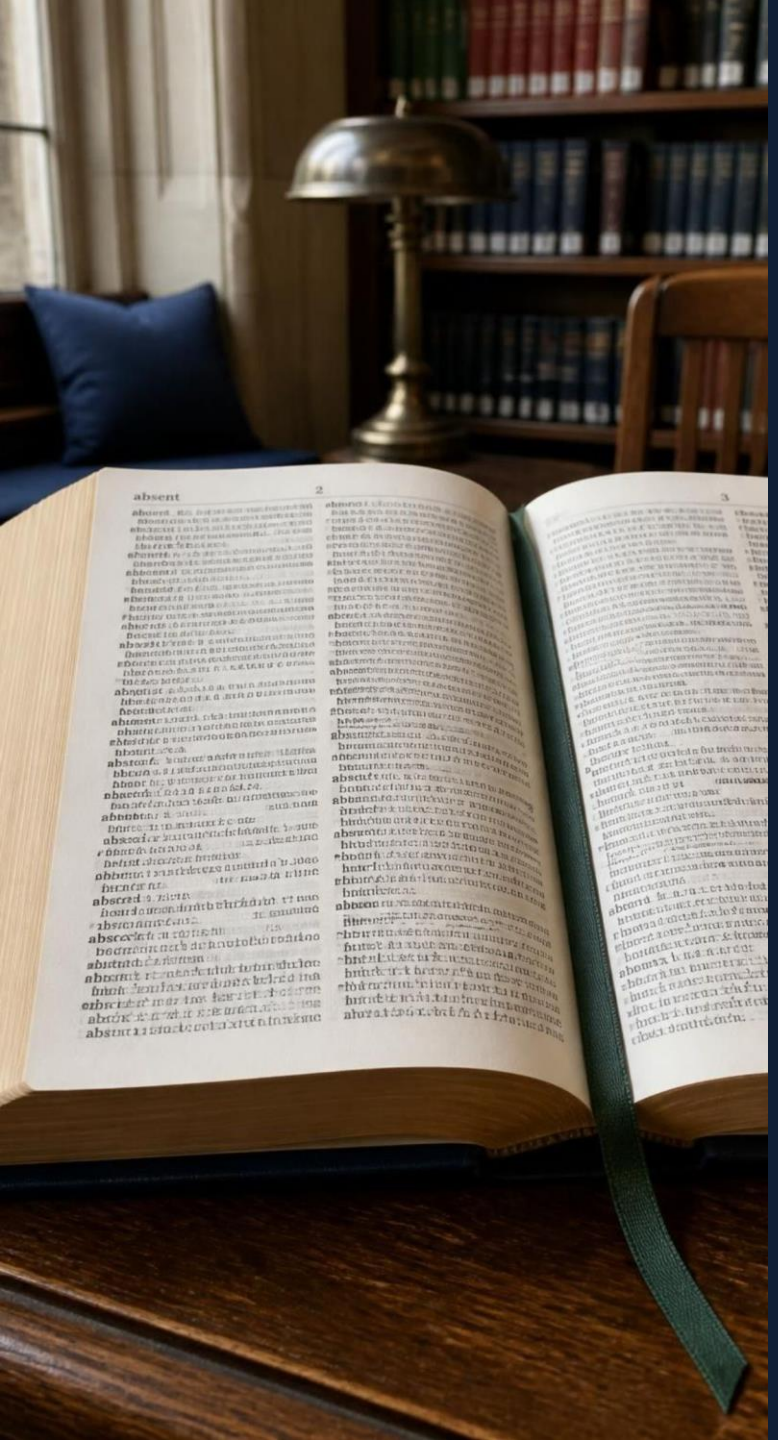
SKILLS4RETAIL

Glossary of E-commerce Terms



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How to use this glossary

Terms run in alphabetical order, 0–9 then A–Z.

Where a term is known by its abbreviation, both the full form and the abbreviation are given.

Learning objective: understand and correctly use e-commerce terminology to follow professional discussions, read platform documentation and communicate with partners.

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Glossary 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.

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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.

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.

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Glossary A (1/6)

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.

Above the fold
The part of a web page visible on screen without scrolling.

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.

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).

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

Account takeover fraud (ATO)
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.

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Glossary A (2/6)

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.

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

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.

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

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

Add to cart
The button or action by which a shopper places a product in the online shopping cart.

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Glossary A (3/6)

Ad group
A set of closely related keywords and the ads that correspond to them within a PPC campaign.

Ad placement
The location where an advertisement is shown, e.g., search results, a social news feed, Stories or a partner 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.

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.

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.

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.

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Glossary A (4/6)

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.

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

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

Application programming interface (API)
A defined set of rules that lets software systems exchange data and functions.

Artificial intelligence (AI)
Technologies that enable machines to perform tasks requiring human-like intelligence, such as learning, reasoning and language understanding.

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).

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Glossary A (5/6)

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

Augmented reality (AR)
Technology that overlays digital content, such as 3D products, on the user's real environment via a smartphone camera or headset.

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.

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.

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).

Average order value (AOV)
The average amount spent per order over a period.

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Average session duration

The average length of time users spend on a website during a session.

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Glossary B (1/5)

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).

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

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

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

Backlink
A link from another website to your site.

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

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Glossary B (2/5)

Barcode
A machine-readable code (e.g., EAN, UPC) printed on products or labels and scanned to identify items.

Basket
See Shopping cart.

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.

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.

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.

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

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Glossary B (3/5)

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.

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.

Bot (bad bot)
Automated software that performs tasks online.

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.

Blockchain
A decentralised, tamper-resistant digital ledger that records transactions across many computers.

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.

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Glossary B (4/5)

Bounce rate
The percentage of visitors who leave a website after viewing only one page without further interaction.

Brand awareness
The extent to which consumers recognise and remember a brand.

Brick-and-mortar
A traditional physical store.

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

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.

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.

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Glossary B (5/5)

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

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.

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.

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

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.

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.

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Glossary C (1/11)

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).

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.

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

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'.

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

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.

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Glossary C (2/11)

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.

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

Cart abandonment
When a shopper adds items to the cart but leaves without completing the purchase.

Card verification value (CVV/CVC)
The three- or four-digit security code printed on a payment card.

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.

Cash on delivery (COD)
A payment method in which the customer pays the courier in cash or by card when the parcel is delivered.

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Glossary C (3/11)

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

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.

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.

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

Chargeback
A reversal of a card payment initiated by the cardholder's bank after a dispute.

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

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Glossary C (4/11)

Checkout
The final stage of the purchase process where the customer provides delivery and payment details and confirms the order.

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).

Click-through rate (CTR)
The percentage of people who click on an ad, search result or email link after seeing it.

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

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

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).

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Glossary C (5/11)

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.

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

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.

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.

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

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.

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Glossary C (6/11)

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

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.

Conversion funnel
The sequence of steps users go through toward a conversion (e.g., visit, product view, add to cart, checkout, purchase).

Content management system (CMS)
Software used to create, manage and publish website content without coding.

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

Conversion rate
The percentage of visitors (or ad clicks) that result in a conversion.

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Glossary C (7/11)

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

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.

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).

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.

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.

Cost per acquisition (CPA)
The average advertising cost of acquiring one conversion or customer.

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Glossary C (8/11)

Cost per click (CPC)
The amount an advertiser pays each time a user clicks on an ad.

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

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

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

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

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

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Glossary C (9/11)

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

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).

Customer acquisition cost (CAC)
The total marketing and sales cost of gaining a new customer.

Cryptocurrency
A digital currency secured by cryptography and recorded on a blockchain (e.g., Bitcoin, stablecoins).

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.

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.

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Glossary C (10/11)

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

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

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.

Customer lifetime value (CLV/LTV)
The total revenue (or profit) a business can expect from a customer over the whole relationship.

Customer retention rate
The percentage of customers who continue buying over a given period.

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

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Glossary C (11/11)

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

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

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

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Glossary D (1/5)

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).

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

Database (MySQL)
The structured data store that holds an online store's products, customers, orders and settings.

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.

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

Data breach
A security incident in which personal or payment data is accessed, disclosed or lost without authorisation.

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Glossary D (2/5)

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

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

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.

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.

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

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

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Glossary D (3/5)

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.

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

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

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.

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.

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

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Glossary D (4/5)

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

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

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

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).

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.

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

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Glossary D (5/5)

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.

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

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

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.

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.

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

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Glossary E (1/3)

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

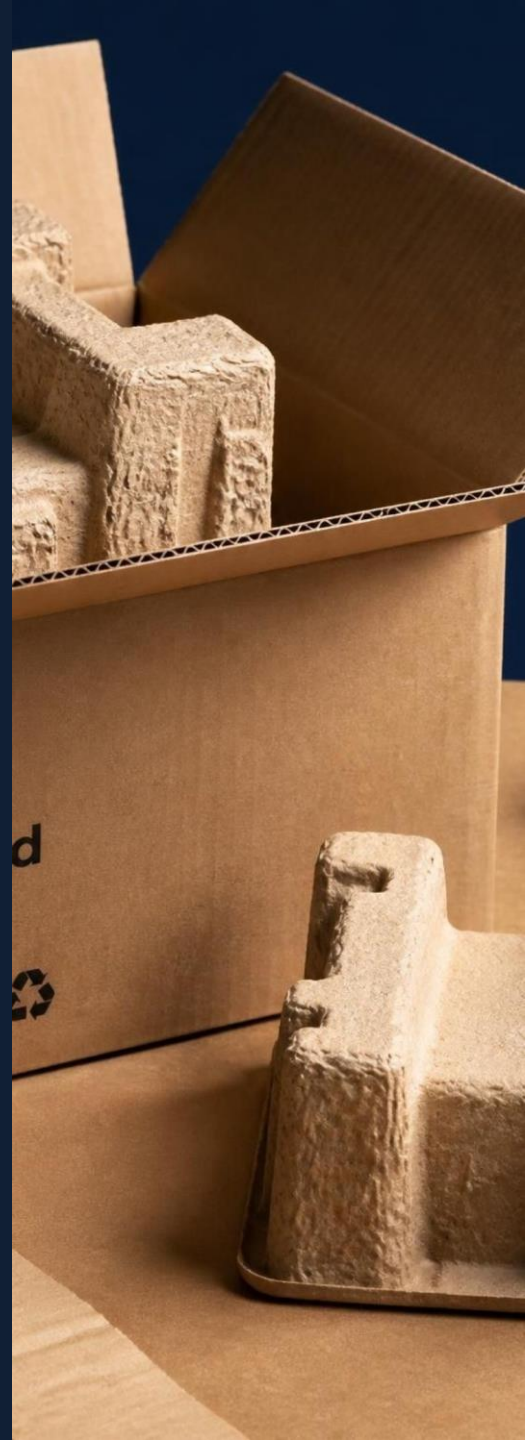
E-commerce platform
Software used to build and run an online store, covering catalogue, cart, checkout, payments and orders.

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

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.

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

Electronic Data Interchange (EDI)
The computer-to-computer exchange of business documents, such as purchase orders and invoices, in a standard format.



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Glossary E (2/3)

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

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

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.

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.

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.

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.

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Glossary E (3/3)

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.

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

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

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Glossary F (1/3)

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

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

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

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

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

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

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Glossary F (2/3)

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

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

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

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).

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

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.

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Glossary F (3/3)

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

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

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

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).

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

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Glossary G (1/3)

General Data Protection Regulation (GDPR)
EU Regulation 2016/679 governing the processing of personal data of individuals in the EU.

Generative AI
AI models that create new content (text, images, video, code) from prompts.

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

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

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.

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Glossary G (2/3)

Goal (analytics)
A specific user action defined in an analytics tool as a conversion, e.g., purchase, newsletter sign-up or contact form submission.

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.

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.

Google Analytics
Google's free web analytics service that tracks traffic, user behaviour, conversions and e-commerce transactions.

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.

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Glossary G (3/3)

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

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.

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

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

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

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Glossary 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.

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.

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.

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.

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.

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

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Glossary I (1/3)

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

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

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

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

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).

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

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Glossary I (2/3)

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

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

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

Intellectual property (IP)
Legal rights over creations such as trademarks, copyrights, designs and patents.

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

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Glossary I (3/3)

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

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.

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

Inventory turnover ratio
How many times inventory is sold and replaced in a period.

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

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

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Glossary 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.



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Glossary 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.

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

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

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

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.

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Glossary L (1/4)

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

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.

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

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.

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

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

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Glossary L (2/4)

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

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

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

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).

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

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

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Glossary L (3/4)

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

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.

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.

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

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

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.

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Glossary L (4/4)

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.

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

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

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Glossary M (1/4)

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.

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.

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

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.

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).

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.

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Glossary M (2/4)

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

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

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.

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

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

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.

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Glossary M (3/4)

Metric
Any quantitative measurement tracked in analytics (e.g., sessions, page views, bounce rate).

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

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

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

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

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

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Glossary M (4/4)

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

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

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).

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

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

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Glossary 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.

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

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

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

Net promoter score (NPS)
A loyalty metric based on the question 'How likely are you to recommend us?' (0-10).

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

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Glossary O (1/3)

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.

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

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).

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.

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

Online dispute resolution (ODR)
Resolving disputes between consumers and traders online.

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Glossary O (2/3)

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

Open rate
The percentage of delivered emails that are opened.

Opt-in / double opt-in
Active consent by a person to receive communications.

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

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

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

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Glossary O (3/3)

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

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

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

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

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

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Glossary P (1/7)

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

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

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).

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

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

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.

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Glossary P (2/7)

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

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.

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).

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.

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

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.

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Glossary P (3/7)

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.

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

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

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

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

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

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Glossary P (4/7)

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.

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

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).

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

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

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.

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Glossary P (5/7)

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

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

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.

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

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

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

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Glossary P (6/7)

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

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.

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

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

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

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

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Glossary P (7/7)

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.

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.

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

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

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Glossary Q

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

Quality Score
Google Ads' 1-10 rating of the quality of keywords, ads and landing pages (expected CTR, ad relevance, landing page experience).

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.



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Glossary R (1/5)

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).

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.

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

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

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

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').

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Glossary R (2/5)

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

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

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

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

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

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.

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Glossary R (3/5)

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

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

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.

Reorder point (ROP)
The stock level at which a replenishment order should be placed.

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.

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.

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Glossary R (4/5)

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

Return on investment (ROI)
Profitability of an investment relative to its cost.

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

Return on ad spend (ROAS)
Revenue generated for every unit of currency spent on advertising.

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

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

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Glossary R (5/5)

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

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).

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

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

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

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Glossary S (1/9)

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

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.

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

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

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.

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.

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Glossary S (2/9)

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

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.

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

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.

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

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

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Glossary S (3/9)

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.

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

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

Secure Sockets Layer / Transport Layer Security (SSL/TLS)
Cryptographic protocols that encrypt data exchanged between browser and server.

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

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

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Glossary S (4/9)

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.

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

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

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

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

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).

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Glossary S (5/9)

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

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

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).

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

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).

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

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Glossary S (6/9)

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

Social media engagement metrics
Metrics such as likes, comments, shares, saves and follower growth that show how audiences interact with social content.

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.

Social listening (social media listening)
Monitoring social media for mentions of a brand, competitors, products, hashtags and topics to understand sentiment and trends.

Social media marketing (SMM)
Using social media platforms to promote products, engage customers, build community and drive traffic, through organic content and paid advertising.

Social signals
Social media activity (shares, likes, comments) around a site's content; it does not directly affect rankings but increases visibility and traffic.

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Glossary S (7/9)

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.

Sponsored content
Paid content promoted by an advertiser on a platform or by a creator, which must be clearly labelled as advertising.

Standard shipping
The default, most economical delivery option, typically 3-7 business days.

SPF / DKIM / DMARC
Email authentication protocols that verify a message really comes from the claimed domain, reducing spoofing and phishing and improving deliverability.

SSL certificate
A digital certificate issued by a Certificate Authority that authenticates a website's identity and enables encrypted HTTPS connections.

Stock keeping unit (SKU)
A unique alphanumeric code assigned by a retailer to each distinct product and variant for inventory tracking.

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Glossary S (8/9)

Stockout
A situation in which a product is out of stock and orders cannot be fulfilled, leading to lost sales and dissatisfied customers.

Stories
Short, full-screen vertical posts that disappear after 24 hours (Instagram, Facebook, Snapchat), widely used for promotions and behind-the-scenes content.

Subject line
The title of an email shown in the inbox; it strongly affects open rates and is a common A/B testing element.

Store credit
A refund issued as a balance that can be spent only at the same store.

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.

Subscription commerce
A model in which customers pay a recurring fee to receive products or services regularly (e.g., Netflix, Spotify, Birchbox).

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Glossary S (9/9)

Supplier
A business that provides goods to a retailer: manufacturers, wholesalers, distributors or dropshipping suppliers, domestic or international.

Supply chain management (SCM)
Coordinating all activities and partners involved in sourcing, producing, storing and delivering products, from suppliers to the end customer.

Survey
A structured questionnaire used to gather feedback on customer needs, satisfaction or preferences, distributed by email, on the website or after purchase.

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.

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Glossary T (1/4)

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.

Target CPA
A Smart Bidding strategy that sets bids to obtain as many conversions as possible at or below a chosen cost per acquisition.

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.

Target audience
The specific group of people a business aims to reach with its products and marketing.

Target ROAS
A Smart Bidding strategy that sets bids to maximise conversion value while achieving a chosen return on ad spend.

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.

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Glossary T (2/4)

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.

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.

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.

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.

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.

Touchpoint
Any point of contact between a customer and a brand, such as an ad, website, email, store, social post or delivery.

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Glossary T (3/4)

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.

Trademark
A sign (name, logo, slogan) registered to distinguish a business's goods or services from others; protects brand identity online and on marketplaces.

Transaction fee
A fee charged by a payment provider for each processed payment, often a percentage plus a fixed amount.

Tracking (shipment tracking)
Real-time information on a parcel's status and location, shared with customers via a tracking number or link.

Traffic sources
The channels through which visitors arrive at a website: organic search, paid search, social media, email, referral and direct.

Trend analysis
Monitoring industry reports, search data and social conversations to identify emerging patterns in consumer demand.

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Glossary T (4/4)

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.

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).

Trust badge (trust seal)
A security, payment or certification icon displayed on a site, especially in the cart and checkout, to reassure customers.

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Glossary U (1/2)

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.

Unsubscribe rate
The percentage of email recipients who unsubscribe after receiving a campaign.

Unsubscribe (opt-out)
The ability of a recipient to stop receiving marketing emails; every marketing email must include an easy way to unsubscribe.

Upselling
Encouraging a customer to buy a higher-priced or upgraded version of the product they are considering.

Urgency marketing
Techniques that create a sense of urgency, such as countdown timers, limited stock notices and deadlines, to encourage quick decisions.

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Glossary U (2/2)

URL (Uniform Resource Locator)
The web address of a page.

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.

User experience (UX)
The overall experience of a person using a website or app, including ease of navigation, speed, clarity and satisfaction.

User interface (UI)
The visual and interactive elements through which users interact with a website or app, such as layout, buttons, menus and forms.

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Glossary V (1/2)

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.

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.

Value proposition
A clear statement of the benefits a product or company provides to customers and why they should choose it.

Velocity check
A fraud check that monitors how many transactions occur from the same card, account, device or IP address within a short time.

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.

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Glossary V (2/2)

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.

Virtual reality (VR)
Technology that creates a fully simulated, immersive environment, e.g., virtual stores customers can browse with a headset.

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).

Voice commerce (v-commerce)
Searching for and buying products using voice commands via assistants such as Amazon Alexa or Google Assistant.

Vulnerability scan
An automated check of systems and software for known security weaknesses.

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Glossary W (1/2)

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.

Warehousing
Storing goods in a dedicated facility until they are sold and shipped, in-house or through a 3PL provider.

Web analytics
Measuring, collecting and analysing website data (traffic, behaviour, conversions) to understand and optimise performance.

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.

Webinar
An online seminar or presentation, used for education, product demonstrations and lead generation.

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Glossary W (2/2)

Welcome email
The first automated email sent immediately after someone subscribes or registers, setting expectations and often delivering a promised incentive.

White label / private label
Products manufactured by one company and sold under another company's brand.

Wholesale
Buying goods in large quantities directly from manufacturers or distributors at discounted prices for resale.

Wishlist
A feature allowing customers to save products they are interested in for later, encouraging return visits.

Word of mouth (WOM)
Customers recommending products to others, offline or online (eWOM), through reviews, social posts and conversations.

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Glossary X

XML sitemap

A file listing a website's important URLs to help search engines discover and index them.

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Glossary Z

Zero-party data

Data a customer intentionally and proactively shares with a brand, such as preferences, sizes or style quiz answers.

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.

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