



## AMAZON Terminology

One of the key factors to understanding Amazon is being able to speak "Amazon". Below are the basic terms that you are likely to need, and what they mean.

### **ASIN:** *Amazon Standard Identification Number*

This is the identification that Amazon gives to every product listed on Amazon. Every product page on Amazon has its own ASIN. You can use this number when you are using Amazon seller tools to search for the product. No two items will ever have the same ASIN.

### **Brand registry:**

A program offered by Amazon for sellers who manufacture their own brand of products, giving them total control of their listing.

### **BSR:** *Best Sellers Rank.*

Items on Amazon are ranked according to their sales volume and category.

### **Buy Box:**

the actual listing that a buyer sees of the product they want to purchase.

### **FBA:** *Fulfillment By Amazon*

You ship your products to Amazon and for a small annual fee, Amazon will pack, ship, and fulfill all your orders.

### **FBM:** *Fulfillment by Merchant*

Means the merchant is responsible for picking, packing, and shipping the products, as well as providing customer support for the product.

### **FNSKU:** *Fulfillment Network Stock Keeping Units*

The numbers printed directly on your product labels when you're using FBA. FNSKU's identify your items so that the correct product is pulled for each sale.



**Gated category or Restricted category:**

Some products being sold on Amazon are monitored. Some categories, like healthcare & beauty, are restricted to ensure the health and safety of Amazon customers.

**GTIN: *Global Trade Identification Number***

Universal identifiers used internationally to find product information across databases.

**PL: *Private Labeling***

A product business model that revolves around creating and selling your own version of a product under your own label.

**Review:**

A "review" may or may not be from a customer that actually purchased the product.

**ROI: *Return On Investment (profit / cost)***

How much money you make on your sold items. I.e. spend \$10 on an item, and \$15 is returned is a 50% ROI.

**SC: *Seller Central***

Your main dashboard when logged into your Amazon Seller Account.

**UPC: a *Universal Product Code***

A 12 digit barcode that can be found on almost all products in the retail world. You can use the UPC code to look up items on Amazon.

**Verified review:**

A review that is left for a seller after an authentic purchase from Amazon is made.