Sellercloud Terms and Definitions

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Overview

There are a variety of terms used in Sellercloud and across different retail channels. Below is a table of terms and their definitions.

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Term	Definition
ASIN	The listing identifier acronym for *Amazon Standard Identification Number*. An ASIN is used to connect a product to a listing.
Aggregate Quantity	The product's available inventory that can be sent to the channels. • Any quantities reserved by channels or for unshipped orders are not included in the Aggregate Quantity • Inventory in warehouses that are not set as Sellable is not included
AmazonFixedQuantity	Column header — AmazonFixedQuantity If a product is marked as replenishable, a fixed quantity can be sent to Amazon whether or not the item is available in inventory. This can be done by using the AmazonFixedQuantity setting, which can be set either on a company level using the 'default quantity' setting, or on a product level.
Average Cost	The cost of units continually averaged. Costs are averaged from the price on the PO at the time the POs are received. See a detailed definition and learn about the two types of average cost.
BIN Price	The product price used for eBay fixed price listings.
Bulk Update	A function in Sellercloud that lets you import multiple products and product information using a template. Sellercloud supports XLSX, CSV, and TXT template files.
Channel	Refers to a sales channel; also known as a marketplace.

Channel Order Number	Channel Order # was formerly called **Order Source ID** in Sellercloud. Refers to the order number used by the website where the order originated. For example, an Amazon order will have a Channel Order Number like 002-0030851-3586669. Sellercloud's Manage Orders page has an option to search for an order by Channel Order #. Similarly, the Channel Order Number can be printed on invoices. When there is more than one Channel Order Number, they will display under Channel Order Number (2), Channel Order Number (3), and so on.
Client Settings	These control the settings of the Sellercloud user for specific channels, orders, kits, purchasing, inventory, and more. If a Help Center article references a Client Setting that does not appear in Delta, the setting might be enabled by default. If you have any questions about your client settings, please contact Sellercloud Support.
Custom Company Settings	These settings store information at the company level, and are used by plugins and channel integrations. They are located in **Settings** > **Companies** > **Manage Companies** > Open a company > **Toolbox** > **Custom Settings**.
Custom Export	A feature in Sellercloud that lets you choose the custom columns you want to export instead of using a template.

Custom Label	A field in eBay where the seller can define an SKU for listing and is necessary for Sellercloud to connect the listing to the item in Sellercloud. When Sellercloud posts a listing to eBay, it will automatically put the product SKU in the custom label box. Similarly, when downloading eBay listings into Sellercloud, the custom label will be used for the SKU of the newly-created product.
Default Quantity	Only applies to Replenishable products. For these products, the Default quantity is the number that will always be sent to the channel in inventory updates regardless of the actual available inventory.
Description Image	On certain channels, like Magento, the description image is assigned to show full size on the product details of a webpage. However, when publishing items to eBay, this full-size image is placed in the HTML product description template. For details, see Product Images.
Description Template	Used to send an HTML-formatted document with product information.
Dropship	Customer orders and goods are shipped automatically from a third party instead of the original seller.

eBay Fixed Price Quantity	This is the quantity sent to eBay when posting or revising inventory for an item. If the Aggregate Quantity is h*igher* than the FixedPriceQuantity, then the FixedPriceQuantity value is sent. This field is also used to determine inventory sent for products marked as replenishable. For example, if the Aggregate Quantity is 15 and the FixedPriceQuantity is 10, Sellercloud will send 10 as the available inventory quantity. A default value can be set for FixedPriceQuantity on the **eBay Attribute Defaults** page, which can be accessed from **Settings** > **Companies** > **Manage Companies** > Open a company > **Toolbox** > **Ebay Settings** > **eBay Attribute Defaults**. Check **Enable eBay Default Fixed Price Qty** in the **Client Settings**. Then, on the **eBay Properties** page check **Use Default** next to the **Fixed Price Qty** field. For bulk update and custom export, the column header FixedPriceQuantity is used for the **Fixed Price Quantity** field. The header FixedPriceQuantityUseDefault is for the **Fixed Price Quantity Use Default** field.
eBay Item Condition	This value is specific to each eBay category: • 1000 – New • 1500 – New other (see details) • 2000 – Manufacturer-refurbished • 2500 – Seller-refurbished • 3000 – Used • 7000 – For parts or not working The column header for bulk-update is **EBayItemCondition**.

ePID	The ePID identifies a product within an eBay catalog. ePID is used in the ProductReferenceID field.

You can also find the ePID on eBay's website. When you search by keyword, the results will return matching products. ePID for the product can be seen once you click on the product.

More information can be found here. |
FBA	Fulfilled by Amazon. Packages that are stored and fulfilled by Amazon.
FBA SKU (FNSKU)	An Amazon product identifier for FBA products.
FBM	Fulfilled by Merchant. Orders/products that are stored and fulfilled by merchants.
Gallery Image	Certain channels, like Magento, will use the gallery image to display search results on the web page. This image will usually be smaller than the image on the product detail page, so it loads faster. In some cases, the same image can be used for both the gallery and the description image.

Other channels, like eBay, will use the gallery image for both the search results and the product detail pages. For more information, see Product Images. |
| **Inventory Available Quantity** | Inventory quantity available for sale: the physical quantity in all sellable warehouses, minus the unshipped orders and the reserves. |

Inventory Cost	Ordering and carrying costs per item. Can be calculated toward Average Cost.
Invoice (Packing Slip)	A document included in a package that indicates the products, the quantities, the prices, and the total cost of an order from the seller to the buyer.
Kit	A bundle of products with similarities. For example, a kit for a camera could include the camera, extra lenses, a tripod, and a travel case.
LongDescription	Column Header- LongDescription The LongDescription is a text field that holds a long description of a product. It can store HTML-formatted text or simple text.
List Price	Also called MAP price, the List Price is the Minimum Advertised Price. This works differently based on the channel and is not supported by all channels. Read more about MAP price here.
Manufacturer SKU (MPN)	MPN, or Manufacturer Part Number, is a unique number issued by manufacturers to identify individual products.
Matrix/ n-Matrix/ Variation	This tool is used to indicate the differences, or variations, between products. For example, if you are selling a white cotton t-shirt, the variations could be different colors of that same shirt.

Max Dispatch Time	eBay has a **Max Dispatch Time** setting used to define fulfillment latency, or lead time to ship. This lets customers know how long it will take you to ship their order after they have paid. It can be set by number of days (1, 2, 3, 4, 5, 10, 15, or 20). On eBay, the listing will show a date range based on the location of the item and possible Ship To locations. This is only necessary if you're not using eBay Business Policies.
Max Order Quantity	The maximum number of these items that can be shipped together in the same package. This is used by channels like Amazon and is very useful for FBA sales.
Maximum Quantity	The InventoryMaxQuantity (referred to as Max Qty in Sellercloud) can limit the inventory available for channels to never show the full quantity on the channel – even if there is more available. For example, if there are 500 units available for a specific product and the InventoryMaxQuantity is set to 10, a quantity of 10 will be sent to the channel, but if the available quantity drops to 5, a quantity of 5 will be sent. InventoryMaxQuantity can be set on a company level and at a product level. Before it can be set for a specific product, it must first be enabled at the company level. For example, when enabled at the company level with InventoryMaxQuantity set to 10, all products will default to 10. By overriding the InventoryMaxQuantity at the product level, a quantity of 5 of that product will be sent to the channel while a quantity of 10 will be sent for all other products.

Merchant SKU	A Merchant SKU is an alternate SKU used per channel for communicating a product to that corresponding channel. Most channels show the field by default. However, it must be enabled in **Client Settings** for Amazon and eBay: • Enable eBay Merchant SKU • Use ProductID as Amazon Merchant SKU
Multi SKU Order	A Multi SKU Order is an order that has multiple SKUs in it. Each SKU can be a single unit or multiple units.
MultiItemOrder	Column Header – MultiItemOrder A MultiItemOrder is an order that has more than one unit in it. There are a few cases where this applies: • The order has one OrderItem with a quantity > 1 • The order has multiple SKUs. • The order has one OrderItem that is a kit, and that kit contains either one kit component with quantity > 1 or multiple kit components. Orders can be filtered by SingleItemOrder or MultiItemOrder on both the PickList and from within Shipbridge. It is often easier to handle SingleItemOrders separately since they all have the same weight and can be processed in a batch.

Order Payment Status	Every order has a payment status. It represents the payment status of the order from the perspective of the customer that purchased the item. It doesn't necessarily correspond to whether the merchant actually received payment yet. The different order payment statuses are: • No Payment – No payment has been received. • Authorized – A credit card was authorized but the payment hasn't been captured yet. • UnCleared – An e-check hasn't cleared yet. • EbayPaid – When the customer made a payment that wasn't processed through the seller's PayPal account, Sellercloud cannot receive confirmation from PayPal that the order was paid, as is usually done. The order will come in from eBay as eBay paid • Charged – Means paid. • Partial Payment • Partial Refund • Full Refund • Payment Error
Order Shipping Status	Every order has a shipping status to denote if the order has/has not shipped: • Unshipped • Partially Shipped • Fully Shipped
Order Source	Order source has been renamed to **Channel** in Sellercloud. This refers to where the order originated from.

Physical Inventory	The total inventory of a product across all warehouses.
Plugin	A software component that adds a specific feature to an existing program.
PO Last Cost	Cost of the items in the last purchase order received.
Posted and Active	The product is listed and public.

Product Alias	An alias can be set on a product so it is searchable in many different ways. For example, if a product with an SKU of 811214 has a UPC of 813986006726, but you also want to search by the old UPC that the manufacturer used, the old UPC can be added as an alias. Multiple aliases can be set for one product. For products that have aliases, you can search for them on the Manage Inventory page by entering the alias into the UPC field. - Adding aliases - Add an alias to a product by clicking Aliases from its toolbox - Add aliases in bulk to multiple products through Inventory > Import Product Info > Import Product Alias - If Bin Management is enabled, you cannot add an alias to Shadow Products. You must add them to the parent.
ProductID	Column Header- ProductID SKU associated with a product.

Product Title	Multiple titles can exist for a given product, but there can be only one top title, which is used as the default title for fixed-priced listings.
Product Type	The category a product falls under. For example, the product type for a cleaning product could be "Cleaning Equipment and Kits."
Queued Jobs	Sellercloud has a system of queued jobs to schedule tasks to process in the background so you can continue working. Any large data processing task is automatically queued, and the system checks for new jobs every 1-2 minutes. Queued Jobs can be scheduled to run anytime. This lets you schedule large jobs to run at night or at off-peak hours, which increases server efficiency. Sellercloud can process multiple jobs simultaneously. In the event that many jobs are submitted at once, Sellercloud will queue the jobs and process the later jobs after the first ones have finished. For more details, including job status and job priorities, see Understanding Queued Jobs.

Ready	A product has all details completed so that it is ready to be listed. A product can be considered Ready even if it doesn't have any inventory. The Export Channels Missing Info tool can be used to set items as ready in bulk. Alternatively, on the product channel properties page, you can indicate whether a product is ready using the red X or green Check at the top. The required information is: • Title • StartPrice • BuyItNowPrice • Fixed Price Quantity • eBayCategory1 • eBayItemCondition • eBayStoreCategory1 • LongDescription • ShippingPriceTemplate • DescriptionTemplate
Replacement Order	An order with identical information. This is sent out when an item is defective or lost in transit.
Replenishable	If you want to sell a specific item regardless of the available quantity, mark it as Replenishable. There is a replenishable checkbox on the Product General page. When updating various channels, Sellercloud sends a fixed quantity for replenishable products, so it consistently shows a specific available quantity. • For eBay, it will look at the value in the Fixed Price Quantity field. • For Amazon, use the Fixed Quantity setting on the Amazon Properties page. On most channel properties pages, you may need to check a box to reveal the **Default qty** field. When set to Replenishable, the Safety Quantity is ignored. This is NOT channel-specific. but is always shadow-persistent.

Rush Order	Any order where the customer paid to upgrade the shipping is marked as a Rush Order. Here are two examples: • Amazon orders marked as Standard will not be marked as Rush, but Expedited, Prime, Second Day, and Overnight will be marked as Rush. • eBay's Guaranteed Delivery orders can be automatically marked as Rush Orders by enabling a Client Setting, Filters on the Manage Orders page (Advanced Search > Rush Orders) and in Shipbridge (on the grid as Rush Order) help you identify your rush orders. You can mark an order to be rushed automatically in the channel's shipping method mapping.
SKU	A stock-keeping unit, or SKU, is a unique product code assigned to a product. The SKU is used as the primary product identifier. Typically, merchants create their own code for the product SKU.

Safety Quantity	The buffer between the amount of inventory you have and the amount Sellercloud is sending to the channel to prevent it from overselling popular items. It is used to subtract a number from the available quantity. For example, if there are 5 units available and the Safety Quantity is 1, only 4 will be sent to Amazon. This can be set on a company level so it defaults for all products, but it can still be overridden on a product level on the Amazon Properties page. The safety quantity subtracts from the channel's available quantity, so if there is an available quantity of 5 and you have a safety quantity of 5, a quantity of zero will be sent to the channel. Each channel has a default company-level safety quantity and a product-level safety quantity. On the channel's Settings page, there are two safety quantity settings – one for regular products and one for replenishable products. Typically, Safety Quantity can be set to 0 for replenishable products because there is no strict inventory for replenishable products. Another option is to set percentages for available qty that should be sent to each channel.
Saved Search	A feature in the Settings that lets you save and refer back to saved searches for inventory, orders, RMA, customers, purchase orders, and eBay Listings. For full details, see Saved Searches.

Scheduled Tasks	These let you configure certain tasks for automatic performance and recurrence at specific intervals. Tasks can include the following: • Generating pick lists • Importing products • Exporting products • Importing orders • Exporting orders • Exporting a predictive purchasing file For full details, see Scheduled Tasks.
Settlements	Reports sent by a channel that contain information about order-related fees, commissions, and taxes. Learn more about settlements.
Shadow	A type of virtual product that *shadows* a real product. Its inventory is linked to an actual inventory SKU but can have its own alternate product profile. This means a shadow SKU can have a different Product ID, description, images, and title than the Parent SKU.
Shadow Persistency	This defines which attributes are linked between an SKU and its shadow. You can link all types of properties, including those related to channels.
Shipping Method Mapping	This tool allows you to customize your orders' shipping for each channel. For example, you can set an order for expedited shipping, Second Day, Standard, overnight, and more.
Shipping Method	Used to define price type of shipping. For example, UPS Two-Day or FedEx Overnight.

ShippingWeight	Column Header- ShippingWeight Shipping Weight is measured in ounces. This is the weight of the product, including the box, after it has been prepared for shipping. When uploading a bulk upload file, Shipping Weight is not a valid column. Use PackageWeightLbs and PackageWeightOz.
SingleItemOrder	Column Header – SingleItemOrder A SingleItemOrder is an order that has only one unit of one SKU. There are several requirements for an order to qualify as a SingleItemOrder: • The order has only one OrderItem. • The order has no OrderItem with a quantity > 1. • If Order's OrderItem is set up as a kit, that kit contains one kit component with a quantity < 2 and can't have multiple kit components. If the order doesn't meet one of these requirements, it is considered a MultiItemOrder. The SingleItemOrders can easily be processed in a batch in ShipBridge since the packages all have the same weight and dimensions.
Site Cost	The current value that is entered in the **Site Cost** field on the Product Summary page. This is an arbitrary value, but can be updated to the "PO Last Cost" or "Average Cost" by enabling these client settings: • Update Product SiteCost based on PO LastCost • Update SiteCost when updating AverageCost
Start Price	Product price that is used for eBay listings of the auction format.

Supplemental Image	Images that are neither gallery images nor description images fall under the category of supplemental images. They can be displayed in the product's extended image gallery. You can have up to 10 images.
Swatch Images	Swatch Images are used by channels to display variations of different colors, fabrics, and other types of product dimensions. Normally, channels that work with Swatch Images accept one swatch image per product's variation. You can set the variation images on an SKU from the product's **Toolbox** > **N-Matrix** > **Image Manager.**

Titles	While every product has one general Product Name, it can have different titles that are used while publishing the product to marketplaces like eBay. Keywords used in a title have a major impact on a listing's visibility, and having multiple titles can increase the product's chances of being seen and purchased. A title must be approved before it can be used for eBay. This is a precaution to prevent sellers from accidentally using the wrong title. These are the different types of titles: • RegularTitle – Not assigned to any of the other types • CustomTitle – Used for websites when they have an abbreviated title that displays on search results or while advertising related products. • SubTitle – Used optionally for eBay listings. Enable the Client Setting **Enable Subtitle for eBay Listings** to post the subtitle to eBay. • TopTitle – The main title of the product. • Channel-specific titles – You can set different titles for each channel. This can be imported or exported with the following column headers: AmazonTitle, BonanzaTitle, JETTitle, SearsTitle, WalmartAPIProductTitle, etc. For more information, contact Sellercloud Support. To change and approve your Top Title, update the TopTitle column. Updating this column will set the Top Title and automatically approve it.
UPC	Universal Product Code. Refers to the 12-number barcode used to scan at the point of sale.

VendorSKU	Column Header- VendorSKU The Vendor SKU is the unique code the vendor uses to identify a product. Sellercloud lets you save Vendor SKUs from multiple vendors for a specific product, lets you search products by Vendor SKU, and prints the Vendor SKU on a Purchase Order when submitting the order to the vendor. Vendor SKUs and Vendor Prices can be imported from a tab-delimited file. See the attached import file. The columns in the document include: • SKU column refers to the Sellercloud Product ID • For Vendor, enter the vendor's name (if the Vendor exists in Sellercloud, it will match it by name) • The column "Is Default Vendor For Product" is set to 1 for true and 0 for false. You can see a list of Vendor SKUs for a product by clicking 'Vendor Prices' from the product sub-menu. If the product has a default vendor set, the Vendor SKU is visible on the product's purchasing page. You can also access Default Vendor SKU on the Product Purchasing page. VendorSKU.txt VendorSKUSample.txt
WPID	Walmart Product ID assigned to your products by Walmart when listed on Walmart Marketplace.