

Ecommerce terminology

Definitions of e-commerce :-is simply the buying and selling of goods, services or information via the World Wide Web, email or other pathways on the Internet. ECommerce and Ebusiness are interchangeable terms. As with any other industry, ecommerce has introduced new terms into our language. The following are definitions of the more widely used terminology relating to ecommerce, followed by links to other related tutorials and learning resources on Taming the Beast.net.

B2B (Business to Business)

The exchange of goods and services between business.

B2C (Business to Consumer)

The exchange of goods and services with the end consumer being the target market.

Chargeback

Where a transaction is debited against a merchant account in cases of refunds and fraud. Chargebacks usually attract a fee that is debited against the merchant.

Certificate Authority

A third party company that issues digital certificates that confirms a company or individuals' identification. A digital certificate is a crucial part of secure ecommerce

Cobranding

Where two companies identify a partnership between them through one company displaying their logos, color schemes etc on another companies application.

Cookies

Small text files stored on your computer when visiting a site that record preference for that particular site's usage. Cookies are also common in shopping cart applications in order to remember visitors as they move throughout product pages.

CRM - Customer Relationship Management.

Commerce Terminology

Marco Cascella



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