

Amazon Account Management Glossary 2026

40+ terms every Amazon account operator should know — Olifant Digital

A working reference for the terms that come up constantly across the seven domains of Amazon account management — from account health scoring to reimbursement claim windows. Organized alphabetically.

#

180-Day Lookback Window

The rolling period Amazon uses to track repeat policy violations; repeated violations of the same policy within this window escalate point deductions.

60-120 Day Return Claim Window

The filing window for FBA customer return reimbursement claims, measured from the date of the customer's refund or replacement.

60-Day Claim Window

The filing deadline introduced October 23, 2024 for most FBA reimbursement types (lost/damaged in fulfillment center, most removals), replacing the prior 18-month window.

A

A+ Content

Enhanced listing content (available to Brand Registry members) using additional images and text modules to improve conversion and brand presentation.

A-to-Z Guarantee Claim Rate

The percentage of orders in the 60-day ODR window where a customer filed an A-to-Z claim and the seller was found at fault.

Account Health Dashboard

The Seller Central hub showing AHR, ODR, policy notifications, and violation history — the first point of contact for account-level issues and the routing path to Account Health Support (AHS).

Account Health Rating (AHR)

Amazon's 0-1,000 color-coded score of seller policy compliance and performance. Green (200-1,000) is healthy, yellow (100-199) is at risk, red (99 or below) means deactivation has happened or is imminent within days.

Account Health Support (AHS)

The specialized Amazon support team, reached via the Account Health dashboard, with greater authority to review and overturn account-level violation decisions.

Amazon Vine

A Brand Registry feature that recruits trusted reviewers to generate early product reviews for new listings.

B

Brand Registry

Amazon's free verified-brand program, requiring a logo with brand name and a registered or pending trademark, unlocking A+ Content, Report a Violation, Vine, Storefronts, and Transparency.

C

Case Log

An internal record tracking Seller Support case numbers, dates, channels used, related ASINs/shipments, and status — used to keep escalations organized and evidence-backed.

Chargeback Rate

One of the three components of ODR: the percentage of orders where a customer's card issuer approved a chargeback request.

Cross-Domain Decision Meeting

A recurring internal review (weekly, in the Olifant system) where signals from all seven account management domains are evaluated together before decisions are made.

E

Excess Inventory

Stock that significantly exceeds forecasted demand; one of the four levers Amazon uses to calculate IPI, and a driver of long-term storage fees.

F

FBA Reimbursement

Compensation Amazon pays a seller for inventory it lost or damaged in its fulfillment network, now filed within a 60-day claim window for most categories rather than the prior 18 months.

I

Inventory Defect and Reimbursement Portal

The Seller Central tool where sellers can view, dispute, and submit manufacturing cost data used to calculate FBA reimbursement values.

IPI (Inventory Performance Index)

Amazon's 0-1,000 score measuring FBA inventory efficiency across in-stock rate, excess inventory, stranded inventory, and sell-through rate. A low score can trigger storage capacity limits.

L

Late Shipment Rate (LSR)

The percentage of seller-fulfilled orders shipped after the expected ship date; tracked as part of account health.

M

Manufacturing Cost Reimbursement Basis

Amazon's post-March-2025 standard for valuing most lost/damaged FBA reimbursements, using estimated or seller-submitted manufacturing cost rather than retail price.

MAP Enforcement

Monitoring and acting against sellers who price a brand's products below the Minimum Advertised Price, typically supported by Brand Registry tools.

Market Basket Analysis

A Brand Analytics report showing which other products customers purchase alongside a given ASIN, informing bundling and cross-sell strategy.

N

Negative Feedback Rate

One of the three components of ODR: the percentage of orders that received a 1- or 2-star seller feedback rating.

O

Olifant Account Operating System

Olifant Digital's proprietary framework treating account health, inventory, brand protection, suspension prevention, FBA reimbursements, Seller Support, and analytics as one connected system rather than parallel checklists.

Order Defect Rate (ODR)

A rolling 60-day account health metric combining negative feedback rate, A-to-Z claim rate, and chargeback rate. Amazon's official ceiling is 1%; Olifant recommends targeting below 0.5%.

P

Plan of Action (POA)

The document submitted to appeal a suspension, structured around root cause, corrective steps taken, and a documented prevention plan — as opposed to a generic template response.

Pre-Fulfillment Cancellation Rate (PFCR)

The percentage of seller-fulfilled orders canceled before shipment; tracked weekly as part of suspension-prevention monitoring.

Project Zero

Amazon's self-service counterfeit removal tool, available to Brand Registry members after a short required training, allowing sellers to remove counterfeit listings directly.

Q

Quarterly Business Review (QBR)

A structured quarterly evaluation covering account health, advertising, keywords, inventory, brand protection, launch pipeline, and revenue trends, used to set the next quarter's strategic goals.

R

Related Account Issue

A suspension trigger arising from Amazon linking a seller account to another account that violated policy, even without a direct violation on the account in question.

Removal Claim

A reimbursement claim type for inventory lost during a removal order, with claim windows of 15-75 days (lost in transit) or 60 days (other removal claims) from the relevant shipment date.

Report a Violation Tool

A Brand Registry tool used to search Amazon's catalog for copyright, trademark, or patent infringement and file a report against offending listings.

S

Search Query Performance (SQP)

A Brand Analytics report showing impression, click, and purchase share by keyword at the category level, used in quarterly reviews to diagnose demand and listing performance.

Sell-Through Rate

The rate at which FBA inventory sells relative to units received; one of the four IPI levers, and a signal of overstock risk when low.

Seller Support Escalation

The process of moving an unresolved case beyond standard Help/Chat/Phone channels — via a senior case manager request, Brand Registry's Report Abuse tool, or legal counsel for high-value disputes.

Storefront

A Brand Registry feature allowing a multi-page branded storefront on Amazon that competitors cannot replicate, used for both merchandising and brand differentiation.

Stranded Inventory

FBA units that are physically in Amazon's warehouses but not available for sale due to a listing or catalog issue; a factor that lowers IPI.

Suspension Trigger

Any of the common causes of Amazon account deactivation: policy violations, ODR failures, review policy violations, or issues linked to related accounts.

T**TACoS (Total Advertising Cost of Sale)**

Ad spend divided by total revenue (organic plus paid); used as a cross-domain health signal that reflects whether advertising is strengthening the whole account, not just paid sales.

Transparency Program

An Amazon program using unique product codes to verify authenticity and deter counterfeits; codes can also be used to surface extra product content to customers.

V**Violation Category (Critical/High/Medium/Low)**

Amazon's severity tiers for policy violations, each carrying a different AHR point deduction — critical (e.g. counterfeiting), high (e.g. IP infringement), medium (e.g. off-Amazon CTAs), low (e.g. expired product).