



eCommerce terms you need to know as an online store owner!

Getting to know marketing terms, eCommerce jargon, and fancy technical terms might be exciting and quite essential too. However, there are times where you might have to comprehend and use specific terminology to stay on par with the personnel related to your domain.

Sometimes even the most experienced marketers or eCommerce professionals can come across specific terms that can be confusing or new. Well, worry not as we have all been there. Keeping up with new jargon and eCommerce terms can be challenging.

This article will bring out some of the most essential and repeatedly used eCommerce jargon with their exact definitions to clarify the use of these terms and jargon. Sounds interesting? Let's get right into it!

Most essential eCommerce terms to know in 2022

Now you certainly do not need to know every single complicated jargon out there. But, it sure does help to learn the basics and essentials. So, here are some of the critical eCommerce terms to get to know:

- 1. Average time spent-** To make calculated decisions about the website, Marketers need to get to know the average time spent by the visitors of a particular site.
- 2. A/B testing-** A/B testing refers to testing two different B2B marketing tactics simultaneously. A/B tests are a critical part of the finest B2B marketing campaigns. For best results, you should run them side by side simultaneously. This will give you the best chance to find out which B2B digital marketing campaign suits better for your business.

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