



# social commerce glossary

Social commerce is redefining how consumers discover and buy across Southeast Asia and India. This glossary helps the industry speak the same language when planning and executing campaigns.

Term	Definition
<b>Ad</b>	A sponsored placement by an advertiser on social media platforms.
<b>Affiliate</b>	An individual or entity that promotes a brand's products and earns commission for each sale they generate.
<b>AI Assistant/Chatbot</b>	Software that answers routine customer questions automatically, with human agents handling more complex enquiries.
<b>AR Filter/Lens</b>	Effects users can apply to photos or videos, used by brands for virtual product try-ons or promotions.
<b>Average Order Value (AOV)/Basket Size</b>	The average amount spent per order, used to identify upselling, cross-selling, and bundling opportunities.
<b>Brand Ambassador</b>	A person who publicly represents and promotes a brand, often through an ongoing relationship rather than a single campaign.
<b>Call to Action (CTA)</b>	A prompt asking viewers to do something specific, such as "Buy now" or "Comment below".
<b>Cart Abandonment Rate</b>	The percentage of shoppers who add products to their cart but do not complete checkout.
<b>Click-Through Rate (CTR)</b>	The percentage of viewers who clicked on a product during content or a livestream.
<b>Co-hosting</b>	When two or more presenters run a livestream together, often to reach both of their audiences.
<b>Commission</b>	The percentage paid to creators, affiliates, or platforms for each sale generated through their channels.
<b>Community Management</b>	Building and maintaining a brand's audience on social media, including responding to followers and encouraging engagement.
<b>Conversational Commerce</b>	Shopping through direct messaging, where customers interact with brands or chatbots to ask questions and make purchases.
<b>Conversion Rate</b>	The percentage of visitors or viewers who complete a purchase.
<b>Conversion Window</b>	The time period after a campaign or livestream during which purchases are still attributed to the activity.
<b>Cost Per Acquisition (CPA)</b>	The cost to acquire a paying customer through social commerce channels.
<b>Creator (also known as Influencer)</b>	Someone who makes and shares content on social media, often influencing their audience's opinions and purchases. Also called influencer, though creator is now more common.
<b>Creator Economy</b>	How creators earn income through social media, including brand partnerships, direct sales, and subscriptions.
<b>Dark Ad/Dark Post</b>	An ad visible only to a targeted audience, not published on the brand's public feed.

Term	Definition
<b>Direct-to-Consumer (D2C)</b>	A business model where brands sell directly to consumers through their own channels, bypassing traditional retail channels.
<b>Discovery</b>	How social media users find products through content feeds, algorithmic recommendations, and creator content rather than active search.
<b>Engagement Rate</b>	Measurement of audience interaction (likes, comments, shares) relative to viewers.
<b>Fandom</b>	A community of dedicated fans around a brand, celebrity, or public figure.
<b>First-Party Data (1P Data)</b>	Data collected directly by a brand or platform from its own sources, including customer behaviour, purchase history, and engagement patterns.
<b>Fulfilment</b>	The complete process of receiving, processing, and delivering orders to customers.
<b>Gross Merchandise Value (GMV)</b>	The total value of goods sold through social commerce channels in a given period, calculated before fees, returns, or discounts.
<b>Haul Video</b>	When a creator shows and reviews multiple products they have recently purchased.
<b>Host</b>	The presenter or seller running a livestream session. Can be a brand representative or creator.
<b>In-App Checkout</b>	Purchasing functionality embedded within a social media application allowing consumers to complete transactions without leaving the platform.
<b>Incentive/Flash Deal</b>	A time-sensitive offer to drive urgency and purchases during a livestream.
<b>Key Opinion Leader (KOL)</b>	An influential individual whose expertise, authority, or social standing gives them significant influence over their audience's purchasing decisions.
<b>Live Affiliate</b>	Creators who sell products via livestream in exchange for a commission, often hosting lives to sell products from multiple brands.
<b>Live Boost (Paid Traffic)</b>	Paid promotion to increase visibility of a livestream to new audiences.
<b>Live Duration</b>	Total time a livestream runs. Usually optimised between 30 to 90 minutes but can extend to 24/7.
<b>Live KPI</b>	A KPI for livestreams such as GMV, viewers, CTR, or engagement metrics.
<b>Live Replay/Playback</b>	Making a livestream available for viewers to watch after it ends.
<b>Live Scheduling/Pre-Live Teasing</b>	Promoting a livestream session in advance with countdowns or teaser posts to build anticipation.

Term	Definition
<b>Live Studio/Creator Tools</b>	A platform-provided tool to manage livestreams, including scripts, product pinning, and performance tracking.
<b>Livestream Script/Flow</b>	A structured plan or narrative for a live session including intro, product demonstration, CTAs, and Q&A segments.
<b>Livestreaming Commerce</b>	Real-time, interactive video selling directly to consumers on digital platforms, with viewers able to purchase instantly during the stream.
<b>Logistics</b>	The management of product storage, transportation, and delivery in social commerce operations.
<b>Macro-influencer</b>	A creator with 100,000 to 1,000,000 followers who has broad audience reach.
<b>Micro-influencer</b>	A creator with 10,000 to 100,000 followers who focuses on a specific niche or area of expertise.
<b>Mega Sales Day</b>	A shopping date where companies provide substantial discounts and offers, particularly prominent in this region. These typically occur on double-digit dates like 9.9, 10.10, 11.11, and 12.12.
<b>Moderation</b>	Managing live chat and supporting the host in real time during a livestream.
<b>Multi-Channel Network (MCN)</b>	A company that represents multiple creators, connecting them with brands for campaigns and managing the relationship.
<b>Nano-influencer</b>	A creator with 1,000 to 10,000 followers who has close engagement with their audience.
<b>Native Shopping Ads</b>	Ads designed to blend into the organic content of a social media feed by matching the platform's visual style and user experience.
<b>Omnichannel Integration</b>	Connecting customer interactions across multiple channels such as messaging, social media, and email so the experience is consistent.
<b>Organic Traffic (Live)</b>	Viewers who find a livestream without paid promotion, through following the account, platform recommendations, or shares.
<b>Partnership Ad</b>	An ad featuring both a creator's and a brand's identity together.
<b>Pinned Comment</b>	A chat message highlighted during a livestream for visibility, often containing key information or CTAs such as discount codes.
<b>Product Bundling</b>	Offering multiple products as a package.
<b>Product Pinning</b>	Highlighting featured products on screen during a livestream so viewers can click and purchase instantly.
<b>Product Tag Click</b>	A click on a tagged product in a post, story, or livestream.
<b>Return on Ad Spend (ROAS)</b>	Revenue generated for every dollar spent on ads or creator campaigns.

Term	Definition
<b>Shoppable Format</b>	An ad format showing live product information such as price and availability, linking directly to purchase.
<b>Shoppable Social Media Platform</b>	A social media platform where users can also browse and buy products.
<b>Shoppable Video</b>	Pre-recorded content that includes clickable product links, often used alongside live content.
<b>Shoppertainment</b>	Shopping experiences that blend entertainment with product discovery and sales, such as games, livestreams, or interactive videos.
<b>Social Commerce</b>	Buying and selling products directly within social media apps, where discovery, consideration, and purchase all happen without leaving the platform.
<b>Social Commerce Loop</b>	The complete ecosystem where discovery, consideration, purchase, and advocacy all occur within the social experience without leaving the platform.
<b>Social Listening</b>	Monitoring social media channels for mentions of a brand, product, or competitor.
<b>Social Proof</b>	When purchasing decisions are influenced by the actions of others, such as reviews, ratings, or follower counts.
<b>Social Selling</b>	When someone uses social media to engage directly with potential customers and sell products or services.
<b>Social Storefront</b>	A brand's shop page within a social media platform where users can browse and buy products.
<b>Stock Keeping Unit (SKU)</b>	A unique code assigned to each product variant for inventory tracking.
<b>Traffic Source Tagging</b>	Tracking where viewers came from, such as organic discovery, paid ads, or creator shares.
<b>Unboxing Video</b>	When a creator opens a new product for the first time, sharing their initial reactions.
<b>User-Generated Content (UGC)</b>	Content created by customers or fans rather than the brand itself, such as reviews, photos, or videos.
<b>Viewership Peak/Concurrency</b>	The highest number of viewers watching a livestream at the same time.
<b>Viral</b>	When content spreads rapidly through shares across social platforms.



The IAB SEA+India is the not for profit industry association that unites the digital marketing industry across 7 countries in Southeast Asia and India for collective progress and responsible growth.

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With a dual Regional Board structure and active specialist Councils, practitioners collectively design solutions such as playbooks, framebooks and whitepapers specifically for the region.

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