

15

E-commerce

Get ready!

- 1 Before you read the passage, talk about these questions.
- 1 What do you buy online?
 - 2 How does online shopping help businesses?

Reading

- 2 Read the email from the marketing director of bargainequipment.com. Then, mark the following statements as true (T) or (F) false.

- 1 BargainEquipment.com has a brick and mortar shop.
- 2 TFC Gaming is an affiliate of BargainEquipment.com.
- 3 Affiliates earn a percentage of sales for increases in page views.

27

Vocabulary

- 3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 digital certificate/certificate authority
I don't trust this site, it has no _____.
The _____ will tell customers our site is safe.
- 2 page views/traffic
My site has two hundred more _____ today.
Advertising a website should increase _____.
- 3 FAQs/banner
Let's display a new _____ to attract attention.
Check the _____ to find out about the company.

- 4 Fill in the blanks with the correct words and phrases from the word bank.

Word BANK

affiliate e-commerce
shopping cart brick and mortar

- 1 _____ allows people to shop with businesses globally.
- 2 My business is a(n) _____ of that website. We share profits.
- 3 There are many _____ shops on Main Street.
- 4 Put an item in a _____ and pay for it later.

- 5 Listen and read the email from the marketing director of bargainequipment.com again. What happens when a consumer clicks on a page view, but doesn't purchase?

Listening

- 6 Listen to part of a conversation between employees of BargainEquipment.com and TFC Gaming. Choose the correct answers.

- 1 What are the employees mostly talking about?
A raising sales C calculating profits
B meeting affiliates D payment percentages
- 2 TFC Gaming earns a half percent for _____.
A each sale C 100 page views
B slowing traffic D becoming an affiliate

- 7 Listen again and complete the conversation.

Employee 1: Hi Mark. This is Amanda from TFC Gaming.

Employee 2: Hi Amanda. Glad to hear from you.

Employee 1: Well, we're definitely interested in being an 1 _____. But we have some questions.

Employee 2: Of course. What do you want to know?

Employee 1: About the 2 _____. What do we earn for just an increase in 3 _____?

Employee 2: That's 0.5% per hundred.

Employee 1: I see, and for sales from our 4 _____?

Employee 2: All BargainEquipment.com affiliates get 2% of the 5 _____.