Digital Content Playbook

What – Where – How

Key

Apply to …

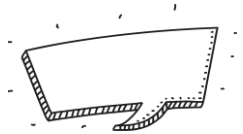
- Web
- App
- Email

- UK
- DE
- ITY

… on the following pages:

- [x] HP (Web)
- [ ] PDP (Web)
- [ ] PLP & others (Web)
- [ ] HP (App)
- [ ] PLP & others (App)

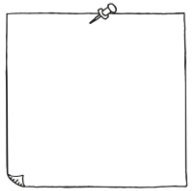
… with the following notes:



Purpose

Image/copy/video specs

Special comments (guidelines)



Further notes (e.g. committed scope or forced limitation)

Page Types

(Web & App)

Homepage

Homepage in Web & App

Approx. **10 modules per day** in all 3 markets – some modules remain for longer than a day

Combination of bespoke lifestyle, graphic panels and dynamic modules plus USP-driven, promotional copy

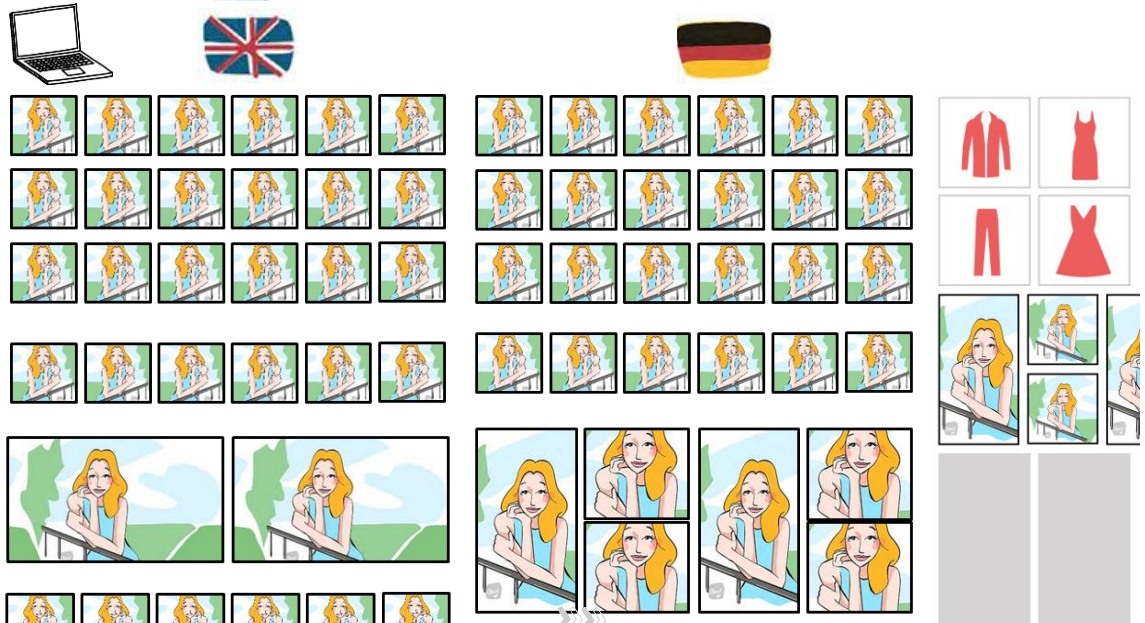
DE & UK use the same modules for App (no ITY App yet)

UK builds 3 homepages: app, desktop & iPad

Italy uses a different CMS with slightly different module sizes, generated from the image size

Meta/Department Page

AEM PLP w/o Product Listing in Web & App



SEO

Footer

Footer

Shop by department module on top plus 2 (ITY), 3 (DE) additional modules. (UK) module is at the bottom (currently testing top) plus 3 to 5 modules per department pages + brand carousel + shop by category module

DE & UK use the same modules for App, (no ITY App yet)

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

Product Carousel

Brand Shop

AEM PLP (Product Listing Page) for Brands in Web & App

COPY

Product List

Footer

Product List

Footer

Product List

SEO

Footer

Product List

SEO

Footer

DE Standard: lifestyle image & introduction copy plus SEO module

COPY

PL

SEO

FOOTER

Set up once (updates depending on business needs) number of content modules depending on priority and SEO

UK & DE use the same modules (w/o SEO) for App (no ITY App yet)

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

Product List

Category Page

AEM PLP (Product Listing Page) for Categories in Web & App

COPY

Product List

Footer

Product List

SEO

Footer

DE Standard: simple graphic & introduction copy plus SEO module

COPY

PL

SEO

FOOTER

Simpler design w/o lifestyle imagery

UK & DE use only product list (w/o content modules) in App (no ITY App yet)

Product List

Content Page

AEM Content Page (Page w/o Product Listing) for Desktop & App

SEO

Footer

Product Carousel

Footer

Created every time there is no existing category page for a specific campaign - with various number of modules & updates, no specific template

DE use the same modules (w/o SEO) for App. UK occasionally creates an app version

(no ITY App yet)

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

PDP (Product Detail Page)

Desktop & APP

Opt. AEM Module

(not DE for mobile reasons)

Video starts on default

(Photos concealed)

Opt. AEM Module

Opt. AEM Module

Opt. AEM Module

Dubner (Backend)

Video

Price, S&H, available variants

Buy Buttons

Monetate Campaign

(DE)

More views + add. Videos

(Legal relevant) PDF like Data Sheet on top

Product Description

+ More Info

+ More Info

Product Carousel (Recommendations)

Customer Reviews

Q&A

Footer

Authorable elements:

- Optional modules via AEM
- Special promo via Monetate
- Product photo via iPIM
- Product description & More Info via iPIM

Different CMS, product images could be used

Dubner (Backend)

Photo
(+ Video & More Views available)

Price, S&H, available variants
Buy Button

Product Description >

Customer Reviews

Product Carousel (Recently viewed))

Product Description Style Guide:

Short **Intro** (more detailed in case of special USP communication) + **listing** of all facts, clustered under uniform subheadings (depending on assortment group) + **cross-product, consulting content** (e.g. encyclopedia or brand portrait) as separate accordions

Product Description Style Guide:

Main body copy pulls out the main USP of the product and lifestyles the product for the customer + **Extended information** lists extra features, colour options, contents, how to use information and measurements/dimensions as needed + **Added tabs** about the brand information & technical specifications if needed + **Attached PDFs** detailing ingredients/nutritional info etc. as needed

Basically every module can be used for every page type with some (vital) exceptions

Modules

(Web & App)

Text (main) elements

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [ ] PLP & others (App)

SEO: search engine optimized copy, especially for headlines on category pages

Headline: 22 characters

Subline: 55 characters including space characters

CTA: 18 Characters

Headline: Attention-grabbing, activating address, e.g. with the help of questions and idioms
Subline: Concrete & descriptive to resolve the headline, preferably based on clear USPs such as "20 new items" or "save 20 % or more"
Overall: Communicate to the customer why the topic is relevant & interesting

Text for desktop and app is basically the same. Since the elements are sometimes displayed differently or not at all in the app, this must be taken into account when writing

CTA: Real call-to-action, i.e. animating to click.
Important: Wording in line with expectations, so as not to mislead the user

Text (main) elements

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [ ] PLP & others (App)

Hey, Schnäppchenjäger!

Die Gelegenheit ist günstig: Highlights zum Sparpreis

BARICUS Garten-Set Amboss Ratschenschere & Bypass Ratschenschere

€ 24,98
~~€ 31,98~~

LAZY LEAF selbstgießender Blumentopf Tankgröße 6,3l Ø ca. 32cm

€ 39,99
~~€ 49,99~~

JAMES READ Sleep Mask Face mit Retinol Duo 2x 50ml

€ 29,99
~~€ 36,95~~
€ 29,99 /100 ml

LocknLock Frischhaltedosen stapelbar 360ml-4,5l 10 Dosen

€ 19,98
~~€ 25,98~~

DYSON Akku-Staubsauger V10 Absolute Laufzeit max. 60min inkl. XL-Zubehör-Set

€ 449,99
~~€ 599,99~~

LITTLE F Maxis Mikrofaser Jacquard Bas

€ 31,
~~€ 36~~

Noch mehr sparen

Hey, Schnäppchenjäger!

Die Gelegenheit ist günstig: Highlights zum Sparpreis

BARICUS Garten-Set Amboss Ratschenschere & Bypass Ratschenschere

€ 24,98
~~€ 31,98~~

JAMES READ Sleep Mask Face mit Retinol Duo 2x 50ml

€ 29,99
~~€ 36,95~~
€ 29,99 /100 ml

LAZY selbstgi Blume Tankgrö ca. 3

€ 3
~~€ 4~~

Noch mehr sparen

TAGESANGEBOT

„Frisch & trendbewusst: Meine Jeggings ist dein urbanes Style-Piece." Designer Dawid Tomaszewski

Auch in Kurzgrößen, exklusiv bei QVC

Finde deine Farbe

Today´s Special Value

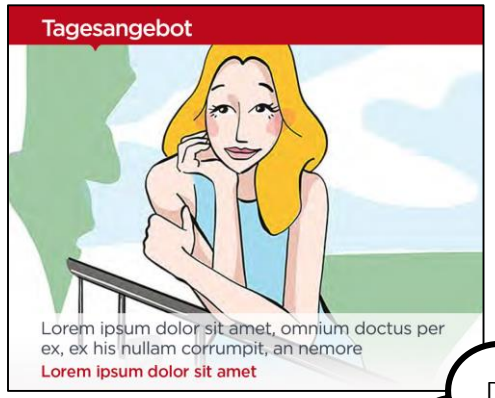
AEM TSV Module on Web

- [x] HP (Web)
- [ ] PDP (Web)
- [ ] PLP & others (Web)
- [ ] HP (App)
- [ ] PLP & others (App)

Optional element! Should stay in 2 lines even in responsive view

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

Promotional header: 35-40 characters



Same layout & similar specs for image & copy. 1 image used to fit device sizes
(UK) Flex module used for TSV app module and TSV pre-launch, app and site

Max. character count:
86 (promotional copy) to 105 (guest quote)
44 (red hook/special copy)
18 (button)

Landscape image
Desktop size:
Max. 2340 x 974

DE & UK uses Flex Module for TSV in App

Today´s Special Value

AEM TSV Module on Web

Best Practice

- [x] HP (Web)
- [ ] PDP (Web)
- [ ] PLP & others (Web)
- [ ] HP (App)
- [ ] PLP & others (App)

Today´s Special Value

AEM TSV Module on Web

Best Practice

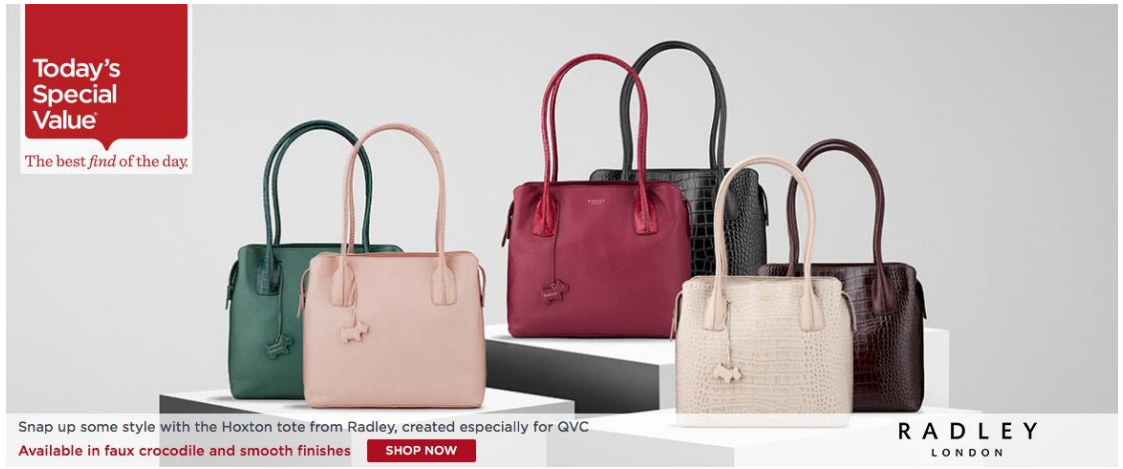
- [x] HP (Web)
- [ ] PDP (Web)
- [ ] PLP & others (Web)
- [ ] HP (App)
- [ ] PLP & others (App)

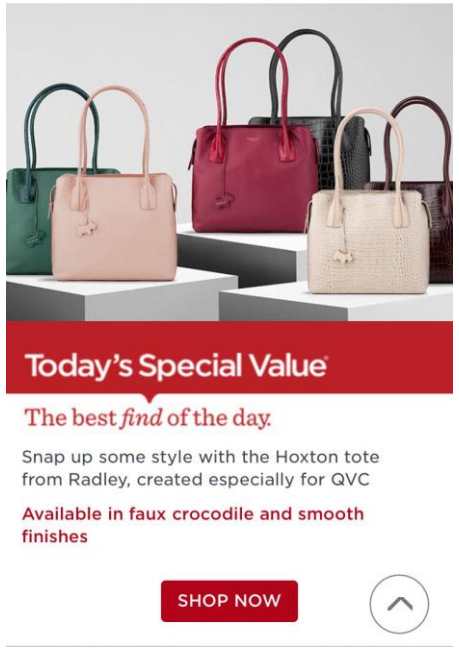
Today´s Special Value

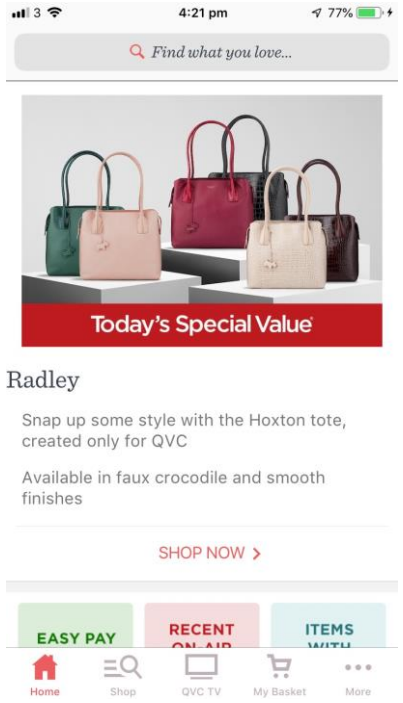
AEM TSV Module on Web

Best Practice

- [x] HP (Web)
- [ ] PDP (Web)
- [ ] PLP & others (Web)
- [x] HP (App)
- [ ] PLP & others (App)





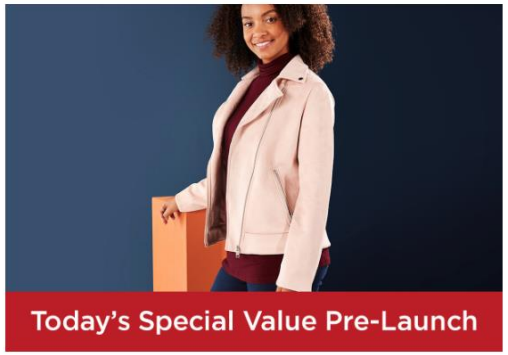


Today´s Special Value

AEM Pre-Launch TSV Module

Best Practice

- [x] HP (Web)
- [ ] PDP (Web)
- [ ] PLP & others (Web)
- [x] HP (App)
- [ ] PLP & others (App)

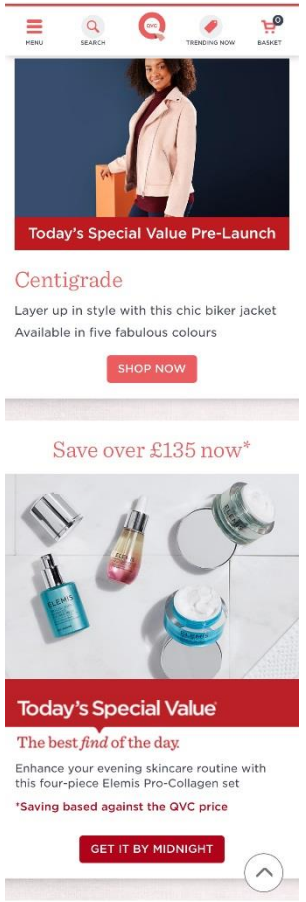


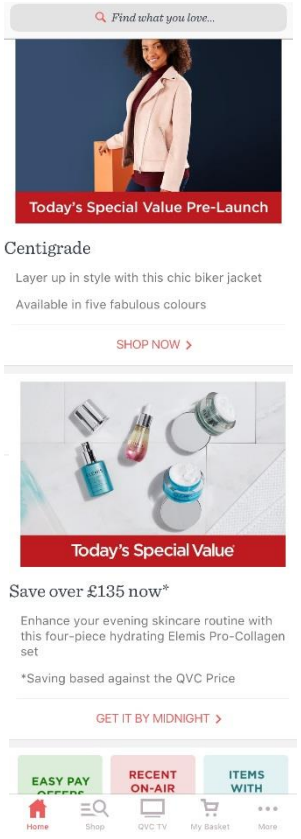
Centigrade

Layer up in style with this chic biker jacket
Available in five fabulous colours

SHOP NOW

Save over £135 now*





Large Static Image

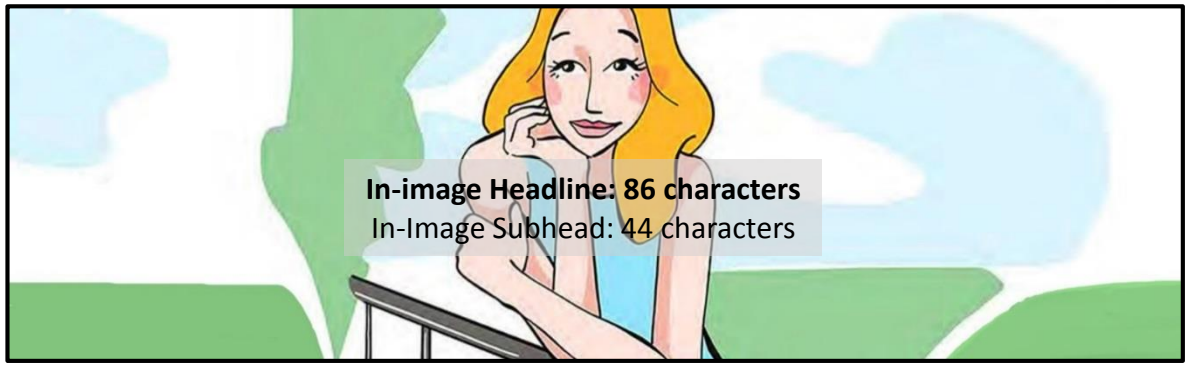
Landscape image Desktop size :
DE: 2340 x 700 up to 2600 x 700 full bleed use
UK: Full width: 2600x1100
Narrow: 2600x550

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

"Slim" Desktop image size:
2340 x 400

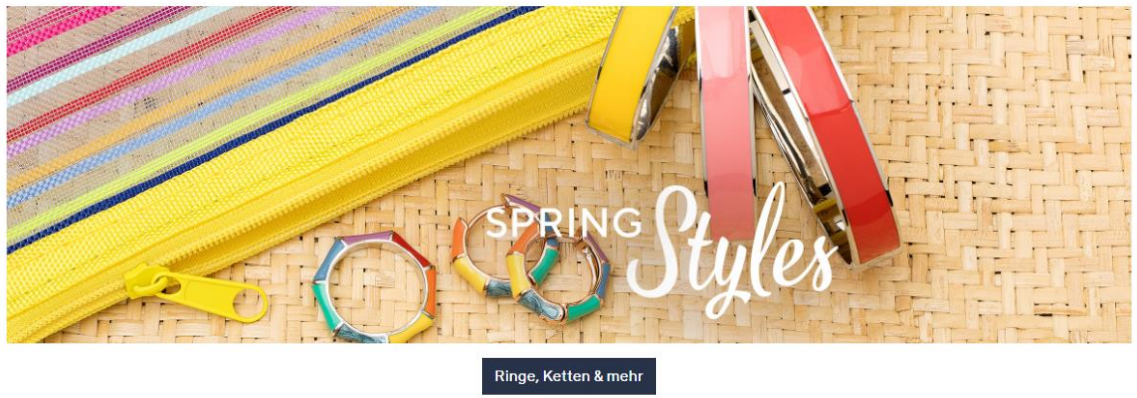
Attention!
The image for mobile may be cut off

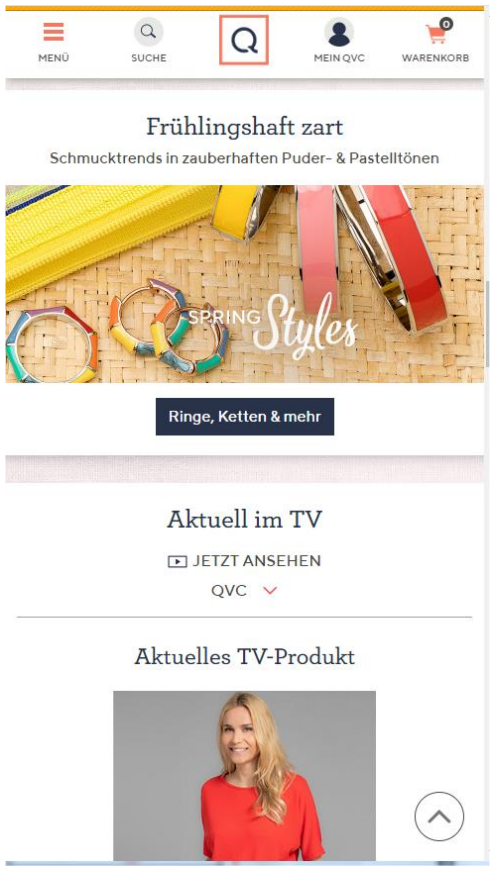
Mobile Image Size:
1598 x 500
Safe zone: 540 x 500

Large Static Image

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

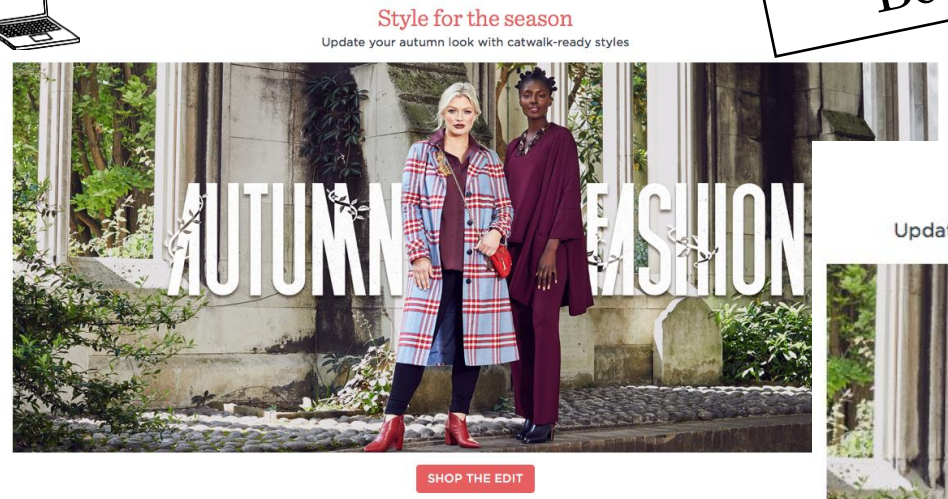


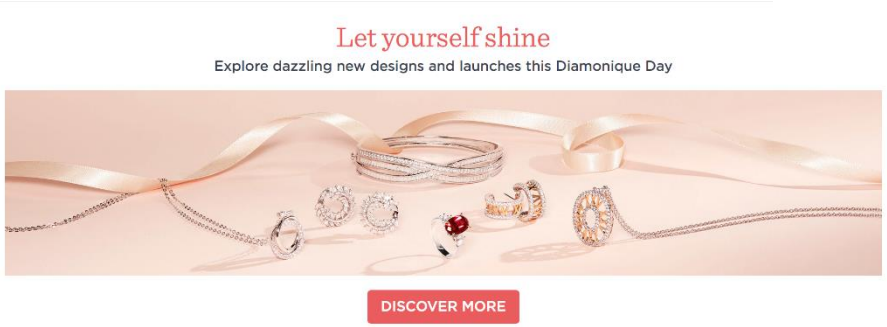


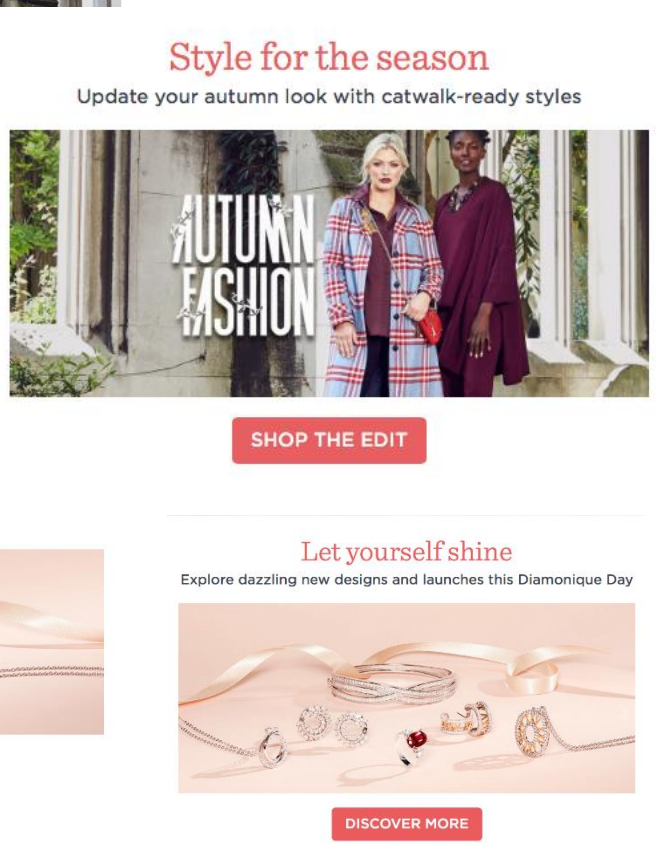
Large Static Image

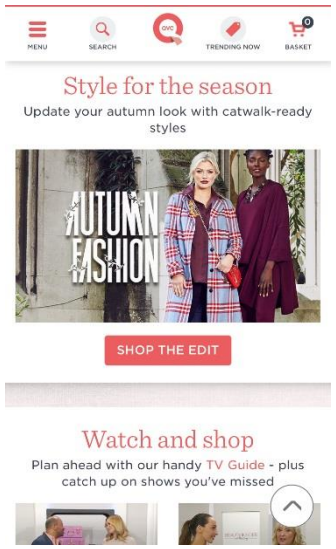
Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)









Flex

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

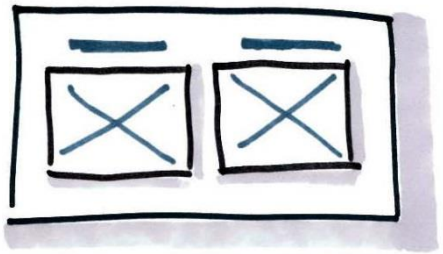
- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

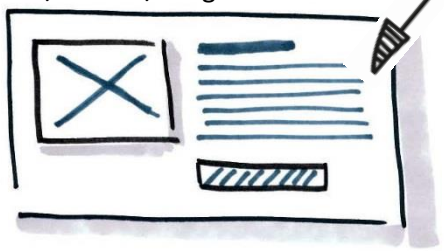
CTA: 18 Characters

Rectangular image
Desktop size:
1218 x 738 (same for all flex module images)

50/50 Image



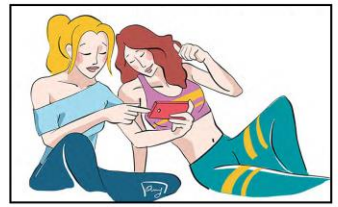
50/50 Text/Image



Body Copy:
Flexible - should be similar to story module (max. 160 characters) on HP & Metas

Further combinations:

- 50/50 Text
- 25/75 Image/Text (Image at 75% is strongly discouraged)
- 100 Text



Boxes are stacked in App as well as responsive view

Flex

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

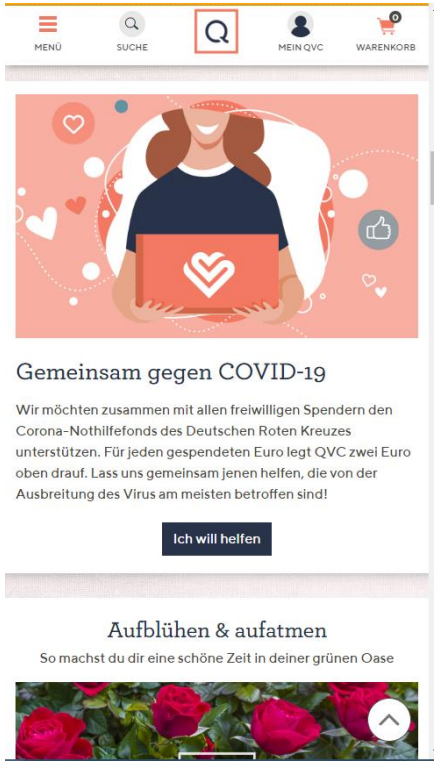
Gemeinsam gegen COVID-19

Wir möchten zusammen mit allen freiwilligen Spendern den Corona-Nothilfefonds des Deutschen Roten Kreuzes unterstützen. Für jeden gespendeten Euro legt QVC zwei Euro oben drauf. Lass uns gemeinsam jenen helfen, die von der Ausbreitung des Virus am meisten betroffen sind!

Ich will helfen

Gesunde Küche

Koch- & Backbücher



Flex

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

A stylish love affair

Delve deep into a Dark Romance with our edit of stunning fashion, accessories and jewellery in romantic florals, decadent textures and rich tones that'll revamp your wardrobe in an instant. Click on the images below to shop the looks.

A stylish love affair

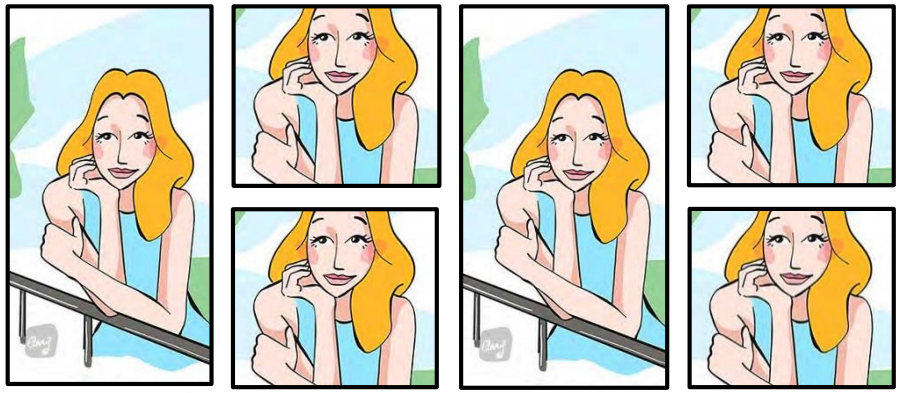
Delve deep into a Dark Romance with our edit of stunning fashion, accessories and jewellery in romantic florals, decadent textures and rich tones that'll revamp your wardrobe in an instant. Click on the images below to shop the looks.

Lifestyle Carousel

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

Lifestyle images Desktop sizes:
Rectangle: 562 x 1050
Square: 524 x 456

Columns: from 4 to 12
Clicks: one CTA or each box unique

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

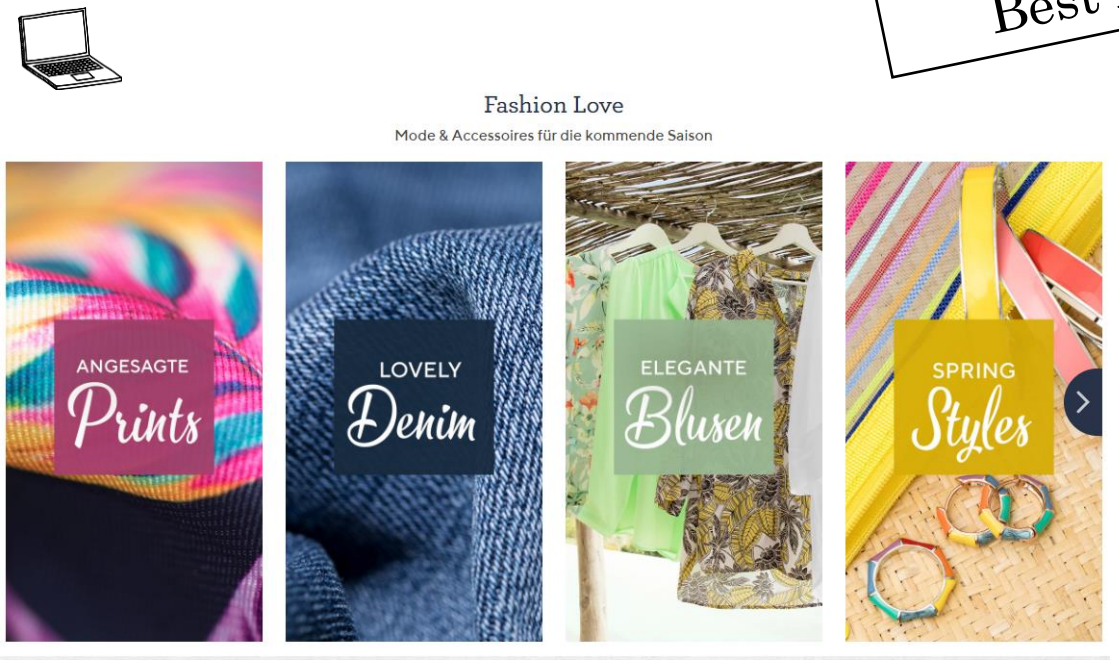
UK: copy is embedded to each panel

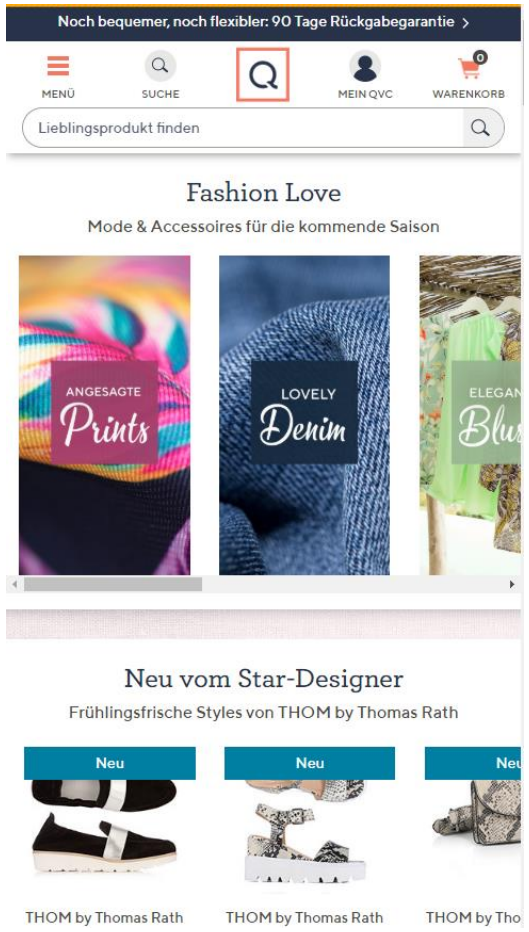
Less columns w/o sliding in App & responsive view

Lifestyle Carousel

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

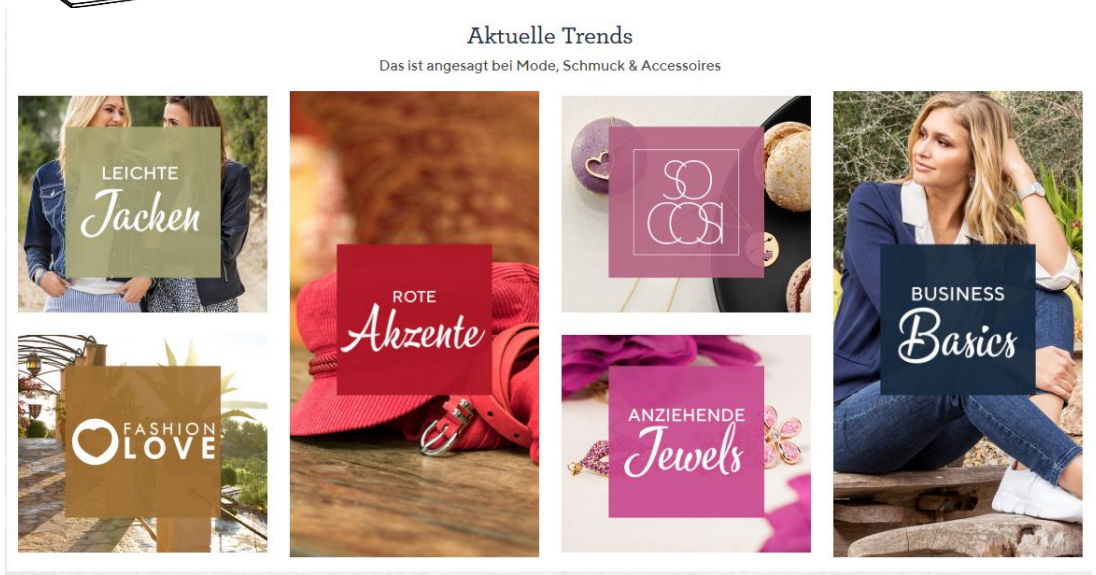


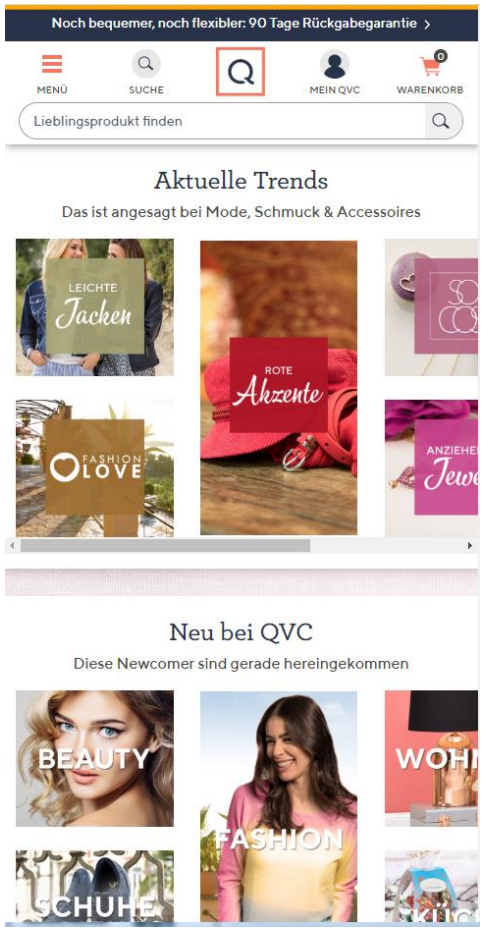


Lifestyle Carousel

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

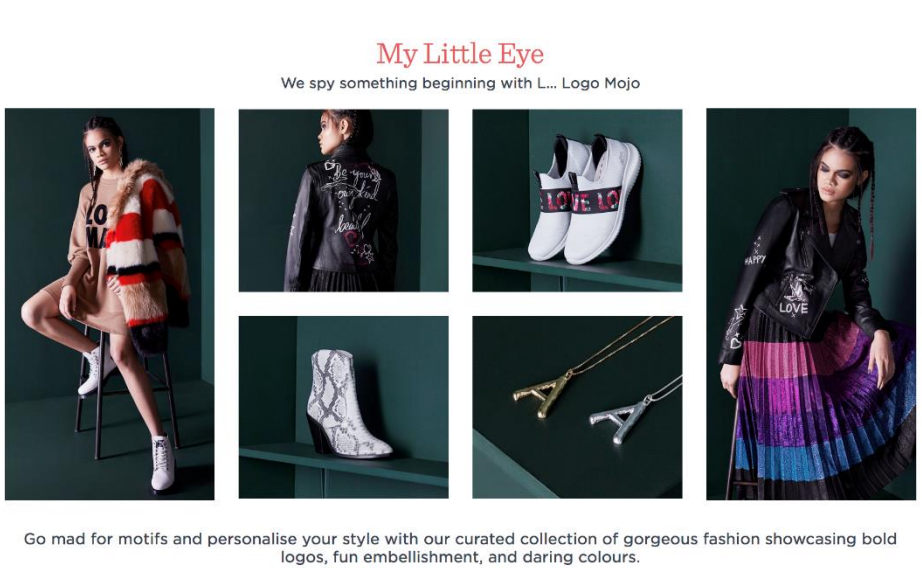


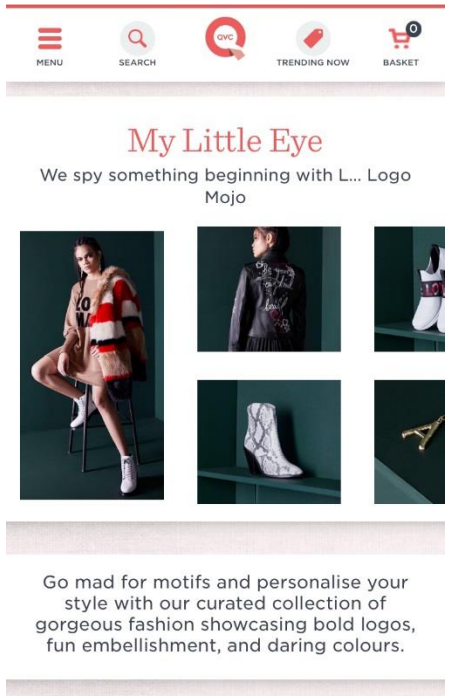


Lifestyle Carousel

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)





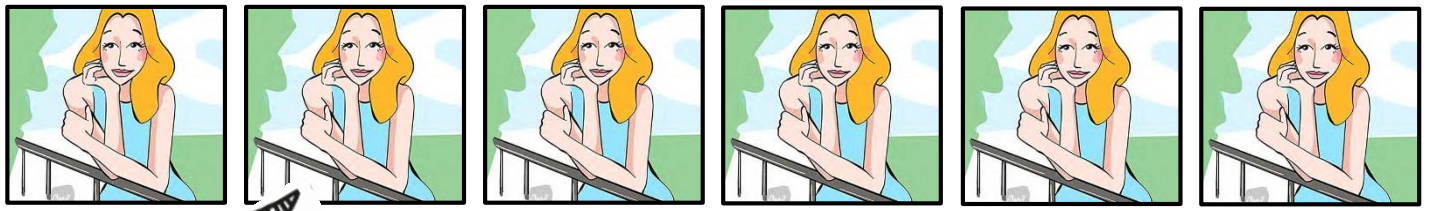
Featured Brands Carousel

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Intended for Meta pages, but can be used sparingly on other pages

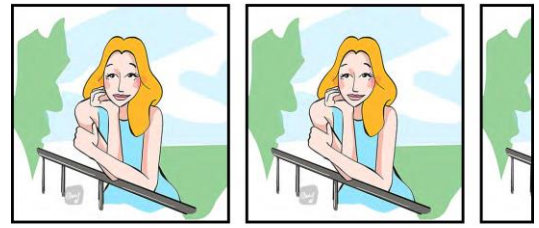
Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

Square image
Desktop size:
426 x 382 (each)



Brands: from 6 to 20 brands (one brand module per page max.)

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

Less columns w/o sliding in App as well as responsive view

Featured Brands Carousel

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Featured Brands Carousel

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Just discovering QVC?

Not to brag, but we've got the best brands - okay we're bragging!

dyson ELEMIS tarte LIZ EARLE NATURALLY ACTIVE it COSMETICS Apple ›

Just discovering QVC?

t to brag, but we've got the best brands - okay we're bragging!

dyson ELEMIS tar

Image Grid

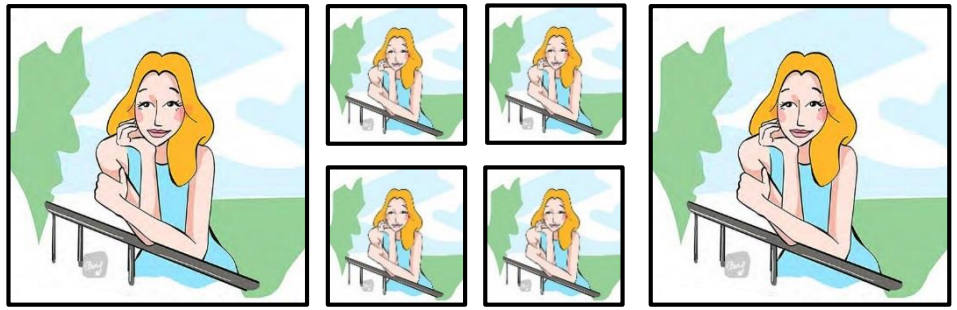
Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

In DE the Image Grid is not really used.

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

Square image
Desktop size:
760 x 760 (each)

Products: from 6 to 20 (10 minimum to accommodate for sell outs)

Attention!
The image for mobile version may be cut off or overlaid with text

Images are stacked in App as well as responsive view with same size for all images)

Container Strip

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters

Copy: 22

Copy: 22

Copy: 22

Copy: 22

Square image
Desktop size:
760 x 760 (each)

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

Attention!
The image for mobile version may be cut off or overlaid with text

Container Strip

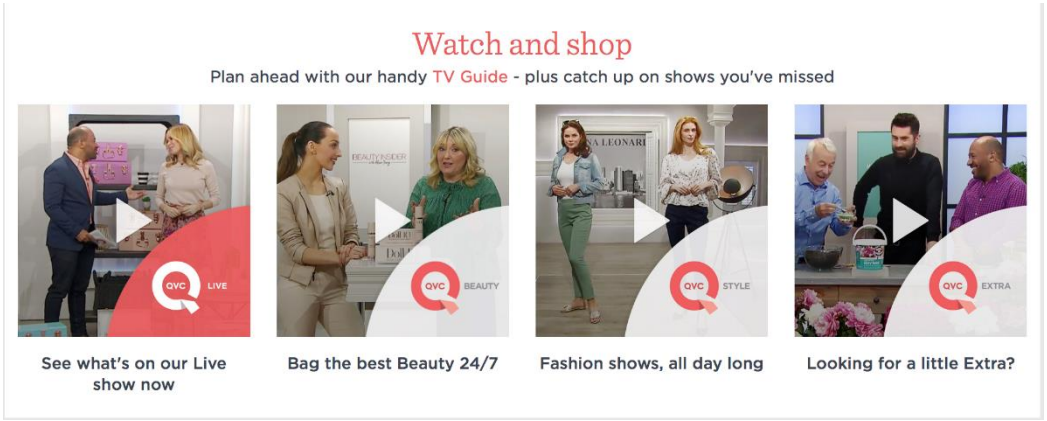
Best Practice

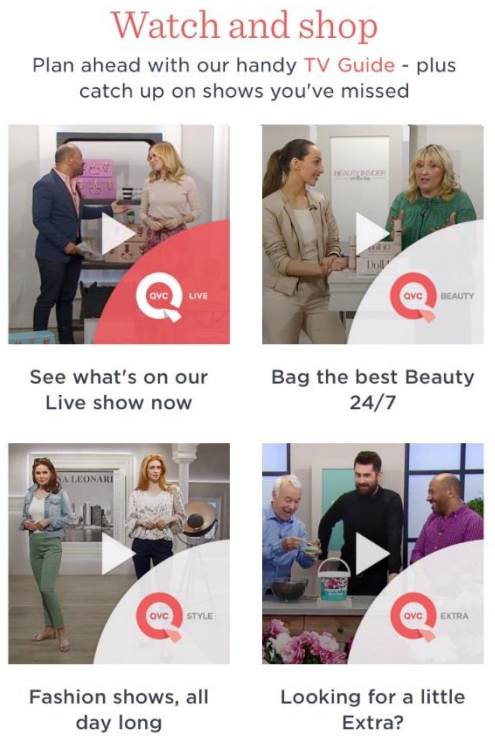
- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Container Strip

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)





Static Content

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters

Headline: 22 characters

Copy: maximum of 50

22

50

22

50

Image
Desktop size:
Rectangle: 1504 x 854
(safe zone 854 x 854)
Square: 760 x760

Attention!
The image for mobile version may be cut off or overlayed with text

Static Content

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Unsere Neuheiten

Sehen Sie, was frisch im Lager eingetroffen ist!

Brandneu
Die Newcomer der letzten 2 Tage

Wochen-News
Das sind die Neuankömmlinge der letzten 7 Tage

Monats-Neuheiten
Diese Hits sind in den letzten 30 Tagen eingetroffen

Köstliches kreieren

Profitiere von den Tipps unserer Küchen-Experten

8 und 19 Uhr im TV
Heute zwei Ausgaben unserer Kochshow

Produkt-Premieren
Neue innovative Küchenhelfer

Rezept der Woche
Köstliche Poke Bowl aus Hawaii

Unsere Neuheiten

Sehen Sie, was frisch im Lager eingetroffen ist!

Brandneu
Die Newcomer der letzten 2 Tage

Wochen-News
Das sind die Neuankömmlinge der letzten 7 Tage

Monats-Neuheiten
Diese Hits sind in den letzten 30 Tagen eingetroffen

Static Content

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Embrace the new season

Ready for autumn?
Our tidy-up range can help

Live with nature
Indoor plants for the house

Pick of the month
Security light with zero P&P

Embrace the new season

Ready for autumn?
Our tidy-up range can help

Live with nature
Indoor plants for the house

Pick of the month
Security light with zero P&P

Story

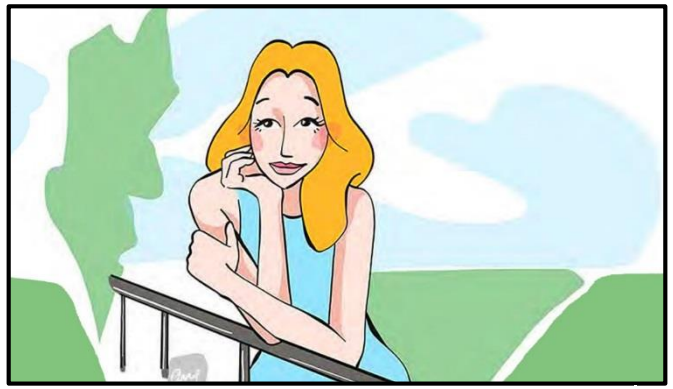
Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

In DE the story module is hardly used anymore. The Flex module has been switched here.

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [x] HP (App)
- [x] PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters



Headline: 22 characters

Copy: maximum of 276

CTA: 14

CTA: 14

Attention!
The image for mobile version may be cut off or overlaid with text

Rectangle Image
Desktop size: 1760 x 1006
Mobile safe zone: 927 x 1006

Video

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [ ] HP (App)
- [ ] PLP & others (App)

One video module per page
(technical limitation)
Default: user initiated play
+ sound on

Very rarely used
on homepage

Key frame image size: 1598 x 900
Play button for visual indication
Copy in responsive view below image

Video

Best Practice

- [x] HP (Web)
- [x] PDP (Web)
- [x] PLP & others (Web)
- [ ] HP (App)
- [ ] PLP & others (App)

Banner

Image sizes:
Desktop Image Size: 1140 x 300
Mobile Image Size: 640 x 250

Brand banner image sizes:
Desktop Image Size: 1140 x 270

Promo

Promo box image size:
Desktop Image Size: 600 x 600

POM Double image size:
Desktop Image Size: 550 x 300

Social Media

Social Media

Best Practice

TSV Postings

Example for TSV opener

Examples of Instagram Stories

Funpostings

Social Media

Best Practice

Campains & Events

Behind the scenes

Facebook

Avg. DE: 5 posts/day UK: 4
(Beauty DE: 6/month; ITY presenter pages: 4/week & presenter)

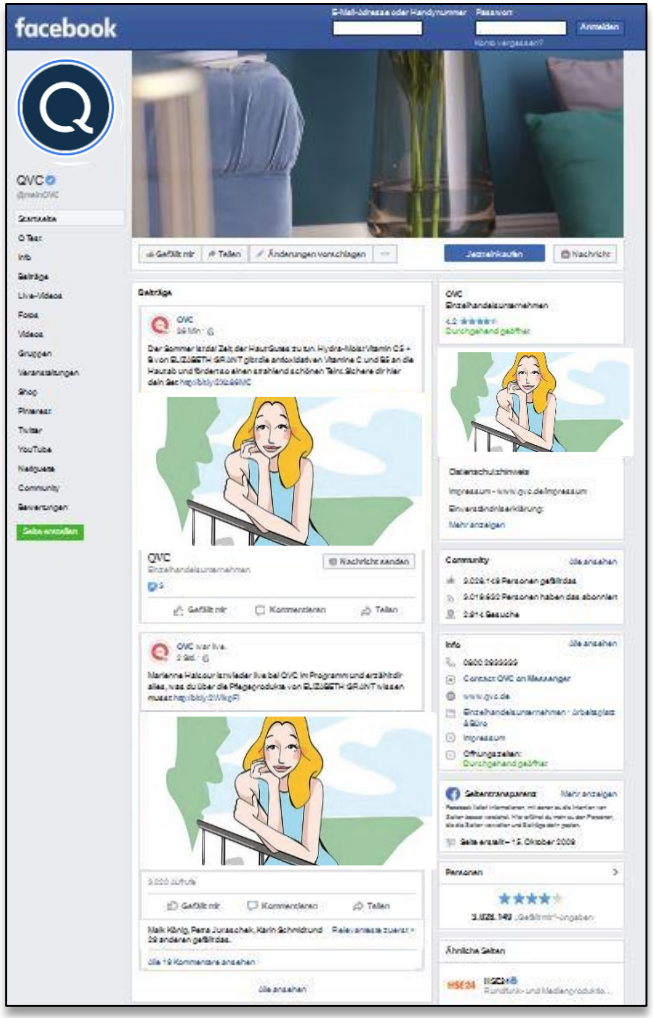


Image sizes:
1200 x 638
1200 x 1200

Video format: .mp4 or .mov, size: 16:9
Audio: usually with music, sync or V/O
Subtitles: DE: for all videos
UK: None
Length: as needed, 20 to 30 seconds on average
Topic: DE: Host or guest invitation for prize draws or other actions UK: Daily TSV posts & Facebook Live broadcasts plus bespoke, non-broadcast campaign promotional clips such as season fashion launches and My Little Eye

Facebook

Best Practice

Instagram

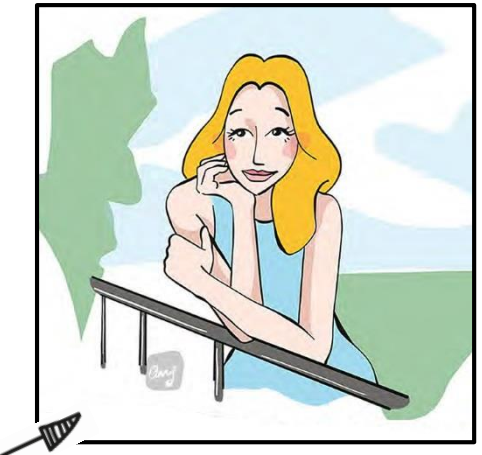
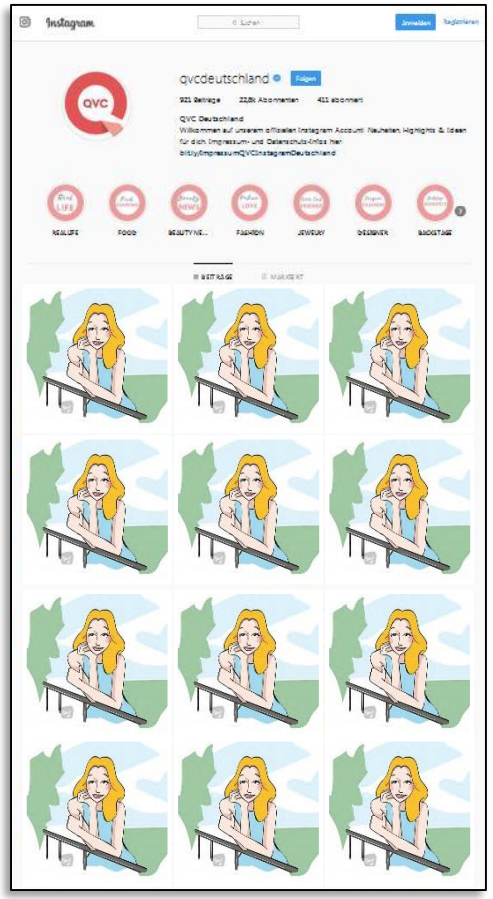


Image sizes:
1200 x 1200
Story size: 1080 x 1920

Avg. 3 posts/day (UK), 1-2 posts/day (DE), 3-4 posts/week (ITY) plus adhoc story (Beauty UK: 2-3/day; Beauty DE: 8/month; ITY presenter pages: 4/week & presenter)

Video format: .mp4 or .mov
Size: 1:1 (feed) / 9:16 (story)
Audio: usually with music or spoken sound or both
Subtitles: yes (feed) / no (story)
Length: max. 1 minute (feed) / 15 seconds per element (story, as many elements as needed)
Alternative: simultaneous posting of Facebook clips



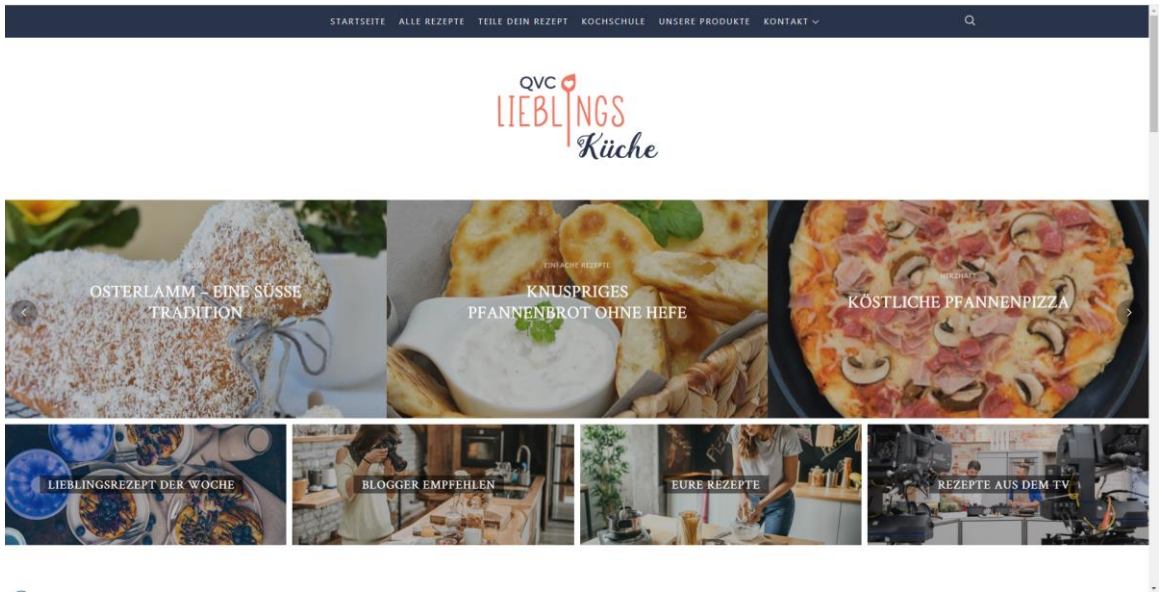
Instagram

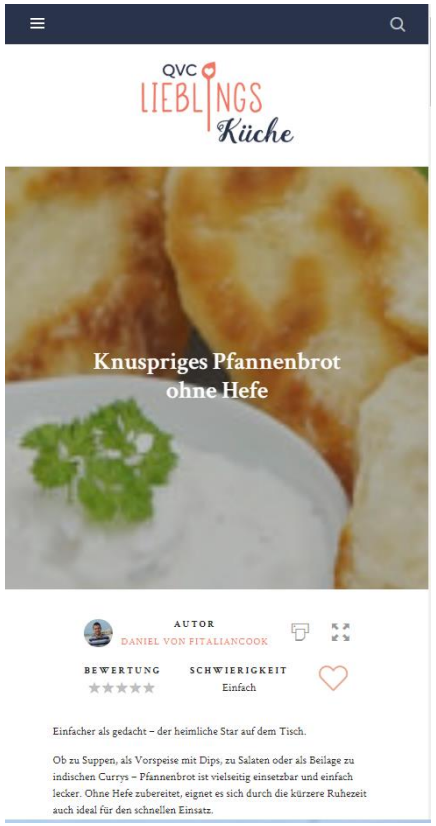
Best Practice

Blogs

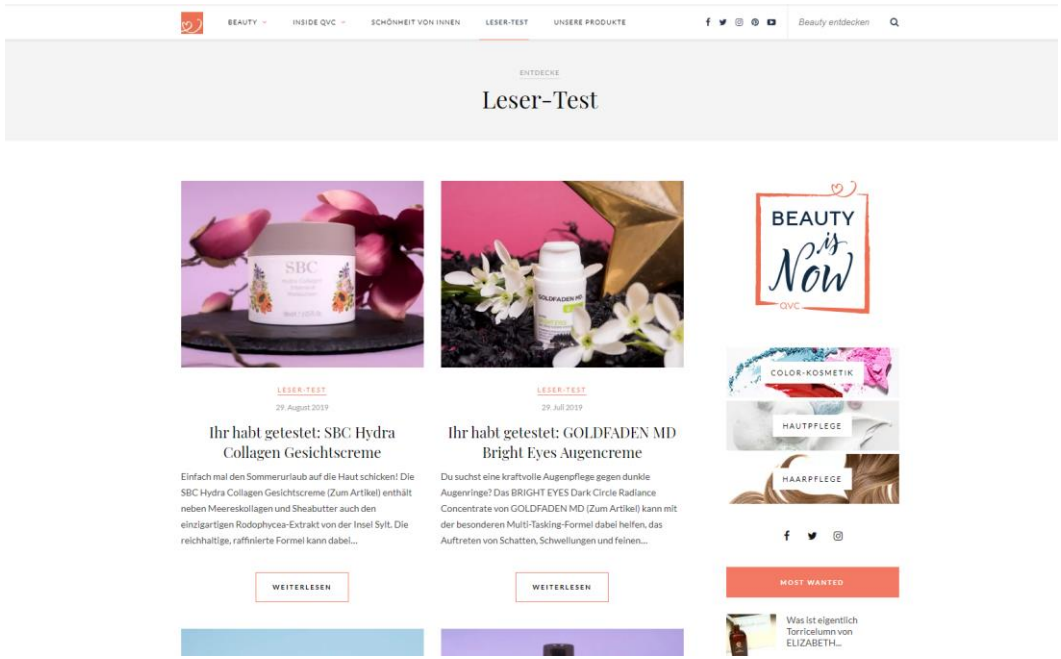
QVC LIEBLINGS Küche

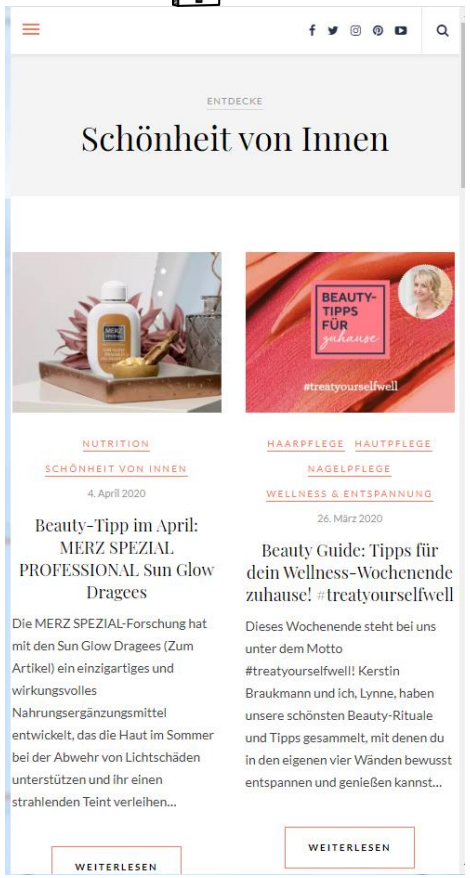
11 posts/month
(DE Kitchen blog)





Blogs



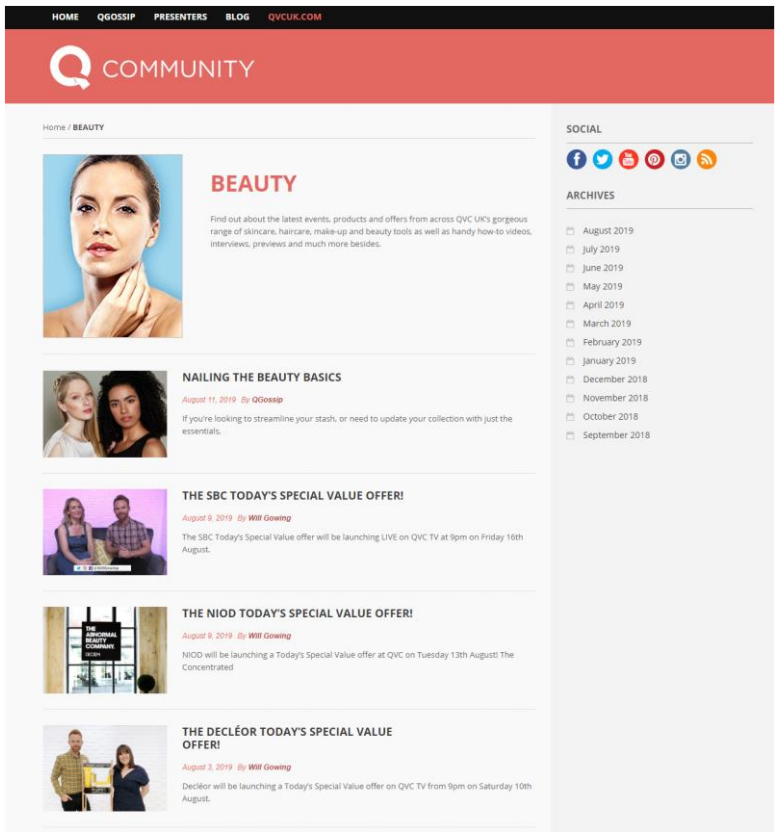


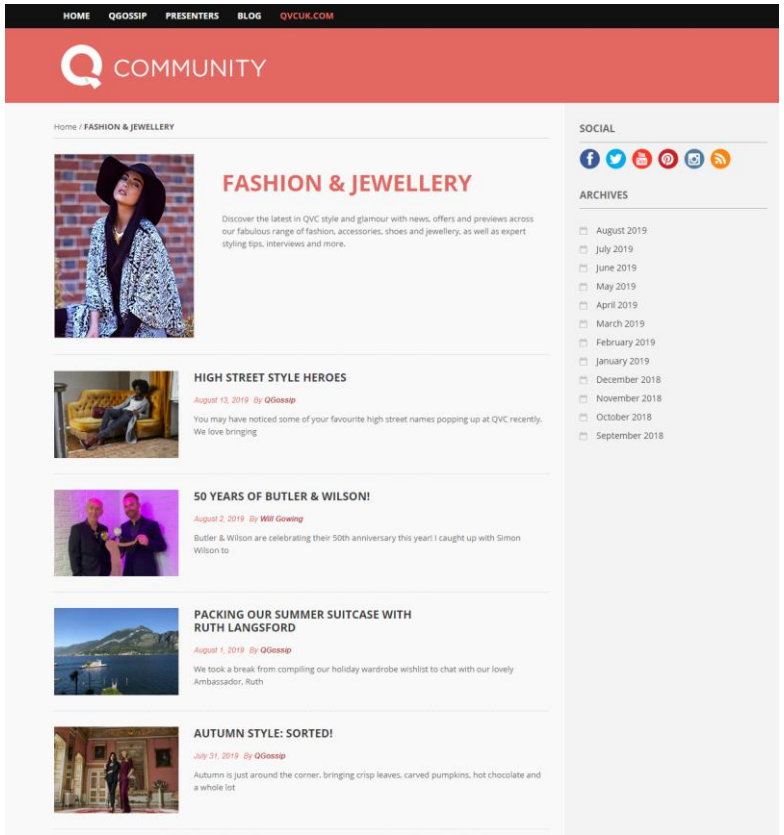
BEAUTY is Now QVC

Avg. 7 posts/month (DE Beauty Blog)

Video format (internal production):.mp4 or .mov, 16:9 size, with music or voice, usually w/o subtitles, but embedded text for tutorials, sometimes addtional versions with subtitles, 1 to 3 minutes long

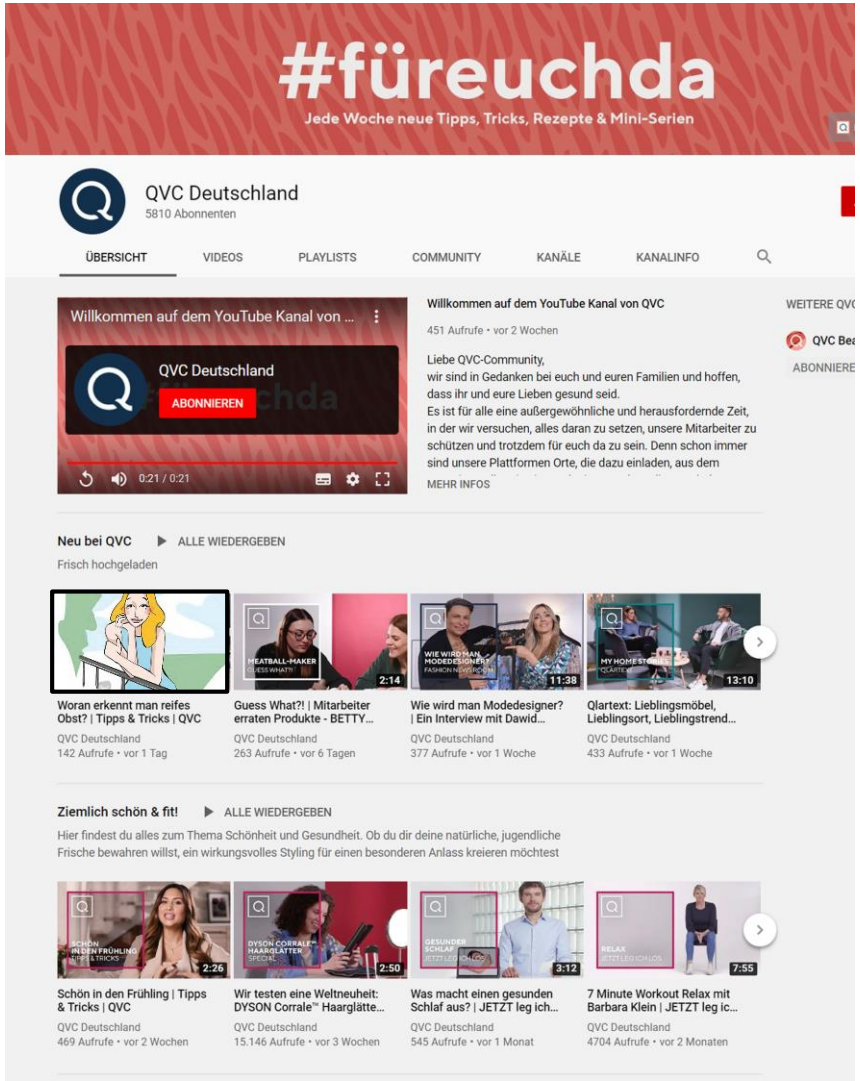
Blogs

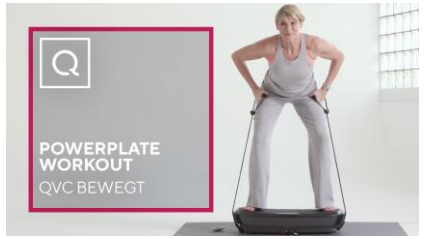




New Look & Feel is coming soon!

Youtube





New design of the thumbnails (adaptation came with the rebranding)

Image sizes:
1280 x 720

Newsletter

Newsletter types

DE TSV Newsletter

Footer

DE Special Newsletter

Footer

UK & DE:
- TSV (daily): 4 (DE) to 5 (UK) modules
- Special/Event (various): 6 (DE) to 10 (UK) modules

Only DE:
- Beauty (weekly): 4-5 modules
- Kitchen (monthly): 4-5 modules
- Program Guide (monthly) 4 modules
- Sale (weekly): avg. 3 modules

Only UK:
- Frequency: Daily TSV and pre-launch email, plus 4-20 additional emails per month

Newsletter modules

TSV

Image size:
640 x 400

STORY

Image size:
640 x 400

LSI

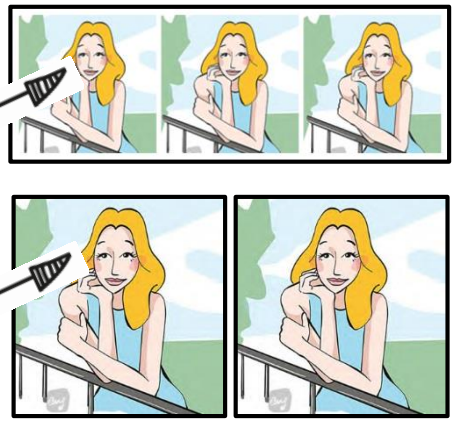
Image size:
640 x 328

Carousel

Image size:
457 x 457

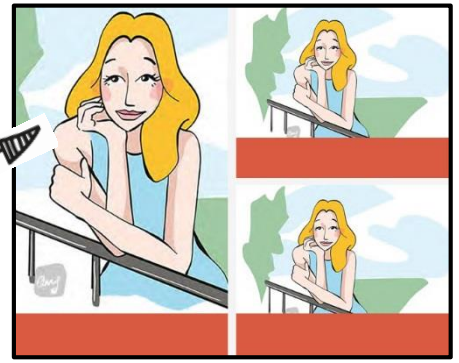
2 FLEX

Image size:
317 x 328



Static content

Image size:
315 x 516
(large) + 315
x 253 (small)

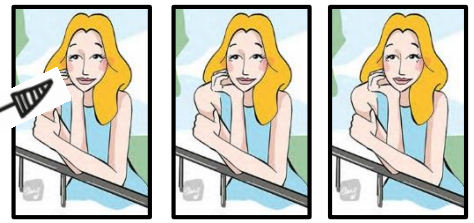


FOUR

Image size:
156 x 328

THREE

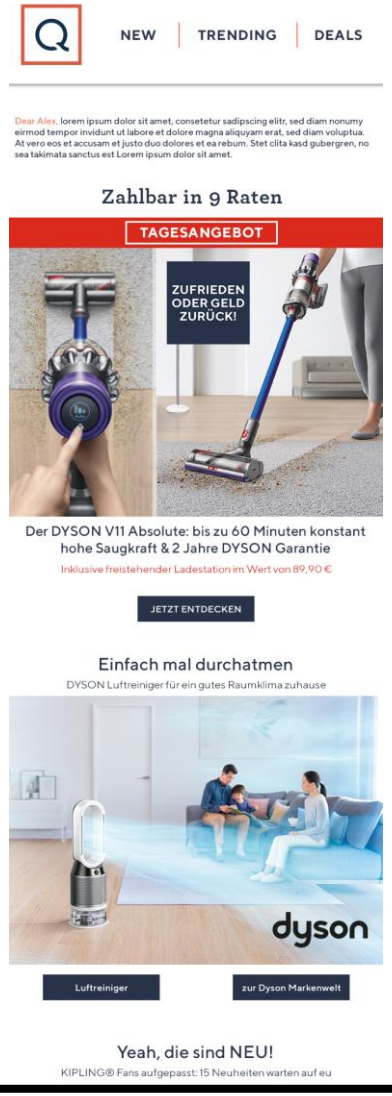
Image size:
210 x 328

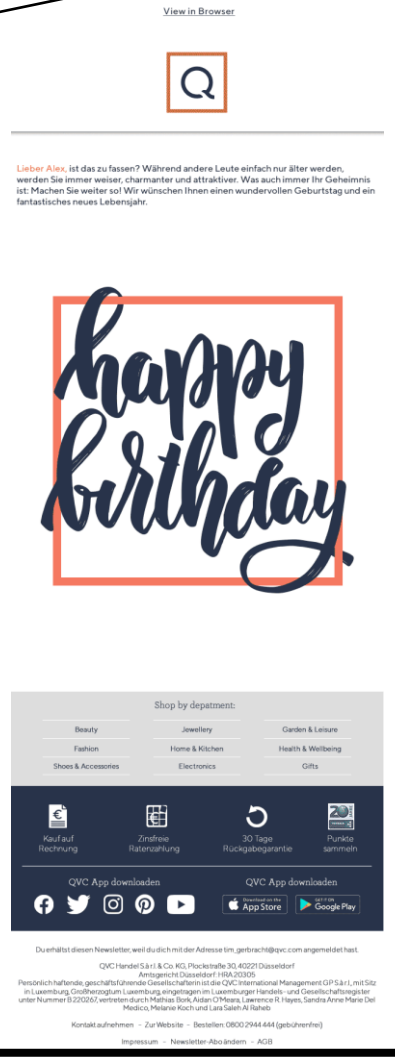


Copy: no specific character limits, but guided by mobile view: max. 1 line for headlines & 2 lines for subhead; intro only as required with max. 3 lines on desktop

Newsletter modules

Mock Ups Selligent





Newsletter modules

Best Practice

TSV

Image size:
300 x 370

Image size:
290 x 230

Image size:
600 x 200

Newsletter modules

Best Practice

Plus deals on Butler & Wilson and bedding
%%IGNORE%%View Online%%IGNORE%%

Today's Special Value | Today's Offers | New Arrivals | QCommunity

SHOP & SAVE *for Summer*
Earn a voucher worth up to £25
See terms

Today's Special Value®

Revitalash

Go to new lengths with the three-piece Essentials Collection from Revitalash, offering you bestselling formulas that work to enhance the look of your brows and lashes. Get yours today and save £90!

GET GROWING

Seasonal style

Update your autumn wardrobe with flattering pieces that bring out a whole new side of you.

SHOP THE TRENDS >

Adorn yourself

Spread the cost of sparkle with Butler & Wilson's fabulous designs in interest-free instalments.

SHOP THE RANGE >

Cosy up

Discover Cozee Home's irresistible new range of bedding, perfect for the cold weather ahead.

SEE THE LAUNCH >

Sleep deep

Give your bedding a well-deserved upgrade with soft duvets and pillows available in interest-free instalments.

SPREAD THE COST >

Just for you

An exciting web exclusive, shop Kim & Co's elegant new range for the upcoming season.

BE THE FIRST TO BUY >

On air

Join us weekdays @1pm

The Revitalash Today's Special Value offer ends at 11:59pm on Thursday 22nd August 2019. Saving is based on buying directly from Revitalash.
If you have any questions or suggestions, we'd love to hear from you.
You can unsubscribe from QVC updates here.
This email was sent to you by QVC UK, registered address: Building 8, Chiswick Park, 566 Chiswick High Road, London W4 5XU. © 1998-2019 QVC UK, Inc. All rights reserved.

A five-piece family suncare collection
%%IGNORE%%View Online%%IGNORE%%

Today's Special Value | Today's Offers | New Arrivals | QCommunity

Today's Special Value Pre-Launch
Click here at 9pm every day to see the offer

Today's Special Value®

Ultrasun

Available on Auto Delivery and in your choice of SPF 30 or 50 formulations, this five-piece Ultrasun collection works to keep you and your family protected from UV rays and you can save over £55 now.

BUY NOW

Electronics offers

Spread the cost of top tech with these instalment deals.

START SHOPPING

Feel your best

Health and wellbeing items to put on your radar.

FIND OUT MORE

Beautiful deals

Discover must-have beauty in interest-free instalments.

SPREAD THE COST

Get glowing

Create a dewy and radiant post-spa look.

SEE OUR PICKS

Latin Brights

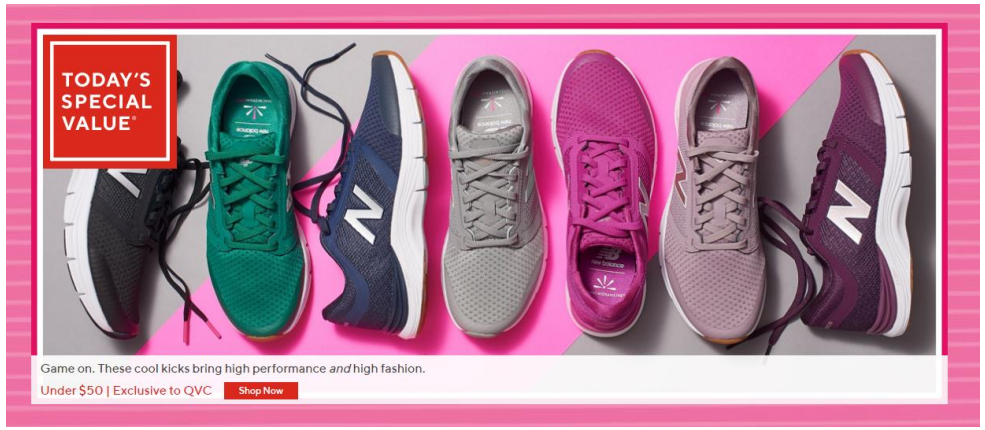
Get set to sizzle with bold fashion and accessories that are just perfect for summer.

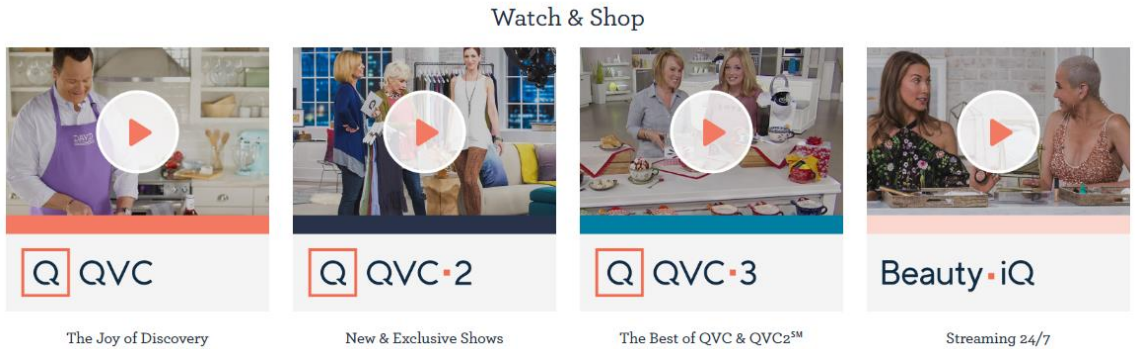
BE INSPIRED

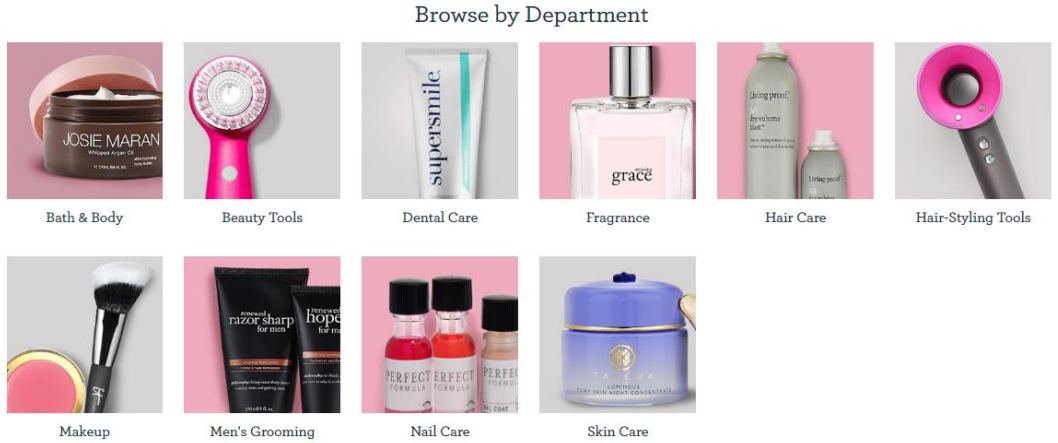
The Ultrasun Today's Special Value offer ends at 11:59pm on Wednesday 3rd July 2019.
Saving is based on buying the SPF 50 items individually directly from Ultrasun.
If you have any questions or suggestions, we'd love to hear from you.
You can unsubscribe from QVC updates here.
This email was sent to you by QVC UK, registered address: Building 8, Chiswick Park, 566 Chiswick High Road, London W4 5XU. © 1998-2019 QVC UK, Inc. All rights reserved.

Global Best Practice

QVC US


TODAY'S SPECIAL VALUE®
Game on. These cool kicks bring high performance and high fashion.
Under $50 | Exclusive to QVC
Shop Now


Watch & Shop
QVC
QVC·2
QVC·3
Beauty·iQ
The Joy of Discovery
New & Exclusive Shows
The Best of QVC & QVC2SM
Streaming 24/7


Browse by Department
JOSIE MARAN
supersmile
grace
Bath & Body
Beauty Tools
Dental Care
Fragrance
Hair Care
Hair-Styling Tools
Makeup
Men's Grooming
Nail Care
Skin Care

HSN

Best in **Beauty** Week (March 2019 attached):

• We are making some updates to the page for our upcoming event in August.
• In previous events she was most engaged with our calendar highlighting all of the deals at a glance. We made some edits for the March event based off of user testing but after digging into metrics we will be reinstating the calendar for August
• In March, she was most engaged with the brands navigation (26,433 Clicks; 7.41% Conversion). Saw success in moving that higher up on the page.

Shade Charts (IT Cosmetics example attached) – We wanted to execute a shade finder concept but were limited on resources to build out a tool so we had creative make shade charts for some of our best selling foundations. Customers can find their shade based off the shade they wear in their current foundation.
• Receiving pretty strong engagement. The Too Faced chart we created for the exclusive retail lead at the end of June has received 3,902 clicks with a conversion rate of 8.81%.

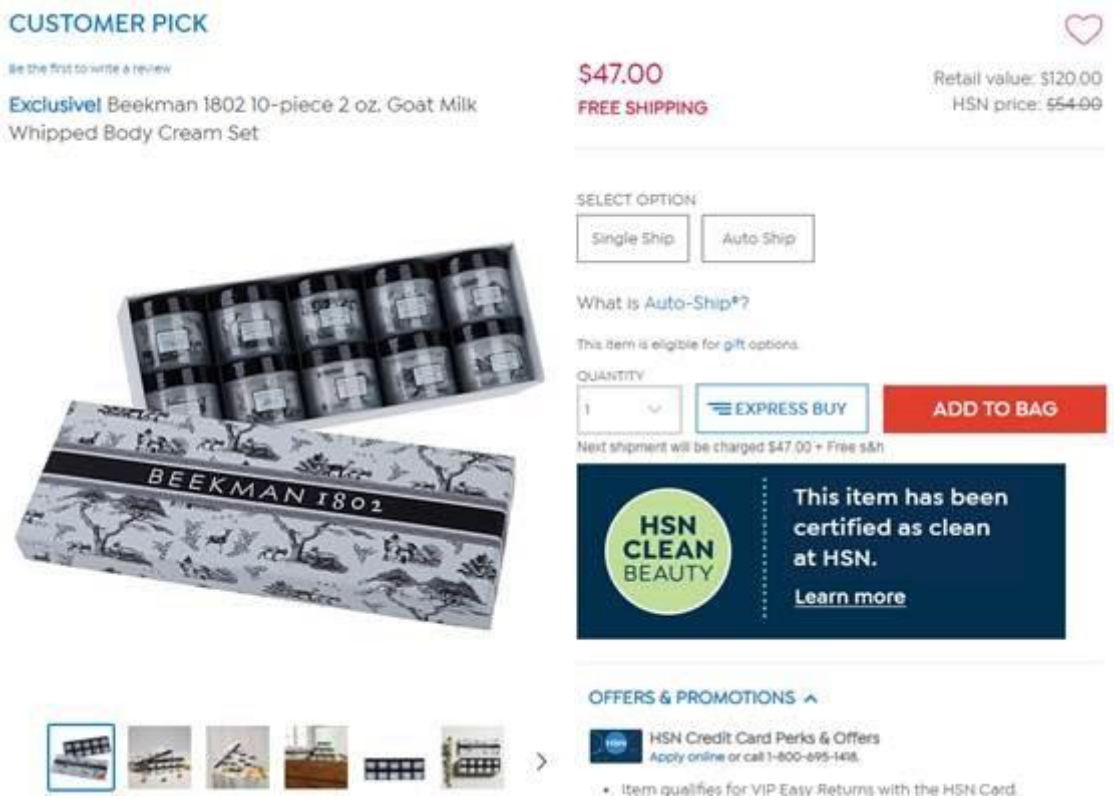
HSN

PD Banners – we always publish in the Above Promotions location to ensure these are visible on mobile.

Lancôme Beauty Box PD Banner:
- Qualifying Items:

Clean Beauty PD Banner:

On the Beautybox PD:



HSN

Fashion: Summer in 5 delivered **$297.5K** in BA sales!

Dooney & Bourke: $55.8K
Birkenstock: $90.5K
Pima Cotton: $22.1K
Dresses: $77.2K
Sets: $51.9K

Moved through 4.9K units of inventory
Helped Footwear and Accessories exceed BA plans and narrowed the gap on Apparel's slight miss to plan

Top revenue driver included support for sets and Dooney on Facebook
Dresses and Lemon Way were top engagement drivers on Facebook Support for sets drove most shares on social
Dooney & Birkenstock were top engagement drivers on Instagram

	Results
Total Engagement	5.8K
Engagement Rate	2.0%
Total Impressions	294K
Total Sales	$3.4K

Visuals could also be used for QVC

Thank you!