

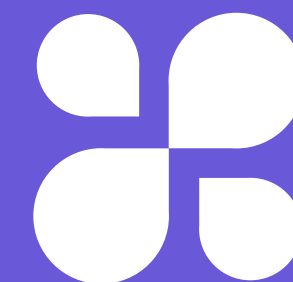
**OCTAADS MEDIA'S  
STRATEGIC AFFILIATE  
MARKETING INCREASES  
QVC'S BRAND  
PRESENCE IN ITALY.**



# About QVC

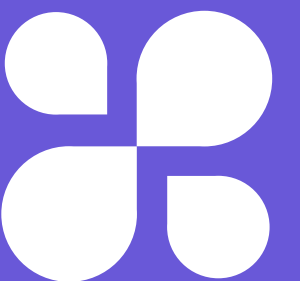
**QVC is the world's leading video and ecommerce retailer, offering a curated collection of desirable brands to millions of customers around the globe each day through broadcast, Internet, and mobile sales platforms.**

**QVC is available in more than 360 million homes worldwide through its broadcast operations in the US, UK, Germany, Japan, Italy, France and a joint venture in China. In 2016, QVC shipped approximately 183 million units globally.**



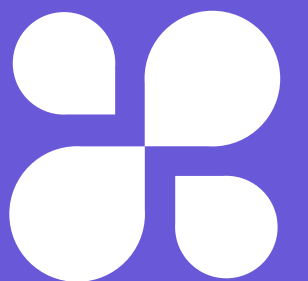
# About Octaads Media

OctaAds Media is an Digital Marketing company that helps advertisers boost online Sales, Marketing, Business Intelligence, Increase Engagement and Conversions, Build Your Happy Audience & 24/7 Support Availability. At Octaads Media, we specialize in creating and managing high-impact digital advertising campaigns that maximize brand visibility, engagement, and, most importantly, return on investment. Our proven track record includes successful collaborations with various renowned brands and a network of affiliates that spans across diverse industries.



## Problem

QVC, encountered challenges in establishing a distinctive brand identity and building a strong connection with potential customers in the Italian market.



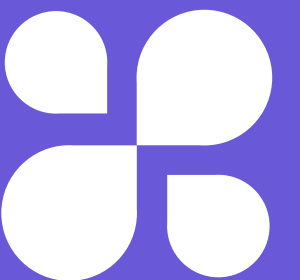
# Solution

OctaAds Media, a prominent digital affiliate network, identified the issues QVC was facing and proposed a comprehensive branding strategy to enhance the brand's presence in Italy.

The key elements of the solution included

- leveraging OctaAds Media's extensive network of affiliate partnerships to reach a larger audience,
- Crafting compelling messaging that resonated with the local market,
- And optimizing the online presence to improve user engagement and conversion rates.
- The approach involved creating localized content

OctaAds Media collaborated closely with QVC to understand its unique value proposition and tailor the affiliate marketing strategy accordingly.



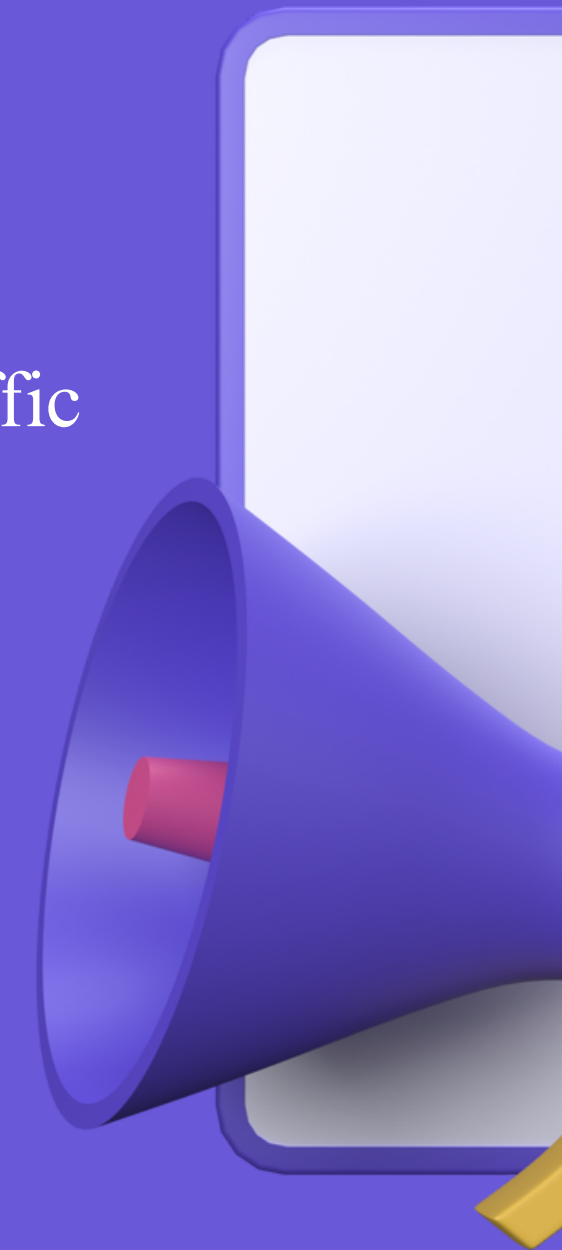
# Outcome

The implementation of OctaAds Media's strategic affiliate marketing approach showed significant positive outcomes for QVC in Italy.

- The brand experienced a notable increase in online presence, with a surge in website traffic attributed to the targeted affiliate efforts.
- The conversion ratio saw a substantial improvement as the tailored messaging and engagement strategies resonated effectively with the local audience.
- The brand experienced increase in revenue after collaborating with octaads.

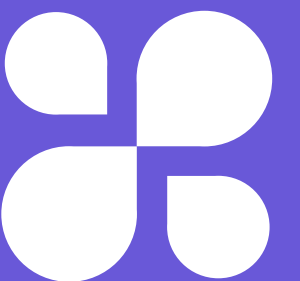
By fostering meaningful partnerships OctaAds Media played a pivotal role in boosting QVC's brand visibility in Italy, helped QVC establish a distinctive identity and connect with potential customers on a deeper level.

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# Conclusion:

The collaboration between OctaAds Media and QVC demonstrates the effectiveness of understanding the unique needs of the target market, utilizing localized strategies, and leveraging affiliate partnerships to enhance brand visibility and drive conversions. This case study serves as a testament to the impact of a well-executed affiliate marketing strategy in overcoming branding challenges and achieving significant business outcomes.



Thank  
you!