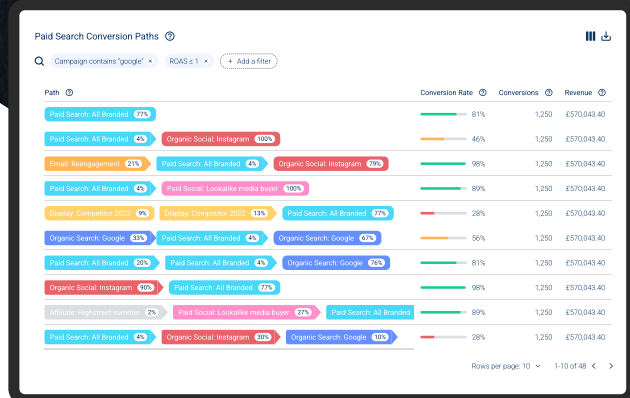


# QVC Germany see their true customer paths and reduce CPA by 46% with new AI attribution platform



## The Client

QVC Germany is a branch of QVC, a world leader in video commerce, which includes video-driven shopping across linear TV, ecommerce sites, digital streaming and social platforms. QVC has retail operations in five major countries and reaches more than 200 million homes.

QVC Germany were looking for an attribution solution to replace their existing 'Last Click' reporting in a GDPR compliant manner. Being fully aware of the impending removal of third-party cookies, they engaged with Corvidae as a truly cookieless attribution solution.

## The Challenge

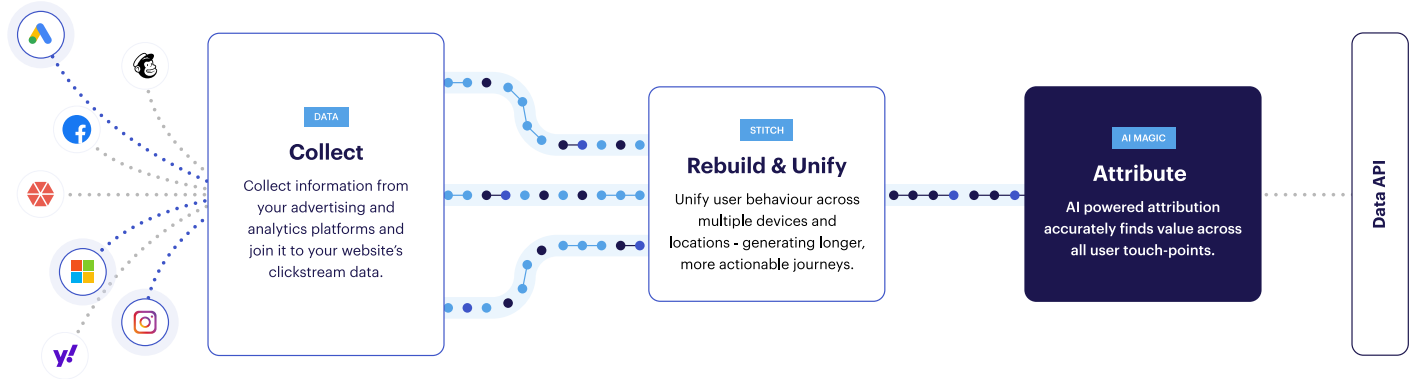
In addition to using a Last Click attribution model, QVC Germany also used Acoustic Analytics and a custom internal reporting system - prior to transitioning to Adobe Analytics.

With multiple platforms in play, it was imperative for the team to have a single source of truth that would put an end to the 'over-reporting' that was taking place due to a number of siloed systems. Corvidae was able to provide that unbiased, channel agnostic view of activity right across their marketing mix.

# The Solution

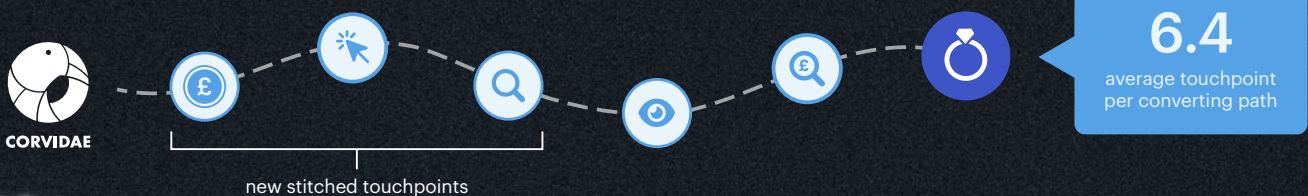
As with every Corvidae project, our first port of call was to consider the integrity of the data being used. This meant adopting a cookieless approach to collecting and 'stitching' together customer journey paths.

This enabled the Corvidae team to use our patented AI-led approach to rebuild QVC Germany's analytics data. Producing anonymised customer journey paths which trebled the length of customer journeys - when compared to previous analysis.



With a journey length 3 times longer than before, we were able to feed these paths into Google Ads. Highlighting Ad auctions in those paths that drove conversions which previously had been seen as wasted clicks. This allowed a true picture of the campaigns that were having an impact earlier in customer conversion journeys - which were being seen as short, failed conversion journeys by cookie-based systems.

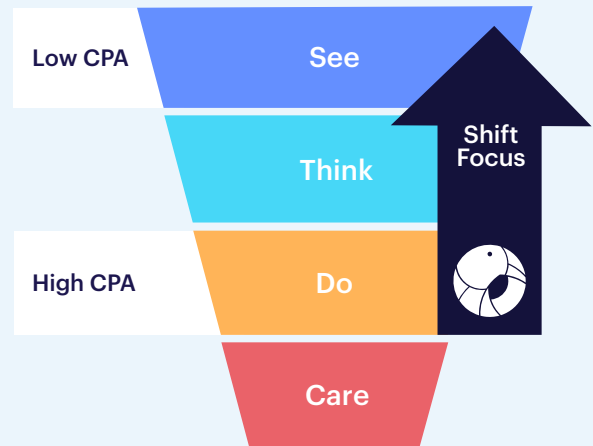
Using Corvidae's journey data as the primary path, we selected 8 campaigns to run A/B tests on. Each campaign's audience was split 50/50 between Google Ads' Data Driven Attribution model and the Corvidae AI model. The Corvidae model produces longer, more complete user journeys - the trial is intended to identify whether targeting those early touchpoints will result in performance uplift. With a view to identifying if cheaper auction bidding was possible with the longer Corvidae paths.



## The Impact

The results were significant. The immediate effects that were seen included:

- Customer Acquisition Cost **reduced by 46% for Google Ads activity** by replacing cookie-based journeys with Corvidae conversion journeys
- An **increase in ROAS of 89%**
- CPC was **reduced by 34%**
- Played a **key role in customer acquisition** which has strengthened QVC Germany's customer base



## Key Results



After only 90 days Corvidae had 're-stitched' customer journeys to 3x the length of cookie-based systems and QVC Germany were able to **reattribute 34% to the appropriate marketing activity.**



**96% Data accuracy**



**Path Lengths x 3**



**Single path reduction of 70%**

*"QVC Germany's customer journey lengths have doubled and we have been able to reattribute 34% to the right channels.*

*With this new view of the user path, Corvidae enabled us to directly feed the re-built journeys into Google Ads.*

*From this, we are seeing a 46% reduction in new customer acquisition costs and an improvement in ROAS of 89%.*

*It's fair to say, working with Corvidae throughout 2023 and 2024 has been game changing for us, and we look forward to a long and fruitful relationship with the team!"*

**Kristina Neumeyer**  
Performance Marketing Manager  
QVC International DE/UK/JP/ITY



**CORVIDAE**

### Discover Corvidae: For Attribution That Works

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