**QVC Cashing In On The Second Screen**

A focus on real-time data is one reason why the 24/7 pageant of panini makers, flameless candles, anti-aging creams and ankle boots has, despite QVC’s fusty reputation, quietly outmaneuvered other retailers in remaking itself for the digital era. QVC has seen online sales soar to 45% of its total U.S. sales by trailblazing on one of the most vexing challenges in retail today: getting people to buy, not just browse, on their phones and tablets.

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<https://www.washingtonpost.com/business/economy/qvc-the-unlikely-juggernaut-of-mobile-shopping/2015/10/29/afac5c00-6eba-11e5-aa5b-f78a98956699_story.html>