

# What you need to know about QR codes

Receive up to 173% more scans with four simple tricks

1

## Encourage your customers

Invite users to interact with your Code by placing a short call to action like "Scan me" next to it.

2

## Communicate the added value

Explain how your customers benefit from scanning your Code, for example by adding a hint like "Get your 10% discount now".

3

## Design your QR Code

Uploading a logo right into your Code will create trust, underline your Corporate Design and attract your target group even more.

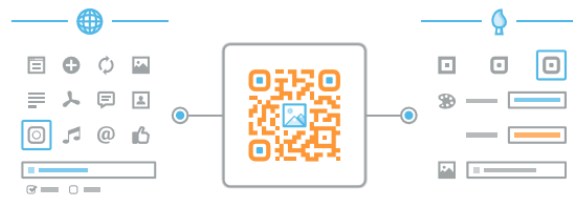
4

## How large it needs to be printed

There is nothing worse than a brilliant looking Code with promising content that does not work. Print it at least 2 centimetres wide and ensure that everyone is able to scan it with any device and app.

## Create your QR code for free

The screenshot shows a web-based QR code generator. At the top, there are tabs for different content types: URL, VCard, Text, E-mail, SMS, Facebook, PDF, MP3, App stores, Images, and Multi URL. The 'URL' tab is selected. Below the tabs, there is a text input field labeled 'Website (URL)' containing the text 'http://www.example.de'. Underneath the input field, there are radio buttons for 'Static' (selected) and 'Dynamic (What does dynamic mean?)'. A green button labeled 'Create QR code' is positioned below the input field. To the right of the input field, there is a large QR code. Below the QR code, there are links for 'JPG | EPS | SVG' and a 'Download' button. At the bottom right, there is a link for 'Embed QR code'.



### QR CODES CREATION

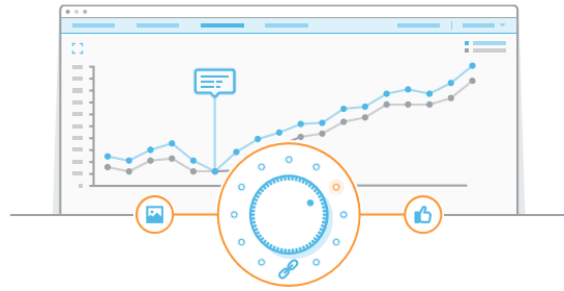
## Select function and design

Choose from a variety of functions: from displaying an interactive Facebook Like button to encoding a price list in PDF format. These innovative functions will surprise users and motivate them to scan the Codes. In the next step, customize the generated QR Codes by selecting colors and shapes and inserting your company logo. Or simply by using one of our ready-made design templates.

## SUCCESSFUL QR CODE CAMPAIGNS

### Track campaign performance

After the campaign starts, you can track the scan statistics - how many times, when, where and with what devices the Codes have been scanned. So you can notice any changes in performance immediately. All information is presented in the form of easy-to-understand graphs and charts. The statistics also include raw data tables, downloadable in PDF or CSV format.



## IMPROVED FLEXIBILITY

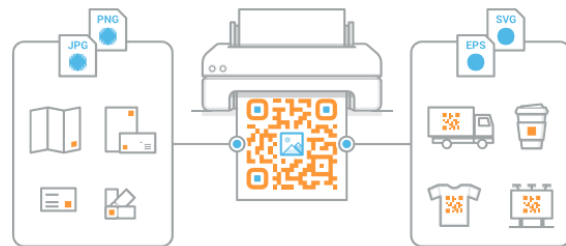
### Respond to last-minute changes

With Dynamic QR Codes, you have full flexibility, because only a short URL that points to the content is encoded. Thus you can modify the stored links or files without having to generate and print the Codes again. This will save resources and enable you to respond to any changes in the campaign as quickly as possible.

## FOUR HIGH-QUALITY PRINT FORMATS

### Choose the best option

You can download the Codes in several pixel and vector file formats: JPEG, PNG, EPS and SVG. All files are high-resolution. Select the best option for printing QR Codes in any size, color and on any medium, with no compromises on quality.



## ACCOUNT SHARING

### Work together

Organize effective teamwork around QR Code campaigns with our flexible account sharing options. Inviting other employees to share your account only takes seconds. You can add several users, either as administrators or just with statistics viewing rights. This way you streamline your campaign planning and make cross-departmental cooperation easier.

## CUSTOMER SUPPORT

### Get help whenever you need it

Do you have a question? Get in touch with our friendly Customer Support by email or telephone. Take advantage of our online Support Center with FAQs, How-to guides and ebooks to get advice and creative ideas. We help you to excel at QR Code Marketing.



### The key to a successful QR Code campaign

#### Analyze your QR Codes

QR Codes are measurable - Get to know how often, where and when your customers scan your Codes. Print several dynamic QR Codes on different marketing media and see where your target audience is reached most effectively. Dynamic Codes are a great tool for receiving quantitative statements for your general advertising success.

