



The business case for QR Codes

Introduction:

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QR Codes are small two dimensional barcodes that can be read/scanned by smart-phones. These codes can link to a variety of content, including web pages, videos, contact information or more. They provide an easy method for scanning and accessing additional information.

QR Codes have been around since 1994, first gaining popularity in Japan. In recent years these codes have made their way to the United States and are growing in popularity. The purpose of this paper is to provide additional information about QR Codes, to help you determine if these codes are right for your business.

1. Audience Size:

Recent reports by comscore.com show that over 65 million people in the US already own phones capable of scanning QR Codes. This number is expected to increase this year, with the Nielsen Company predicting that by year's end over half of all US citizens will own a phone capable of scanning a QR Code. The number of people who can scan these codes is rising quickly, as is their appetite for mobile content.



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2. Use Cases:

QR Codes provide a number of interesting potential use cases. These codes work best when used as a means of providing additional information about a product or service, but can also serve as a great method for distributing coupons. This paper will cover some basic use cases of QR Codes. For more up-to-date information as well as case studies, check out our QR Code information page at <http://www.thinkroth.com/blog>.

Video: QR Codes that lead to videos can provide additional information as well as a unique experience for those who scan the QR Code. Video based QR Codes can be effective in many business areas, but are most effective with print advertising. Adding video content to a print ad can help bring your product to life. A print ad with a car can be interesting, but adding a QR Code with a video can bring that car to life.

Mobile Website: QR Codes that lead to mobile websites can be a great way to provide additional information about your product to customers looking for more information. A mobile website allows you to display relevant information, as well as engage with potential customers/clients in a new way. Mobile websites accessed via QR Code are valuable for almost every industry. The possibilities range from providing additional information needed to make a buying decision, to using them to provide



digital users manuals. This can be valuable before the purchasing decision as well as after.

Contact Form: QR Codes that lead to contact forms can be a great way to get opt-in contact information from customers interested in your product/service. This can be used as a way to send them additional information, product release information, etc. Combining a contact form with a mobile website or video can be even more effective.

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Mobile App: QR Codes can offer an easy way to have people download a mobile app. If you've developed a mobile app and want to make it easy to access, a QR Code on print material can provide an easy way for customers to download and try your app. This can be a very easy yet powerful distribution method.

Coupon: Mobile coupon use is on the rise, and QR Codes can help increase that use. The code can be associated with a mobile coupon site. Scanning the code could bring up a mobile coupon that could be saved on the customer's mobile device. This gives the customer an easy way to keep the coupon and makes them more likely to use it because it's always with them. Expiration dates as well as other coupon best practices could (and should) still be employed.



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3. **Business Benefits:**

Analytics: QR Codes offer a level of data tracking that's unavailable in print media. These codes (when properly set up) can allow you to track how many total scans a QR Code gets, how long the average person spends on the site as well as the general location of those who are scanning. While the code itself can't give you specific user information (phone number, email address, etc), it is easy to include a contact form to collect opt-in user data, and with a compelling offer (coupons or additional information for example) many people are more than willing to share their information with you. The ability to track aggregate data (i.e. total scans) gives you the information you need to help improve your marketing efforts.

Better Advertising: Adding videos and specially designed mobile pages to advertising, with the use of QR Codes, allows you to engage with your customers better. These elements help you enhance your advertising, and help you stand out from competitors. Better, more effective advertising improves your advertising ROI.

Happy Customers: QR Codes give you a way to help further educate potential customers. This means they end up making a better, more informed decision, which makes them less likely to be upset with their purchase in the future. Happy customers tell more friends about your



product and spend less time dealing with your customer support staff. This also helps build customer loyalty, helping generate repeat business.

Conclusion:

The number of people with the ability and desire to scan QR Codes is large and growing. These codes allow an unprecedented means of engaging with both prospective and current customers. They can add an extra dimension to print media and strengthen a marketing campaign. Most importantly, QR Codes help improve marketing ROI and strengthen brand loyalty.

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