

QR Codes Report Overview

Introduction

- What is a QR Code?
- How QR Codes work and how they are created.
- How QR Codes are used and how they can help your business.

Getting Started: Guidelines for Using QR Codes

- Be good to your viewers. Augment reality . . . Don't distract from it.
- Make the landing page of your QR Code live up to its promise.
- Design and test your landing page with mobile viewers in mind.
- Start at the level that is best for you.
- The best time to start.
- Mobile Marketing is Mobile: QR Codes and Other Options.
- Tracking and Analytics:
What you can learn about the viewers who use your QR Codes.

People Who are Using QR Codes Now

- Companies
- Other fields: What marketers can learn from them.
- U.S. compared to other countries.

The Fun Factor: Creative Uses of QR Code Design

The Future: What's in store for mobile computing?

Appendix: Try It Out: Create a QR Code with Tracking Metrics