

The Code 2Know Questions

1. Can a purl be incorporated in a QR Code that will take the individual person to their PURL?

- Using purls in QR Codes is one of the primary use cases. QR Codes can store both generic and personalized URLs. The URL's are imbedded into the QR Code. Most campaigns using this approach achieve at a minimum 3-5 times response rates from what they were previously receiving.

2. Can you please explain the difference between a QR Code and a Microsoft TAG?

- They are basically the same thing except that TAG claims they place a watermark on pieces for the added value of security. QR Codes offer security on their PURLs with a user name and password. QR Codes also have a wider acceptance.

3. Can you use a QR Code to drive to drive a customer to an order/catalogue order?

- Yes. You can drive them to any site you like. In addition there is an added value of tracking and measurement that QR Codes and the Marketing Dashboard offer.

4. How much info can be contained in a QR Code?

- A QR Code can hold information in both directions, horizontally and vertically. It holds up to several hundred times more info than an ordinary bar code. A QR Code can hold up to 7,089 characters in one symbol.

5. Is the marketer able to capture contact info such as email, phone or does the person needs to enter that information?

- When the recipient of the QR Code scans the code, they will be directed to the purl and be required to input information such as name, email, phone number, etc.

6. Is everyone's QR Code on the webinar a different graphic or is there a PURL in each?

- A unique purl is created for everyone in the database. While each code may appear to be the same, there are subtle differences which make them unique. There is a different graphic image that is embedded in the data base.

7. Does MindFire generate QR Codes for PURL campaigns?

- Yes that is what the solution does as a part of the campaign creation process.

8. Why use a QR Code over a generic URL?

- For a more personal experience where you can leverage what you know about each individual and tailor-design offers to individuals vs. the mass audience. Studies show that an increase in response rate can be achieved from 51-237% over a generic URL. Today it is all about ROI.

9. What advice do you have to overcome the challenges posed by smart phones?

- It comes down to proper planning and designing a campaign that meets certain objectives.

10. Can you use various QR Codes to measure effectiveness of different trade publications?

- Yes, Absolutely. That is one of the primary reasons to use marketing touches like the QR Code. However, you must have a marketing dashboard to provide all of the results. You need to make sure your provider has the ability to track everything in real time through a campaign dashboard. Rider Dickerson's solution has these capabilities.

11. Have studies been conducted on the growth of smart phones?

- Yes, currently 30-40% of phones in the United States are smart phones. The availability of unlimited data and text messaging plans has pushed usage beyond voice to text messaging and internet access. It is one of the fastest growing areas.

12. When you say you can see who clicked what do you find out about the customer?

- It depends on the design of the campaign. You can see the different browsers that people use to respond on, how much time they spent, how they responded to any questions, and much more.

13. Does the customer login provide you with any personal information such as previous purchases?

- If it is tied to the database that way then yes it can provide that info plus provide specific offers that match their preferences.

14. Who programs the info into QR Codes?

- It is a fully automated process handled by the software used by Rider Dickerson.

15. What is the best site to create a QR Code on?

- It depends on the objectives of your campaign. There really is no best site or campaign in which to use a QR Code. The power of the QR code is the ability for the marketer to interact with respondents on their smart phones.

16. Is a QR Code similar to a Q-CAT?

- No they are not similar at all. A QR Code is a marketing tool with a great deal of use cases. QR Codes are used in marketing campaigns as a tool to communicate information to customers. A Q-Cat is a barcode scanner which communicates back the information you scan to a central server. Each scan you make with a Q-Cat is monitored.

17. Are there any special printing devices needed or can it be printed on digital including ink jet?

- The QR Code does not require any special devices to print, but the clarity of the QR code is very important. You need to make sure your provider is testing the readability of the QR codes before they are produced and distributed.

18. What areas of the actual code are needed to scan?

- The entire code is important and needs to be read. The QR Codes generated by Rider Dickerson are PNG or JPG images and are 150 X150 pixels, with a minimal approximate area of 1.22 sq. inches. This is the recommended size for printing and is readable by most scanners.

19. Can QR Codes add additional material to direct mail pieces?

- Yes that is a very effective part of the direct mail campaign and QR Codes can drive responders to any type of site.

20. Can you have a graphic or a logo in a QR Code?

- Yes you can, but it is not completely advised. It is important for the QR code to be readable by a smart phone and any other images incorporated into the QR code can have a potential negative effect. That is not the true intent of the QR Codes. You should use the graphic on the landing pages or personal site that connects with the responder.

21. What are the demographics/ Age of those using QR Codes?

- All over the spectrum. We are seeing all age groups using their smart phones in this way.

22. What is the difference between a QR Code and a bar code?

- A QR code is a 2 dimensional matrix barcode that can store information. By carrying information in two different directions, a QR Code can carry up to several hundred times the amount of data carried by an ordinary barcode.

23. What format is the data collected in?

- QR Codes are capable of handling all types of data. There is a great deal of flexibility using a QR Code compared to an ordinary barcode. Using QR Code generator software you can store data such as contact information, calendar events, URLs, phone numbers, email addresses.