CRACKING THE CODE
ALL YOU NEED TO KNOW ABOUT QR CODES

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UNITED STATES POSTAL SERVICE

What is a QR Code?

A QR code is basically a link in a barcode format

1. **Download a QR Reader on your smart phone for free**

2. **Open the QR Reader on your phone**

3. **Point your phone's camera at the QR Code**

4. **Your phone will go to the webpage that the QR Code specifies**

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QR Code Examples

Statistics & Usage of QR Codes
Still in their Beginning Stages

Statistics & Usage of QR Codes
Demographic

0-17

18-34

35+

Statistics & Usage of QR Codes
Location

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QR Code Best Practices

Include a **benefit** to scanning the QR Code

QR Code Best Practices

Use a mobile web site or web page

GOOD

BAD

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QR Code Best Practices

Capture leads from your mobile landing page

Are QR Codes Worth the Investment?

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