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Only a few years ago, the QR codes seemed to be "next big thing". Windows store, food labels, flyers, magazines advertisements - those distinct small squares in black and white were everywhere, in leather for our attention. And while small entrepreneurs and Marketers thought they had hit the jackpot, the tendency of the QR code has not become popular with consumers as some had expected. A 2013 survey has found only 21% of American smartphone owners who have ever scanned a QR code, and only 2% states to scan a QR code at least once a day. You might think that, in an era in which consumers tend to keep their smartphones at all times, an application that connects physical and digital worlds - Type of Instagram, Fitbit, and thousands of other apps - would take flight. But I'll be honest here: I've never scanned a QR code in my whole life, and I'm rather experienced technology. I can't even call a friend to scan a QR code, not even. But I realize that I am a sample of one of one, and I heard that people claim - the marketers in particular - that QR codes are still alive and wells. I found myself thinking, could it also be possible? Download our free guide here to learn how to create QR codes for yourself. So I decided to look for successful stories and data to see if I was informed or the QR codes are really still one thing. Although I hardly find a point of data that was less than two years old, I will tell you what I found, what I think it means, and what Marketers should do about it. As I said, this is not an easy question to respond due to limited data. But the data I found suggest that QR codes are not widely used. For example, the search for Inc's 2012, found that 97% of consumers do not even know what a QR code is. The Digital Business Analytics CompaniesCoreA € has found that 6.2% of the public of US mobile devices is scanned a QR code on their mobile device in 2011. Since 2011, the number of mobile users has increased, especially among the population Younger, while QR codes seem to have maintained constant popularity and visibility. According to the COMPORE report, the number of people who have scanned a QR code seem to be postponed since 2012: A, as the number of smartphone users continues to rise, the number of consumer scan QR codes remains the same. Is the trend out of fashion, or some of them actually see the real success? After all, it is understandable that we are constantly looking for ways to fill offline and online marketing in our world-led world - so for us, the links you can "click" in real life are a godsend. MarketingCharts data suggest that the average vision of marketing on QR codes is "somehow contrasting with consumer statistics. While relatively few consumers say actively scanning QR codes, marketers are finding them to be a marketing tactic Effective mobile. " To be specific, marketers who responded to a survey on the efficacy experience of QR codes as a mobile marketing tactic, 29% of them rated very effective QR codes, and another 66% actual. So what does this data mean? Basically, QR codes seem to work for that small stagnant population that knows how to use them. While QR codes are not "dying", they are certainly not flourishing. The question is why, given how many consumers have smartphones nowadays. What happened? There are a number of reasons why QR codes could go "out of fashion", but the most important is probably that they are often abused. They are in the stations of in which there is wifi, on television spots that have an air time of a second or two, and some of them lead to broken connections or landing pages that are not optimized for mobile. Once a consumer is disappointed by the mobile experience behind a QR code, it may never scan one. There, for those of you who correctly use QR codes and offer great mobile experiences behind them, this is probably a lot Frustrating. "But even when QR the codes are used correctly by companies, bigger big Caching is the Manya not know how to use them properly. They have been recently adopted in the United States and have not really broken out of the tech-savvy crowd. A And even though mobile devices incorporated a pre-loaded version of a barcode reader in their SYSTEMA (Apple's built-in book, not the same camera), is that is not very widely knownA or used.A it turns out that the action of pulling out the phone, opening a QR code reader, you hold the camera up from the app a QR code with a steady hand, and pressing a button is not super intuitive - so you should probably adjust your marketing strategy accordingly. What's a marketer to do? Marketing believe that QR codes are alive are already drinkingA incoming marketingA Kool-AIDA - they're just trying to use a channel not in line to drive site visits.A So, what are other ways to bridge the gap online / offline and attract more people to your website? A practical solution is to block a memorable short URLs and give people the URL. Consumers are becoming more familiar with their smartphone, and nowadays, by typing a URL in a mobile browser is not a problem for most people. Just make sure that these URLs are short and that they contain a UTM unique tracking code so you can measure your success. (Customers HubSpot: You learn how to create a tracking URL for a landing page in HubSpot here.) And, also QR codes, there are other effective ways to attract people to your website, you add on Twitter, or buy your product - you can click here for some ideas. If QR codes are a part of your marketing strategy and are believed to bring success, I suggest that you run a test of A or two B / to gauge their effectiveness. For example, at your next event, you could include a QR code on the middle of your programs, and a small, easy to remember URL in the other half, is the link to the same page on your website. Putting UTM separate CODESA monitoring the link QR code and URL shortened so you can compare how many people visit from each, and voila - you can see if the audience likes to use QR codes. Just because © QR codes do not work for some companies it does not mean it does not work for you, and this type of testing is the only way to know if it works for the unique audience. What do you think? QR codes are dying? A, originally published on August 14, 2014 8:00:00 am, updated July 28, 2017 by Mely Parker i Chips Somodevilla / Getty Images NovitA / Getty Images A QR code can look like blocks of black and white, but it quickly directs you to website. The integrated camera can be used on the iPad with an app to scan QR codes, and display information. Several functions are available in barcode readers, depending on what you download the App. Many applications available in iTunes can be downloaded to the iPad. They not all are optimized for the larger screen and other features of the iPad, though. Watch the requirements listed on each app to see which hardware will be executed and if it is optimized for the iPad. Quick Scan by iHandy Inc. is a free QR code reading app which can also scan business cards. To use QuickScan, start the app and place the code in the box on the scan screen. When the scan is completed, other actions such as storing contact information or visiting a website can be done within the app; You don't have to close it. Quick Scan has four-and-a-half out of five stars with a lot of feedback. And it optimized for the iPhone 5, but will work on an iPad as long as you're running iOS 4.3 or later. QR Reader for iPhone Tap Media Ltd. can scan Codes, barcodes and URLs; Scanning, start the application and align the code with the line on the center of the screen. The application can also create PDF files from elements in it. In addition to its scanning capabilities, QR reader can export and share data on the acquired elements. While the app is free, you can update it and remove ads for 99 cents or add a cloud function for 99 cents. QR Reader for iPhone is optimized for iPhone 5 and requires iOS 5.0 5.0 A later version of iOS. QR code city scanning scans a code when positioning the code in the center of the scan screen after opening the app. View the text from a QR code, start the site from the QR code or requires you to use another app to view the information, depending on what the QR code contains. Scan includes a kiosk mode that blocks the scanner when you use it as a display in an event. Scan is free in the App Store and has a four-star and a half-star rating of five. Requires iOS 5 or a later version of iOS to work on your iPad. Consider the price, reviews and extra functionality of the QR code scanner when you decide which app downloaded - there are a lot to choose from the Store app. The reviews can address if the app works well on the iPad, compared to the iPhone and iPod. Free apps can be processed without risks but, on the other hand, apps with a cost can include additional functionality. Read the description of the app and check screenshots before downloading it to your iPad. Those small squares in black and white are taking over! Each newspaper drips with them can be seen in art galleries and shaved in the soccer player heads. Obviously someone thinks they are a good idea, but many people seem to become very irate for them the same mention. Here is my rapid guide to the top ten myths on QR codes. It is true that the most popular use of QR codes is for URLs, but in fact they can contain any type of text. This means that you can use them to send emails, text messages, indicate geographical locations, access wifi, or even make a phone call.2. No one is scanning QR Codesit is a popular meme that QR codes are carried out by excessive enthusiastic marketing departments despite nobody scanning. Public statistics can be difficult to find, but TFL QR codes in London are scanned from about 10,000 people per month. The Orpedia has allowed exhibitions in the Miro Museum have been scanned over 12,000 times. Isn't it nice to point your phone to a poster and break it slip the information? Well, yes, but it's very expensive and really unpractic. It requires a lot of centralized infrastructure and high calculation power. There is also the difficult question of homiographic disambiguation - computers find truly misleading to say the difference between ! The | or even 0 and O.4. NFC kicks the ass of QR codesahhh. NFC. The "cold fusion" of the mobile world. As cold fusion will revolutionize the industry and it's just a few years away! Unfortunately NFC has been a few years later for the last decade! There are practically no NFC phones on the market and tags are expensive. Almost all the telecameraphones can have a free QR scanner and the codes are cheap to generate and print. Know how can you scratch CDs and play again? They contain errors correction which means minor defects can be easily ignored. The QR codes incorporate the same technology - meaning up to 30% of a code can be damaged or obscured and the code will still be scanneable.6. QR codes look like boringhere are not necessary for QR codes to look boring. You can combine a variety of colors and logos in a QR code - do not remember not to obscure the three corner squares. Take a look at these examples: from left to right: the Branding QR of France at the Mobile World Congress; Sky; Hot red chili pepper 7. QR codes can be inverted. No they can not. Don't even try this. Some QR scanners will attempt to reverse the image, but the majority will not be able to cope with use the most controversial. Because it is so easy to generate QR codes there is a trend for people to put them very badly. QR QR. On the advertising billboards that are too high for anyone to scan, codes on motorways when cars travel too quickly for scanning, codes that lead to non-mobile websites, hidden codes behind other objects - the list is almost infinite.conclusionqr the codes They are in an unstoppable increase are used by both great and small companies, they are used by activists and individuals, they are on billboards and badges. They are free of use, and customers seem to have taken a shine to them. QR scanners now work regularly among the best apps downloaded from App Stores. So, I say that it is time to embrace the QR codes throughout their block glory. Jump aboard the QR revolution and start scanning! Scan!

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