



QR Codes

Maximize engagement with static or personalized QR Codes. Increase and track the response to mail through our custom reporting dashboard to see various types of scan data including who scanned.



Increase Interaction

Technological advances enhance direct mail's effectiveness because they bridge the gap between the print and digital world. Using QR Codes and digital integration techniques increases the likelihood that prospects will engage with the content and take the desired action.



Attribution

QR code scans report on the effectiveness of marketing efforts and which campaigns are driving the highest response. Tracking personalized QR codes gather valuable data about marketing respondents such as their location, demographics, and behavior to better understand the audience to tailor future marketing efforts and sales follow up.