

OUR BEST PRACTICE TIPS TO EFFECTIVELY USE YOUR QR CODE

Thank you for downloading your QR Code from www.unitag.io!

The ZIP-file you just downloaded contains everything you need for your mobile project:

1. Your custom QR Code in 300px size
2. Two ready-to-use QR Code thumbnails (in portraits & landscape formats, with optimized design) that you can directly integrate in all your print and web media for maximum impact.

CHECK LIST

To create effective QR Code campaigns, you need to consider some essential elements. Make sure you follow the simple steps below for your QR Code success:

- Test your QR Code for **scannability** with multiple readers and devices.
- Print/Display your QR Code with a minimum size of **2cm** (1 inch) square.
- Arouse mobile user's **curiosity** and interest by placing a call-to-action near the code.
- Guide users with **short instructions** and a download link to the QR Code Scanner app.
- Use high resolution QR Codes for **print quality** if your need to print/publish your QR Code.*

* You need a Basic, Live or Business account to access this functionality. More info [here](#).

✓ Best Practices

Simple call-to-action teasing the benefits of scanning your QR Code

Short how-to statement explaining how it works and the app to use.



Custom design for eye-catching and appealing QR Codes.

For more quick tips and smart QR Code uses on how to create, manage and use QR Codes effectively, download our free guide "[The 10 commandments of QR Codes](#)".

Any question ? Feel free to drop us a line or simply give us a call at +33 9 70 80 53 43.

CONTACT US