# Key findings



**98% of marketers** report a positive impact from QR Codes

QR Code usage is widespread, with marketers deploying codes across social media, digital ads, packaging, and print. 60% plan to increase usage further, and 56% expect higher revenue this year.



**75% of consumers** scan for information, creating a content-to-context opportunity

Getting more information is the top reason consumers scan, ahead of discounts and payments. But only 36% of marketers use QR Codes to deliver it. Matching content to context closes this gap



**83% of consumers** are willing to share data, making QR Codes a first-party data channel

Consumers are willing to share data with consent (42%) or an opt-out option (41%). QR Codes give marketers a direct line to first-party data, but only 34% clearly disclose how that data is used.



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