



Interesting use cases: Media & Internet

A news channel displayed QR Codes during live programming to promote subscription upgrades. Viewers could scan the code on their phones without interrupting what they were watching. This made it easy to turn viewers into paying subscribers.



A kids' entertainment brand placed subscription QR Codes where parents evaluated value on toys, books, and free content. By targeting decision-makers at high-intent moments, they converted interest into subscriptions while kids drove demand.

