

UNIQUE **Angles**

THE BLACK FRIDAY & CYBER MONDAY PLAYBOOK IS HERE



Last month, we gave you a pulse on what shoppers expect and what marketers actually do during the frenzy of Black Friday & Cyber Monday (BFCM).

This month, we're diving deeper into why people are scanning QR Codes, why they may not scan, and how trust plays a bigger role than you think.

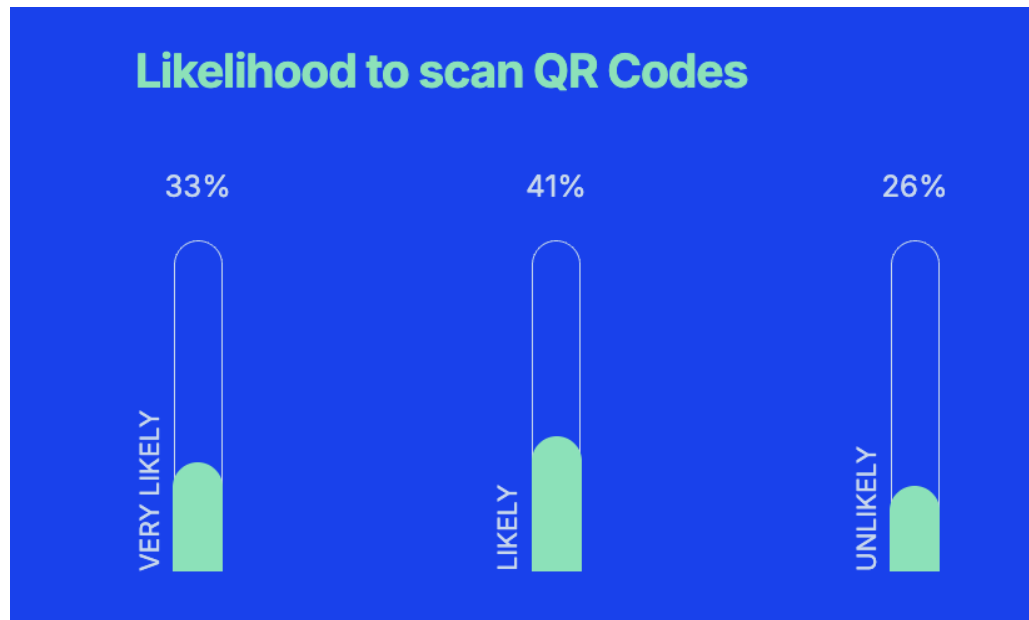
Because here's the thing: shoppers will scan a QR Code but only if you earn their time, attention, and confidence.

BFCM shoppers don't all scan the same way. Their likelihood, motivations, and frustrations vary across ages, genders, income groups, and regions. Knowing this can help you sharpen your campaigns for the right audience.

We don't want you to take our word for it. We want to give you insights fresh from the end users.

We asked 1,000 U.S. shoppers about their BFCM scanning habits. Here's what stood out 🙌

📱 Who's scanning?



74% of consumers are likely to scan a QR Code (33% very likely, 41% likely)

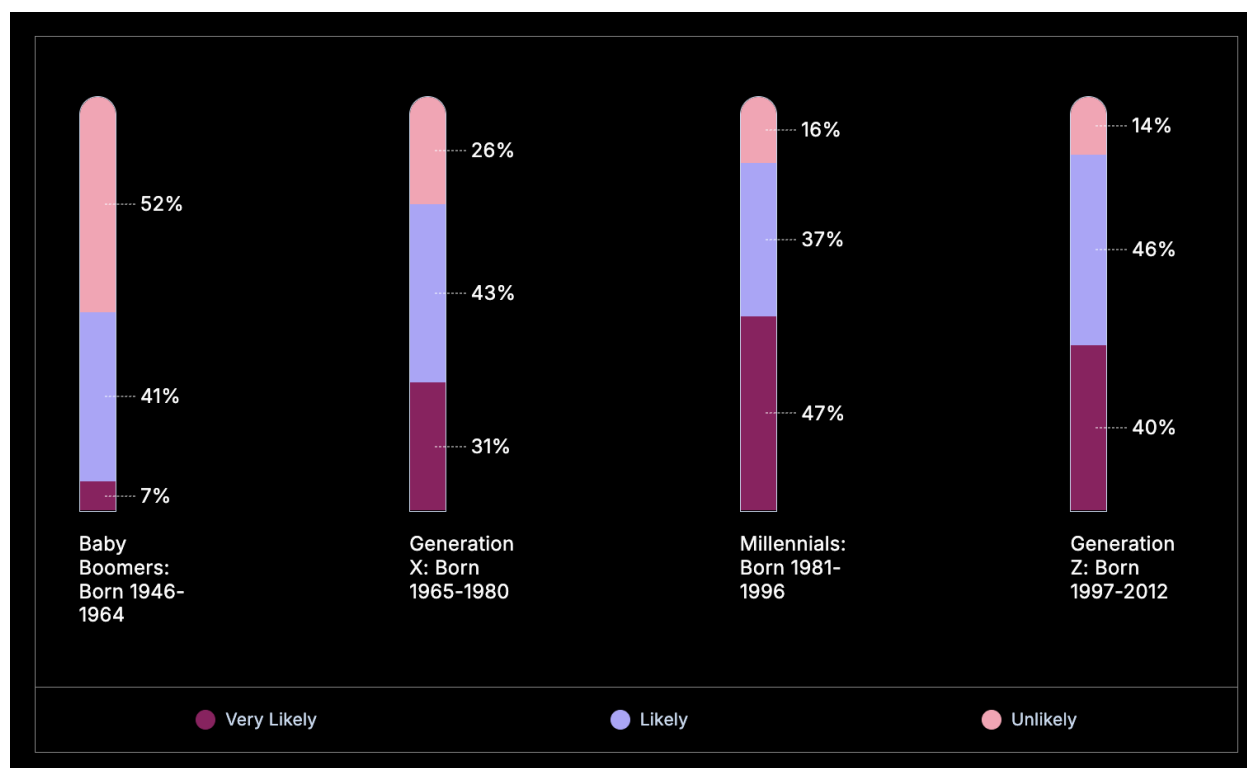
26% are unlikely to scan, meaning you need a clear value exchange to win them over.

💡 **Opportunity:** QR Codes aren't a novelty anymore; they're expected. However, the scan only happens if shoppers see instant value.

👴 👵 👦 **Age is just a number.**

An important one.

🎯 Before you know what marketers can do to attract shoppers across generations, here's how likely different age groups are to scan a QR Code.



40% of Gen Z is very likely to scan QR Codes

They scan everywhere – social ads, in-store signage, packaging. For them, scanning is second nature, but the experience must feel *fast* and *frictionless*.

47% of Millennials are very likely to scan QR Codes

Your strongest cohorts. They expect seamless, digital-first scan flows along with fast checkouts, loyalty unlocks, or interactive content linked to QR Codes.

31% of Gen X is very likely to scan QR Codes

Open but unconvinced. Show them practical value, time savings, easy comparisons, and clear product info.

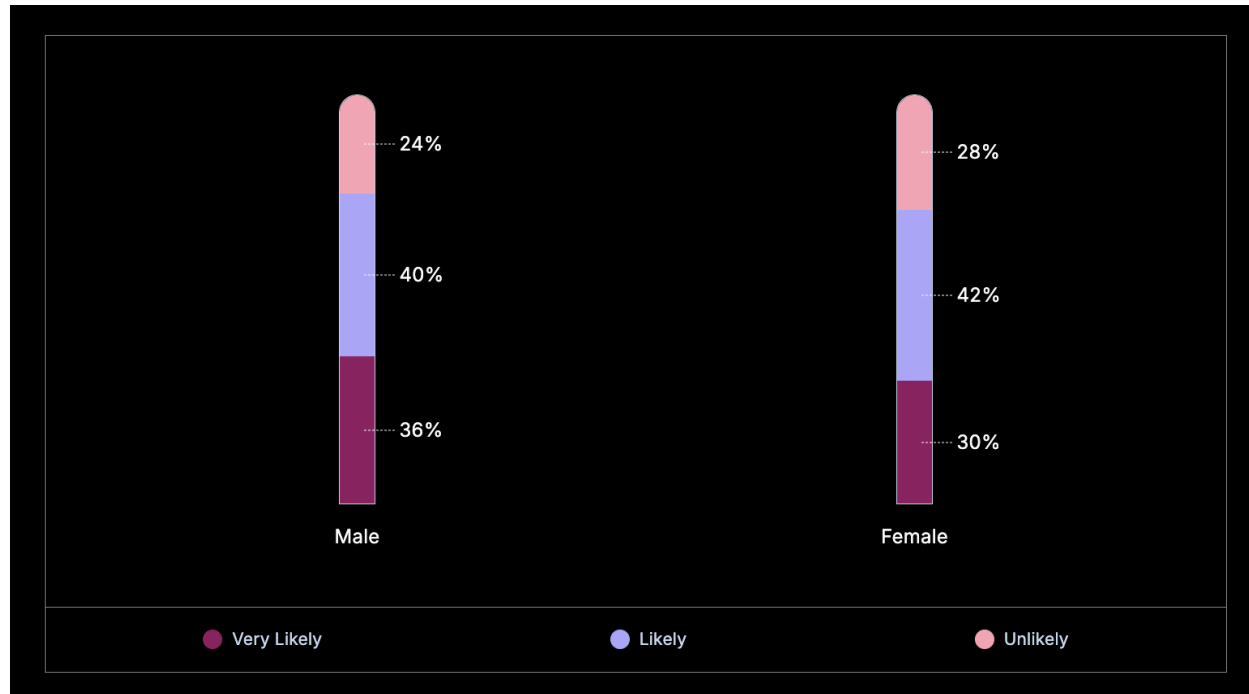
7% of Boomers are very likely to scan QR Codes

The most hesitant. Earn trust with branded codes, simple instructions, and clear post-scan outcomes.

💡 **Opportunity:** Double down on younger shoppers for volume, but don't leave Gen X behind because their openness makes them a key middle-ground audience.

🧑🧑 How gender shapes decisions.

🎯 For marketers to engage them better, know how likely men and women are to scan QR Codes.



Men have a higher likelihood of scanning. They

- Prefer websites and in-store signage
- Are more curious; Shopping motivators include discounts and product information
- Are most frustrated by expired offers and broken links

Women want to see more value in QR Codes. They

- Prefer flyers & in-store signage
- Are more savings-driven: 44% scan for deals
- Are most frustrated by irrelevant content and slow load times

💡 **Opportunity:** Men report a higher likelihood to scan QR Codes so aligning QR Code use cases with their behaviors or preferences may encourage quicker adoption. Conversely, women may need a more explicit demonstration that

scanning a QR Code delivers real value contextually and monetarily. So, as a marketer, don't assume your QR Code experience; design it.

Besides the 1,000+ shoppers, we also interviewed **200+ marketers** and learnt how they engage shoppers during the season. The entire breakdown of the insights is available in our report now!

So come dive into our ***Ultimate QR Code Marketing Guide For Black Friday & Cyber Monday***, where we discuss behaviors, preferences, and opportunities across:

 Age

 Gender

 Household Income

 Regions

Here's the full free report 

[The Ultimate QR Code Marketing Guide for Black Friday & Cyber Monday.](#)

We hope you find the playbook handy.

If you have any thoughts, ideas, or suggestions, write to us at hello@uniqode.com.

Until next time,

 Team Uniqode