

UNIQUE **Angles**

# FOR ALL THE MARKETERS IN THE ROOM



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Hello there 🙋

If you run QR Code campaigns, you've probably been asked what they contributed to revenue. Only 12% of marketers can actually answer that. Everyone else stops at scans and clicks.

That number has stayed low even as the channel has grown, with 98% of marketers saying QR Codes had a positive impact last year, and 60% planning to increase usage in 2026.

Part of the reason is habit. Scans and clicks show up the day a campaign goes live and they're easy to report. Revenue takes longer to connect, requires more systems talking to each other, and often depends on a customer journey that doesn't complete inside a neat attribution window.

What makes the gap interesting is that marketing teams are betting on the revenue side anyway. 56% expect higher revenue from QR Codes in 2026, even without the

data to prove how much of it the channel is actually driving. Confidence is ahead of evidence, and that's usually the point at which a CFO starts asking questions.

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**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.

The full breakdown comes from 188M+ scans across 796k+ QR Codes, along with survey responses from 524 marketers and 1,000 consumers. You can see how teams are tracking QR Codes today, and where the gap is widest in the [State of QR Codes 2026](#).

Closing this gap starts with how teams think about a scan.

Sharat Potharaju, Co-founder and CEO at Uniqode, wrote about why this gap keeps showing up.

His argument in a recent article: physical packaging and owned locations are already valuable assets. QR Codes are what make them measurable for the first time. Most teams haven't fully internalized that framing yet, which is why so many programs plateau early.



Think about QR Codes as a customer understanding tool, not a usage metric.

**Sharat Potharaju**  
Co-Founder & CEO at Uniqode



There's also a structural force accelerating this shift. FDA traceability requirements and GSI's move toward QR Codes as the global product identification standard are pushing CPG brands toward more intentional infrastructure.

[Sharat's full article](#) covers what separates high-performing QR Code programs from the rest, and what to prioritize over the next 12 to 18 months.

## The attribution chain tends to break in three predictable places.

A hotel guest scans at check-in, books a spa four days later on a call, and the booking gets attributed to a call center. A CPG shopper scans on-pack in October, sees a holiday promotion in December, and converts then. The scan influenced both outcomes, but the platform watching the scan stopped watching long before the purchase happened.

Time is one gap. Identity is another: the scan happens before the customer is known to the brand, so the signal sits anonymous until something else ties it to a name. And then there's the question of how much credit the scan gets when a purchase finally does land. Each gap is small on its own. Together, they explain why most QR Code programs get celebrated in campaign reviews and questioned in budget reviews.

Read [The QR Code Revenue Question Every CMO Has to Answer](#) to see what the 12% of teams actually measuring revenue are doing differently.

## 👁️ Uniqode in the Wild

This month's sighting came from Justine, our VP of Marketing, walking the floor at Expo West.



Guillermo's Salsa built their booth around a life-size cardboard cutout of Guillermo, with a speech bubble that reads "Retailers, join the waitlist!" next to a QR Code. The code sits on a trade show booth, targeting buyers from grocery chains and distributors walking the floor. Every scan becomes a qualified lead the brand owns directly.

The booth sold the salsa. The QR Code sold the shelf space.

📷 Spotted a QR Code in the wild? Send it our way at [unique-angles@uniqode.com](mailto:unique-angles@uniqode.com), and you might see it featured in an upcoming edition.

Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on [Unique Angles](#). You can also catch up on past newsletter editions all in one place.

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Until next time,

👋 **Team Uniqode**