

UNIQUE **Angles**

# THE QR CODE SCAN INDEX IS HERE



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Hello there 🙌

When we asked 524 marketers how they decide where to place a QR Code, 50% said visibility and accessibility. And 24% factored in the customer journey or touchpoints.

That gap shows up in how QR Code campaigns perform. Placement decisions made on instinct get validated or questioned only after the campaign is already behind you, when the scan data comes in, and the deployment window has closed.

The [QR Code Scan Index](#) was built to answer those questions before the campaign launches.



# The QR Code Scan Index

See how your industry, placement, and goal stack up against real QR Code scan benchmarks in under 2 minutes.

Powered by 188 million scans across over 796,000 QR Codes, real QR Code performance data by industry, and a consumer survey of 1,000 people.

What industry are you in?

We'll match your results to QR Code scan benchmarks from your vertical.



Answer five questions about your campaign: your industry, placement surface, deployment month, campaign goal, and whether you already run QR Codes. You get a personalized read on your campaign in under a minute.

Here's what that looks like in practice: CPG brands on the Uniqode platform see their highest scan volume between 5 PM and 9 PM UTC. That's when customers are picking up products, looking things up, and deciding what to do next. A campaign that meets them at that moment, with the right content and the right ask, is working with consumer behavior rather than around it.

Every industry has a version of that pattern. The Scan Index surfaces yours, for your specific industry, placement, and timing, drawn from 188M+ scans across 796,000+ QR Codes and consumer survey data from 1,000+ people.

## [Try the QR Code Scan Index](#)

Knowing where to deploy and when is the starting point. What the scan tells you after that is where the real work begins.

Monica Kariwala, VP of Customer Success at Uniqode, has been watching this play out across enterprise marketing teams.



The sharpest marketing teams have come to the conclusion that QR Codes are one of the highest-quality first-party data signals in their stack.

**Monica Kariwala**  
VP of Customer Success at Uniqode

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In conversation after conversation over the last 18 months, Monica kept seeing the same pattern: teams with QR Codes deployed at scale, scans coming in, reporting going up to leadership every quarter, and a marketing leader somewhere in the room saying some version of "we know people are scanning, we just don't know what to do with it."

Her argument is that the scan is one of the highest-quality first-party signals in a marketing team's stack today. It's observed, it's owned, and it sits in the brand's own ecosystem. The teams acting on it are learning things about their own customers that their other data sources never surfaced.

[Read Monica's full article](#)

For CPG brands specifically, that signal arrives at a moment most marketing programs aren't built to catch.

## How packaging QR Codes turn retail customers into owned contacts



A shopper picks your product off the shelf, pays, and walks out. The sale is complete. What happens next is invisible to your brand. The product is in their home, used daily, trusted enough to be part of a routine, and the relationship between that customer and your brand has nowhere to go unless the packaging creates a path.

That's what a QR Code on packaging does when it's deployed with intent. It turns a product already in someone's hands into a direct channel, one that works after the retail handoff, outside the retailer's data ecosystem, at the moment the customer is actually using what they bought.

[Read the full article](#)

### 👁️ Uniqode in the Wild

This month's sighting came from Singapore, spotted at Gardens by the Bay's Flower Dome during the Sakura floral display.



ANA, Japan's national carrier, partnered with Gardens by the Bay to run a contest offering two winners round-trip flights to Japan. The entry mechanic was a QR Code on a physical display board inside the venue. Visitors already immersed in a Japan-themed experience scanned to enter, handing ANA a direct, consented lead at the exact moment a visitor's interest in Japan was highest.

The placement did precise work. A tourist venue running a seasonal Japan-themed exhibition is already drawing an audience with demonstrated interest in Japan as a

destination. The QR Code converted that ambient interest into a qualified lead list the airline owns directly.

📷 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.

Coming in June, for hospitality teams thinking about sustainability.

In hospitality, sustainability has become a booking consideration for consumers. The brands translating it into direct bookings tend to have one thing in common: they know what to measure, what to say, and where to say it.

Our upcoming whitepaper, **Sustainability in Hospitality: The Operational Playbook for Hotels**, is the guide we put together after sitting with those questions.

Coming in June. Stay tuned.

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.

👉 [Read previous editions](#)

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Until next time,

👋 Team Uniqode