# QR Code Tracking: The New Frontier for Marketers

QR codes have been around for a while, yet marketers are just now learning about their true potential. QR code tracking is one such potential way that your business can thrive by providing valuable insights that will fine-tune your marketing strategy. This post will look at how tracking QR code scans works and why you should use a [QR code generator](#) with tracking.

**What is QR Code Tracking? How Does it Work?**

A quick-response (QR) code is a barcode that directs scanners to more information about a product or service a marketer wants the customer to know about. They have been around since the '90s but took off in the 2010s as smartphones became more popular.

When most people think of these, they may imagine a restaurant using a code to bring users to their online menu. Or, they may think about a product having an instruction manual PDF. However, QR codes can be deeper than that. Let's explain by looking at what static vs. dynamic codes are.

When someone scans a regular code, they're usually taken to a link. This is what's known as a static QR code. However, dynamic QR codes work differently. Not only can users change their URLs using the same code, but it also collects scan data.

A QR code generator with tracking will then allow you to see the information from these QR code scans. Some even enable Google Analytics integration. By collecting this real-time data, businesses can boost their [marketing efforts in locations](#) that may be performing better and vice versa.

Image provided by [Freepik](#)

**What Data Can Dynamic QR Code Tracking Bring?**

QR code tracking software lets the marketer collect quite a bit of information, such as:

**Number of Scans**

The total number of scans a code has received overall can tell a marketer if the QR code is getting eyes or if it should be moved to another location. Please note that the number of scans can also be repeat scans by the same individual, which can cloud up your analytics. Therefore, to get a bigger picture, you need:

**Unique Scans**

Unique scans cover how many times a different device has scanned a code and don't include multiple scans by the same device. Unique scans are ideal if you expect your code to be scanned more than once, as the total number of scans may be

much higher than how many unique scans there are.

## GPS Tracking

Location tracking includes the city and country where the QR code has been scanned. If you have a campaign that goes across the country or even the globe, location tracking will tell you where your campaign is the most successful and where it needs work. GPS tracking can also help you customize your campaign based on which customer is scanning. For example, you may direct customers to your NYC store if the customer scanned a flyer in NYC.

## Device Type and Operating System

Are your scans mainly iOS or Android? Knowing which device type is prominent may help when developing an app for your services. If it's only an iOS device type, you may focus more on iPhones and vice versa. In addition, knowing which operating system is being used can also be important. For example, if your scans are coming from an older operating system, consider that when building an app.

Other data that dynamic QR codes can include browser data, language, and more. If you rely heavily on QR code campaigns, using a trackable QR code generator is a must!

## The Main Reasons That Marketers Should Use a QR Code Generator with Tracking

Besides tracking valuable data with the QR code link, dynamic QR codes are great for businesses for other reasons.

## Better Customer Engagement Using QR Code Scans

User scans can give you insights into your overall [user behavior](), such as locations they frequent, what times they scan, etc. These QR code scans will then allow you to create a better experience based on what user behavior you have collected.

**A Trackable QR Code Generator Helps You Budget Better**

You may be spending too much money on underperforming scan locations and not enough on locations with high user scans.

**Quick Adjustments**

With QR code scan tracking, you'll get results in real time. This allows you to make last-minute adjustments before your next campaign goes live, improving your QR code performance and saving you trouble in the long run.

**They're Affordable**

Dynamic codes can be an affordable way for small businesses to grow. Many QR code generators have flexible plans, and some even offer free dynamic codes. If you earn more money, you can invest in apps that give you more detailed analytics for a fee.

Let's say you own a restaurant and notice that you get many QR code scans during the afternoon. You may offer deals and discounts to bring in more customers during this time. Another example is if you have a QR instruction manual that has many QR code scans. This may mean your instructions need to be clearer.

**What Software is Good for Tracking QR Code Traffic? How Do You Create Trackable QR Codes?**

There are many apps and websites that offer QR codes with tracking potential. For example, Bitly, ViralQR, and QR Code Generator all let you create a trackable QR code. Meanwhile, QR Hub gives you QR code tracking with [Google Analytics](#) integration.

**How to Choose a Website that Provides QR Code With Tracking Capabilities**

When choosing a site for your QR code campaigns, here are some

considerations.

## Tracking Capabilities

Do you get detailed analytics, such as GPS location, unique user scans, real-time data, and other stats to track your campaign performance?

## Integration

Can you track QR code analytics with third-party apps like Google? Or are you stuck to the generator's website? If you can integrate it, how easy is it to do so? Is it as simple as clicking a button, or does it require a little bit of coding on your part?

## Privacy

Is all of your detailed analytics stored in a secure server? One good sign is if it's compliant with either the [GDPR](#) (General Data Protection Regulation)  or CCPA (California Consumer Privacy Act.)  Obviously, there's always going to be a risk of leaked data, but companies that comply with these privacy acts will reduce that risk.

## Cost

Does the website give you a QR code with tracking capabilities for free? Is there a premium plan that will give you more information for advanced data-driven decisions? Many sites offer flexible plans based on your budget and the number of scans you expect to have, while others may offer a flat fee.

## Customization Features

Finally, how creative can you get when creating trackable QR codes? Can you add your own logo to the code? Change its design and colors? Having a unique code may improve your marketing efforts by making it stand out.

Image provided by [Freepik](#)

**How to Create a Trackable QR Code Using Google Analytics**

If you want to create a Google Analytics trackable QR code, it's quite easy. Make a UTM-tagged URL, which will direct any scans to a landing page. You can put UTM parameters in your URL, such as utm_medium, utm_source, and utm_campaign.

The medium parameter is a descriptor, such as a magazine or a billboard. The source parameter details the name of the source, like Time Magazine or Facebook. Finally, the campaign is focused on what campaign your QR code is covering, like a spring sale.

One example link can be: *https://example.com?utm_medium=social_media& utm_source=instagram&utm_campaign=black_friday*.

Google Analytics then makes it pretty simple to easily track scans, monitor total scans, and give you data-driven decisions.

**How Do Marketing Channels Use QR Code Data for Maximum Effectiveness?**

Here are some ways you can use the data to increase customer engagement and [ROI](#).

**A Personalized Experience**

You may personalize content based on city, previous purchases, devices used, and more. If users feel that your offerings are more tailored to their preferences, they will be more likely to purchase your product.

**A Better Targeted Campaign**

With this data, you can learn what the best places are and which underperform. For example, you may discover that

newspapers don't do well, but flyers do. With that said, not every underperforming campaign means it's a failure. Sometimes, you need a few adjustments!

## Retargeting Opportunities

This means that you can create custom ads that follow users on sites such as Google or Facebook, increasing conversion rates and branding.

## Optimizing Campaigns

You can easily track what size or color QR code gets the most attention, helping you to fine-tune your campaign.

## Monitoring Trends

From device types to seeing when customers purchase your items the most, this can help you increase your sales when it's trendy to buy from you.

## What Are the Best Practices When Using a Professional QR Generator?

How can you get the most scans? Here are some ways.

## Be Sure the Code Works

Use different devices on the code to ensure it is compatible with every possible device. Also, try scanning the code on different marketing materials to ensure the device will read all of them. If your code works with all modern devices, then great. If there are scanning issues, see if it's a placement issue, size problem, or something else altogether.

## Have a Visually Striking Code

You may use your logo, contrasting colors, and a [CTA](#) to attract people to scan. One example of a good CTA is one that announces that customers will get 15% off if they scan. We'd recommend that you play around with several QR code designs to

see which one works the best.

**The Shorter URL, the Better**

Longer URLs may lead to slower load times, increasing the bounce rate. So brevity is the soul of wit here.

**Be sure the Landing Pages are Mobile Friendly.**

Finally, it's always important that users land on a mobile-friendly site. If they don't, they may bounce, which can hurt your campaign. Most users use a mobile device, so if your site is still optimized for desktop only, you may be losing valuable customers as a result.

**FAQs**

**How Do I Make a Trackable QR Code?**

Use a QR code generator that tracks scans and offers other perks. Many sites let you do this, but some are better than others, depending on your situation.

**Are Trackable QR Codes Free?**

It ultimately depends on what site you use. Some websites will give you a free trial or limited analytics, but may require you to pay if you want more advanced features. For example, some sites won't let you see scan locations, scan time, or repeat scans until you pay.

**Can You Track Who Scans the QR Code?**

Dynamic codes let you track location, device, time, and other vital data.

**Which QR Codes Are Trackable?**

Dynamic QR codes can track information, but static codes don't track anything. Be sure that you're using dynamic codes!

**Is it Possible to Make a Static QR Code Trackable?**

No. Static codes only direct people to your landing page. However, you can put the same URL into a dynamic code and track information with that!