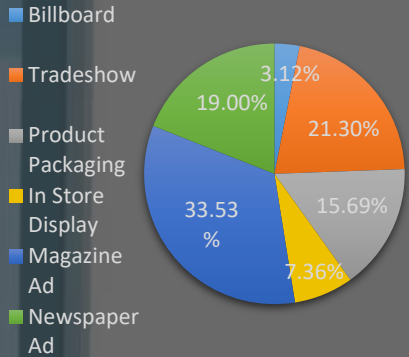
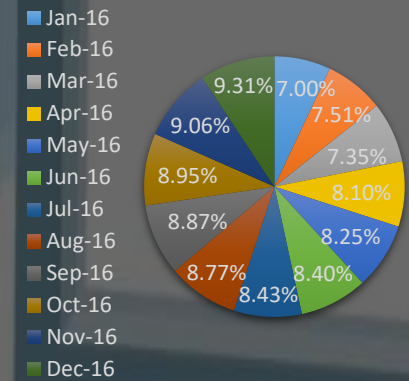


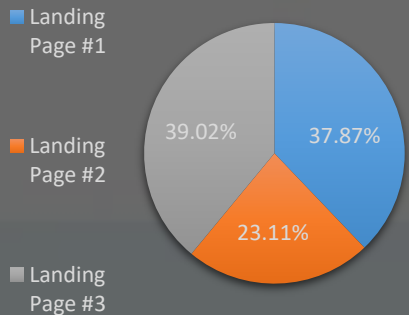
Percentage of Scans per Ad Location



Percentage of Scans per Period



Percentage of Conversion per QR Landing Page

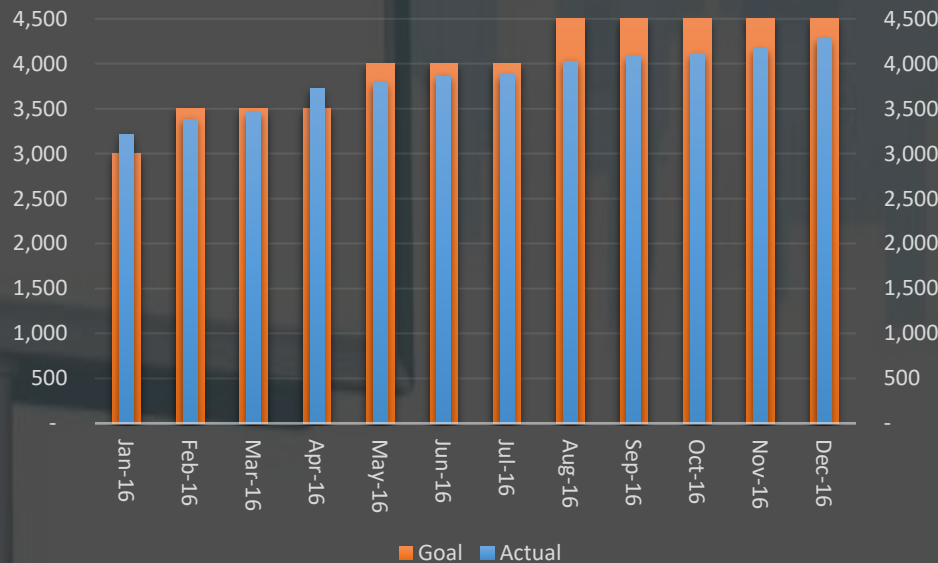


**95.78%**  
OF SCAN GOAL IS ACHIEVED

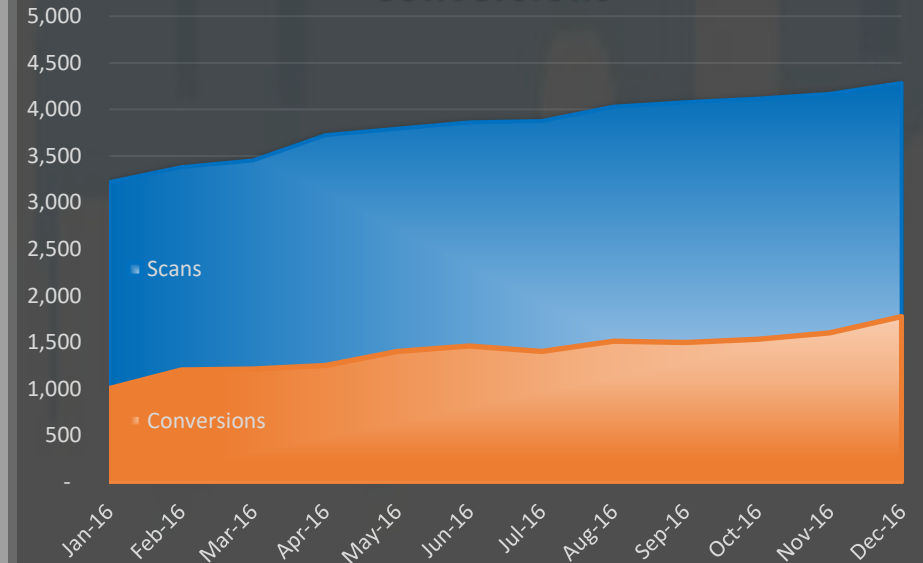
AVERAGE OF  
**110, 270**  
IMPRESSIONS PER MONTH

**16, 833**  
TOTAL CONVERSIONS FROM  
QR LANDING PAGES

Difference of the Number of Actual Scans and Goal Scans



Number of Scans vs Number of Conversions



**Conclusion: The QR codes are getting attention. However, only a few percent of the populace scans the code. On the other hand, this small percentage of scans is well within the range of our goals.**