QR Code Marketing

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Introduction
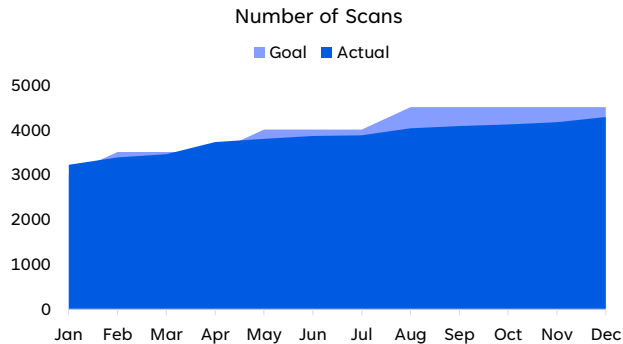
This presentation focuses on the effectiveness of QR Marketing in advertising.

The presentation consists of visualizations based on the given data. By this visualizations it will aide us on determining the effectiveness of our QR Code Marketing Strategy.

Number of Scans (Actual vs. Goal)

Number of Scans

■ Goal ■ Actual

Only January and April reached the goal.

We can see that only January and April reached the goal of number of scans. Aside from that, we can see that there's a significant increase of scans each month. This is a good indication that the QR Marketing Strategy is effective on attracting people despite that it didn't reach most of the goals.

Scan through Rate (Actual vs. Goal)

Scan Through Rate

■ Goal ■ Actual
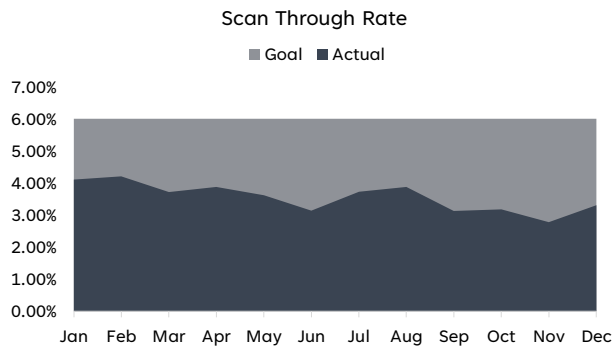
None reached the goal. The highest is on the month February.

As we can see in this graph, none reached the goal in scan through rate. Scan through rate indicates how the target audience considers the advertisement relevant. Despite the number of scans reached the goal in January and April, we can see that those months didn't reach the goal on scan through rate. The QR Code might be attractive enough to scan but it is not enough to keep the people engaged or follow the link the QR generated. I suggest that make the marketing eye catching and create incentives to those who scans the QR Code.
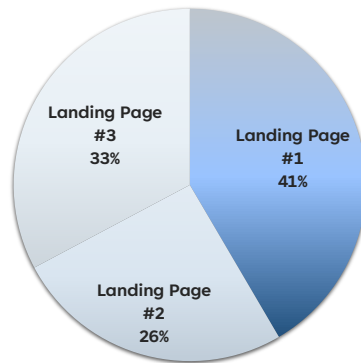
Impressions
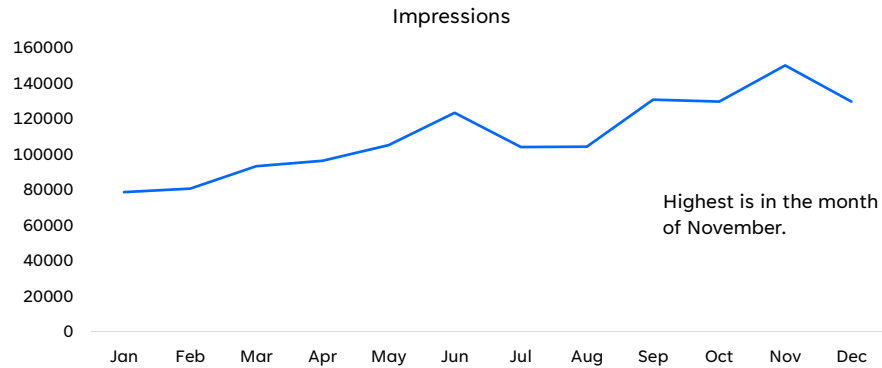
Impressions

Highest is in the month of November.

Highest impressions of QR Code is in the month of November, this might be because of the close holiday of giving gifts which is December.
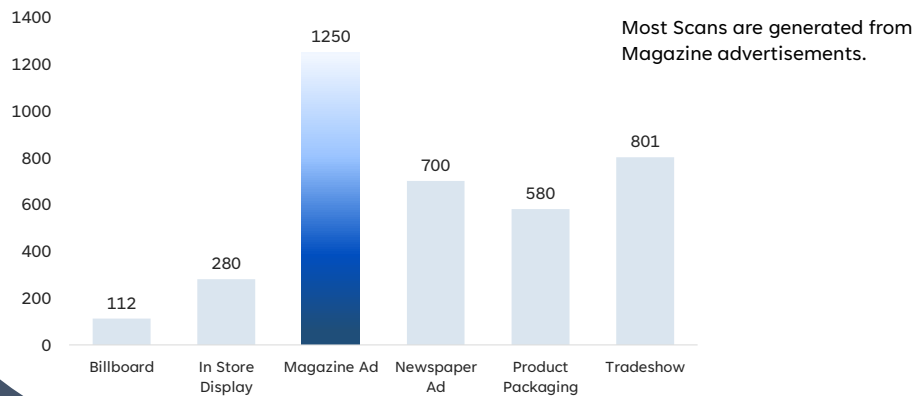
Landing Page Conversions

Most Conversions is by Landing Page #1.

Most Conversions is by Landing Page #1. There's a need for improvements on the other two landing pages.

Scans per Ad Locations

Most Scans are generated from Magazine advertisements.

| Location	Scans
Billboard	112
In Store Display	280
Magazine Ad	1250
Newspaper Ad	700
Product Packaging	580
Tradeshow	801

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Most scans are generated from Magazine. This is because when people are resting when reading magazines and they have time to scan the QR while the least scans are in the billboard as most of the people seeing it is in the road.

Conversions Per Month

Highest is in the month of December
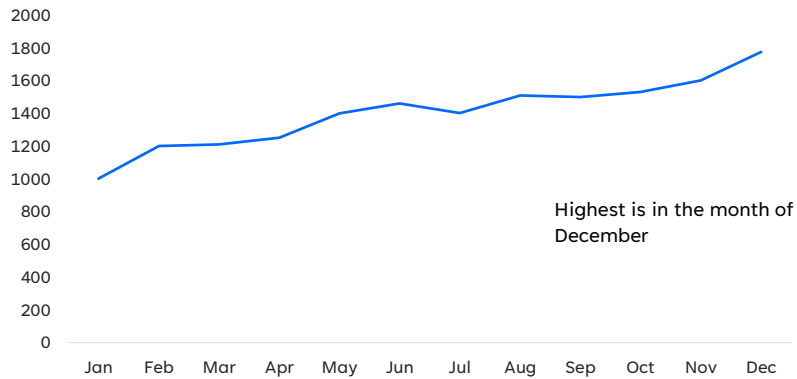
Highest is in the month of December we can see that there's a significant increase of conversions in each month.

Summary

- Only in January and April the number of scans reached the goal.
- Average Actual Scan Through Rate is 3.55% which is way below the goal 6%.
- November is the month that has the highest impressions.
- Landing Page 3 has the highest conversion.
- Magazine Ad generated the most scans.
- Highest conversion is on the month of December.

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Remarks

Most of the months didn't reach the goal is might because there's a problem in the ad location specifically the billboard ad which has the lowest scans.

Landing Page #1 and Landing Page #2 needs more traffic or improvements to generate most scans.

The cause of low scans in the billboard is might because the people don't have enough time to scan the QR as they are on the road. Suggestion is that change the billboard location to a more traffic area.

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" Business opportunities are like buses. There's always another one coming.

Richard Branson

Thank you

Questions? Kindly comment it down.