To generate barcodes and QR codes in Salesforce Marketing Cloud

Step 1: Create a Data Extension

We have to create a Data Extension named "Barcode Data" in which we add fields "Barcode" and "SubscriberKey".

Step 2: Create an Email to generate a Barcode/QR Code

We then create an email in Content Builder and add some lines of HTML code for generating the barcode/ QR Code

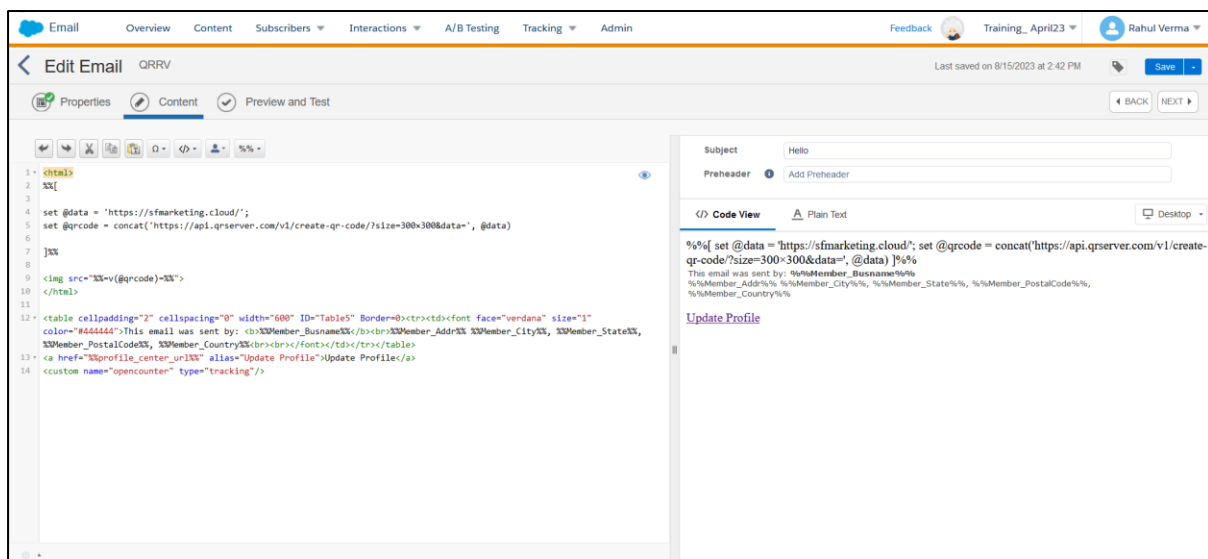The code is as follows:

```
<html>
%%[
set @data = 'https://sfmarketing.cloud/';
set @qrcode = concat('https://api.qrserver.com/v1/create-qr-code/?size=300×300&data=', @data)
]%%
<img src="%%=v(@qrcode)=%%">
</html>
```
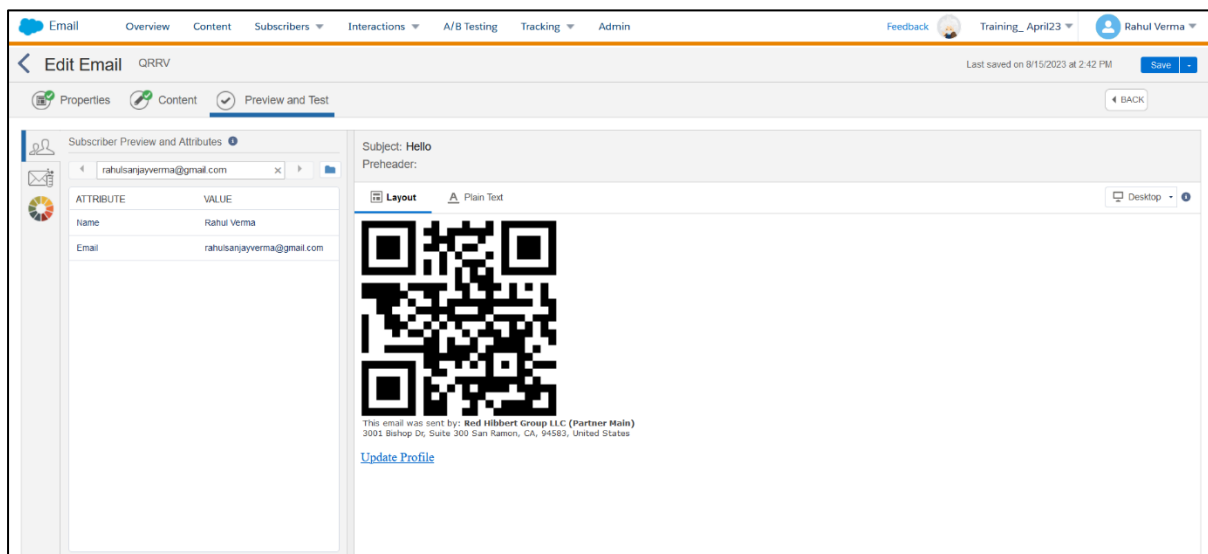
Here, we can see the generated barcode/QR Code

Step 3: Create a CloudPage to generate a Barcode/QR Code

We create a CloudPage and paste in the code which is given below and after this we click save and then we click on Schedule/Publish to publish it immediately.

```html
<html>
<head>
<script type="text/javascript" src="https://mclxdpbrg2n9j1y8ftm46zszshqy.pub.sfmc-content.com/jcpsqsjszqo"></script>
</head>
<body>
%%[
set @data = "https://sfmarketing.cloud/39";
]%%
<div id="qrcode" style="width:300px; height:300px;"></div>
<span id="code"></span>
<script type="text/javascript">
  var qrcode = new QRCode(document.getElementById("qrcode"), {
    width : 300,
    height : 300
  });
  function makeCode () {
    var elText = "%%=v(@data)=%%";
    qrcode.makeCode(elText);
  }
  makeCode();
  setTimeout(function(){
    var imgsrc = document.getElementById("qrcodesrc").src;
    document.getElementById("code").innerHTML = imgsrc;
  }, 500);
</script>
</body>
```

Before we can do anything we have to go back and then select "Add Content" and in that we select "Code Resource", we give it a name and then paste the code from this link and rename this to "qrcode.js". We then click save and then Publish this as well.

We then go back to the previously created QR Code CloudPage and then we replace:

<script type="text/javascript" src="https://mclxdpbrg2n9j1y8ftm46zszshqy.pub.sfmc-content.com/jcpsqsjszqo"></script>

With the link we generated from "qrcode.js" and run the [CloudPage Link](#).