

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”.

The screenshot shows the Salesforce Marketing Cloud interface for creating a Data Extension. The top navigation bar includes 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', 'A/B Testing', 'Tracking', and 'Admin'. The user is logged in as 'Rahul Verma' on 'Training, April 23'. The main content area is titled 'Data Extensions > RahulV > Barcode Data'. It shows the 'Barcode Data' Data Extension is 'Available'. The 'Properties' tab is active, displaying the 'EXTERNAL KEY' as 'BBFBA7C3-4049-4265-BEE7-4530C5D31A59'. The 'Created Date' is 'Tuesday, August 15, 2023 12:11 PM' by 'Rahul Verma'. The 'Last Modified Date' is 'Tuesday, August 15, 2023 12:11 PM' by 'Rahul Verma'. The 'Owner' is 'Rahul Verma'. The 'LOCATION' is 'RahulV'. The 'Type' is 'Standard'. The 'USED FOR SENDING' and 'USED FOR TESTING' are both 'Yes'. The 'SUBSCRIBER RELATIONSHIP' is 'SubscriberKey relates to Subscribers on Subscriber Key'. The 'Records' tab shows '0 Records'. The 'Fields' tab shows a table with two fields: 'Barcode' (Text, Length 50, Not Primary Key, Not Nullable) and 'SubscriberKey' (Number, Not Primary Key, Not Nullable).

Name	Data Type	Length	Primary Key	Nullable	Default Value
Barcode	Text	50	<input type="checkbox"/>	<input type="checkbox"/>	
SubscriberKey	Number		<input type="checkbox"/>	<input type="checkbox"/>	

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>

%%[

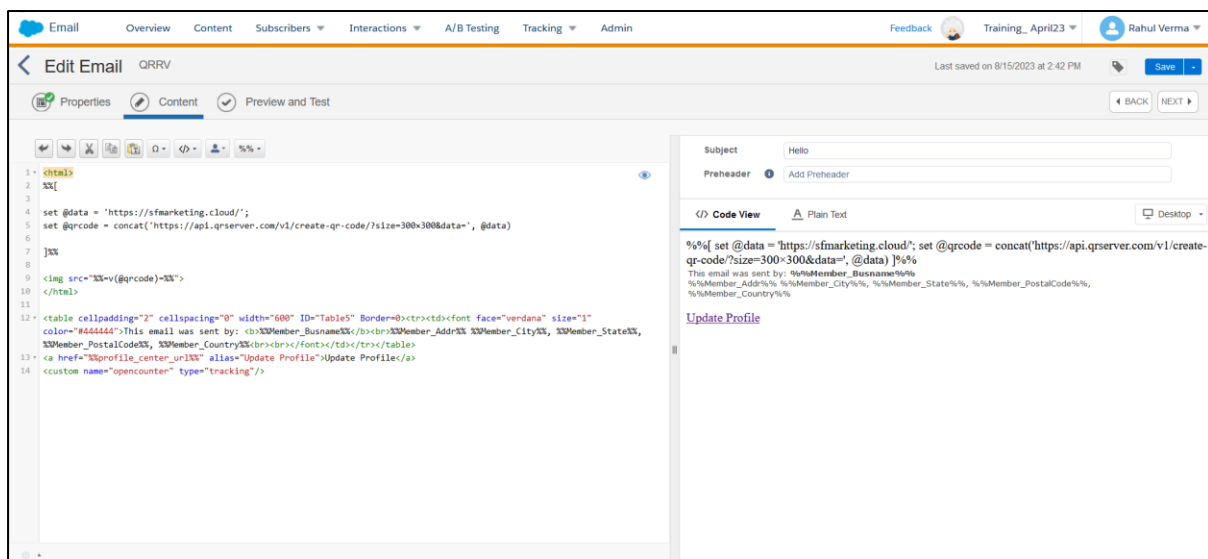
set @data = 'https://sfmarketing.cloud/';

set @qrcode = concat('https://api.qrserver.com/v1/create-qr-code/?size=300x300&data=', @data)

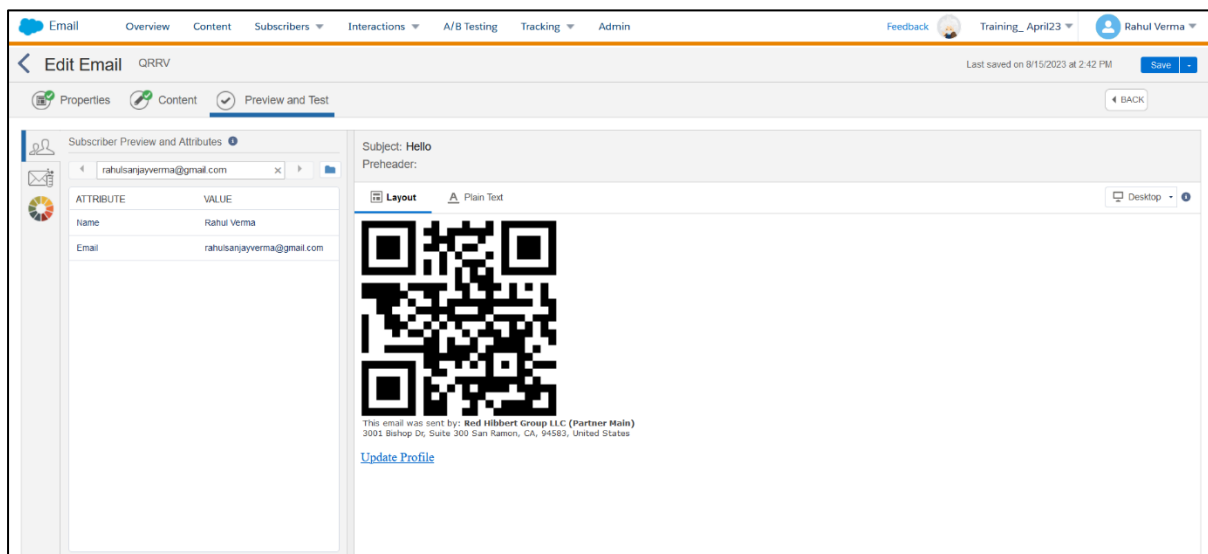
]%%



</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>
<head>
<script type="text/javascript" src="https://mclxdpbrg2n9j1y8ftm46zszshqy.pub.sfmcc-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("qcodesrc").src;
        document.getElementById("code").innerHTML = imgsrc;
    }, 500);
</script>
</body>
```

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QRRVC > QRRVC Landing Page Page Properties

Page URL: <https://mclxdpbg2n9j1y8ftm46zszshqy.pub.sfm-content.com/zzeychrpxqr> Save Schedule/Publish

Content Code Snippet

Block not saved

```

1 <html>
2 <head>
3 <script type="text/javascript" src="https://mclxdpbg2n9j1y8ftm46zszshqy.pub.sfm-content.com/jcpsqjszqo"></script>
4 </head>
5 <body>
6
7
8
9 set @data = "https://sfmarketing.cloud/39";
10
11 ]%%
12
13 <div id="qrcode" style="width:300px; height:300px;"></div>
14 <span id="code"></span>
15 <script type="text/javascript">
16     var qrcode = new QRCode(document.getElementById("qrcode"), {
17         width : 300,
18         height : 300
19     });
20

```

Default </> Code View Desktop

```

%%[ set @data = "https://sfmarketing.cloud/39" ]%%

```

This email was sent by: %%Member_Busname%%
 %%Member_Addr%% %%Member_City%%, %%Member_State%%, %%Member_PostalCode%%,
 %%Member_Country%%

Update Profile

Save Block Done Editing

Last saved on 8/15/2023 at 2:33 PM

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.

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qrcode.js Code Resource Page Properties

Page URL: <https://mclxdpbg2n9j1y8ftm46zszshqy.pub.sfm-content.com/jcpsqjszqo> Save Publish

```

1 /**
2  * @fileoverview
3  * - Using the "QRCode" for Javascript library
4  * - Fixed dataset of "QRCode" for Javascript library" for support full-spec.
5  * - this library has no dependencies.
6  *
7  * @author davidshinjs
8  * @see <a href="http://www.d-project.com/" target="_blank">http://www.d-project.com/</a>
9  * @see <a href="http://jeromeetienne.github.com/jquery-qrcode/" target="_blank">http://jeromeetienne.github.com/jquery-qrcode/</a>
10  */
11 var QRCode;
12
13 (function () {
14     //-----
15     // QRCode for JavaScript
16     //
17     // Copyright (c) 2009 Kazuhiko Arase
18     //
19     // URL: http://www.d-project.com/
20     //
21     // Licensed under the MIT license:
22     // http://www.opensource.org/licenses/mit-license.php
23     //
24     // The word "QR Code" is registered trademark of
25     // DENSO WAVE INCORPORATED
26     // http://www.denso-wave.com/qrcode/faqpatent-e.html
27 }

```

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

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

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

