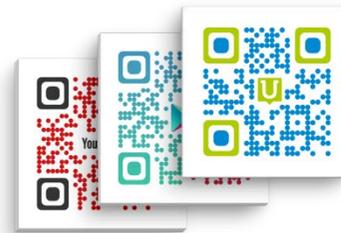




What are QR codes?

QR codes are those square designs that you must have seen popping up almost everywhere these last few months. There is a pretty good chance that you have seen them in magazines, blog articles, billboards, or products you have bought or even at coffee shops where QR Codes are placed on mugs!

QR Codes are computer generated images, they act as a shortcut to connect customers directly to online resources. When you see a QR Code you only need to scan it with an application on your mobile phone and it will connect you directly to the website or the online resources available online. You do not need to browse!



Businesses can benefit from QR code campaigns, data sharing and administration, among others. Smartphones are being extensively used throughout the world, underlining the fact that people are increasingly using technology. With more smartphone users, it is imperative for you to review your online and mobile strategy, take advantage of the technology driven world to bring more people to your business, converting potential customers into regular customers.



5 reasons to use QR Codes

1: Easy access

QR codes can be accessed easily. It can be placed on almost any medium. Your business can technically be present everywhere. QR Codes do not need a screen to be present. In an era where smartphones are omnipresent, QR Codes are widely used and can prove to be highly beneficial.

2: Invoke user's curiosity

Since QR Codes are seen a lot these days, those who are not yet aware of it are often curious. This curiosity drives customers to scan QR Codes, to see what it is all about and then are linked to the online resources pertaining to your product, most likely to your website.

Did you know:

American restaurant chain Denny's introduced Hobbit-themed placemats with QR codes that led to 400,000 customer scans to watch exclusive videos, and mobile games about the movie.



3: Real-time information

Customers are able to conveniently get real time information on your products and services. For instance businesses could display daily information when their products are scanned. QR Codes bring your business into the new modern era.



4: Deeper relationship with customers

QR Codes allows businesses to be closer to their customers. They provide a deeper look into their products and services, restaurants and even grocery stores can place a QR code on their products. By scanning the QR code, the customer is automatically linked to the online resource available. In an era of technology, this is a massive boost.

Did you know:

Harney's Sushi, in an attempt to make its customers feel safe, unveiled edible QR codes!



5: Bridge gap between online and offline media

QR codes are able to increase the visibility of your products. Customers scanning your products can find your resources online hence bridging the gap. People love companies who keep up with modern trends, QR codes show how innovative you are.

Did you know:

In 2011, UK retailer Tesco created virtual stores at subway stations. Each product had a corresponding QR code and customers could scan the QR code of the products they wanted and wait for delivery at home. Their online sales increased by 130% in 3 months.





SERVICE TABLE OF UNITAG WITH ITS VARIOUS FEATURES

		FREE	Basic _{QR} €100 per year	Live _{QR} €300 per year	Business _{QR} €800 per year
QR CODE FEATURES					
Number of QR Codes		Unlimited	Unlimited	Unlimited	Unlimited
QR Code validity		Lifetime	Lifetime	Lifetime	Lifetime
QR Code design full customization		✓	✓	✓	✓
Download QR Codes in high-resolution		-	✓	✓	✓
Re-use graphics templates		-	✓	✓	✓
Advanced scans analytics		-	-	✓	✓
Dynamic QR Codes editing		-	-	✓	✓
Multiple QR Code redirects		-	-	✓	✓
Custom redirect URLs + GA		-	-	✓	✓
Extract analytics reports		-	-	-	✓
Custom domain name		-	-	-	✓
QR Code batch generation (URL, business cards, etc.)		-	Up to 5,000 Statics	Up to 10,000 Statics Dynamics up to 500	Up to 100,000 Statics Dynamics up to 5,000



PRICING STRUCTURE

Basic _{QR}	Live _{QR}	Business _{QR}
€100 /year ~131.5 USD	€300 /year ~394.5 USD	€800 /year ~1052 USD
Vector graphics & high-resolution	Analytics	Analytics export
Batch creation	Dynamic QR Codes	Analytics reporting per campaign
	Targeted redirections	+ all Live features incl.
	+ all Basic features incl.	
SUBSCRIBE	SUBSCRIBE	SUBSCRIBE



Founded in Toulouse (France) in 2011 is a blend of innovation, technological prowess and avant-gardism that have matured extensively over the years. Unitag essentially is an all-in-one tool for Mobile Marketing Campaigns which encompass a wide variety of services, modern features like the NFC, Image recognition and QR codes. Unitag have clients in 55 countries and is used by many International established companies with activities in the four corners of the globe. The French establishment aims to broaden its operations in 2015 and reach global industry dominance with continued efforts to bring modern technologies to its clients.