

## OUR BEST PRACTICE TIPS TO EFFECTIVELY USE YOUR QR CODE

Thank you for downloading your QR Code from [www.unitag.io](http://www.unitag.io)!

The ZIP-file you just downloaded contains everything you need for your mobile project:

1. Your custom QR Code in 300px size
2. Two ready-to-use QR Code thumbnails (in portraits & landscape formats, with optimized design) that you can directly integrate in all your print and web media for maximum impact.

### CHECK LIST

To create effective QR Code campaigns, you need to consider some essential elements. Make sure you follow the simple steps below for your QR Code success:

- ✓ Test your QR Code for **scannability** with multiple readers and devices.
- ✓ Print/Display your QR Code with a minimum size of **2cm** (1 inch) square.
- ✓ Arouse mobile user's **curiosity** and interest by placing a call-to-action near the code.
- ✓ Guide users with **short instructions** and a download link to the QR Code Scanner app.
- ✗ Use high resolution QR Codes for **print quality** if your need to print/publish your QR Code.\*

\* You need a Basic, Live or Business account to access this functionality. More info [here](#).



### Best Practices

Simple call-to-action  
teasing the benefits of  
scanning your QR Code

Short how-to statement  
explaining how it works  
and the app to use.



Custom design  
for eye-catching  
and appealing  
QR Codes.

For more quick tips and smart QR Code uses on how to create, manage and use QR Codes effectively, download our free guide [“The 10 commandments of QR Codes”](#).

Any question ? Feel free to drop us a line or simply give us a call at +33 9 70 80 53 43.

CONTACT US