

Mobile Barcodes & QR

[2ergo's offerings & best practices]

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Why QR



“QR code scanning increased 4,549% in Q1 2011 on a year-over-year basis”

Mobio Identity Systems

- Connect offline and online worlds
- Link print content to multimedia content
- Provide faster access to content for customers
- Layer QR on top of existing campaigns
- Create interactive opportunities to engage audience
- Create instant metrics and measure conversion

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It's All About the User Experience

Make it...

- **Meaningful**
- **Memorable**
- **Measurable**



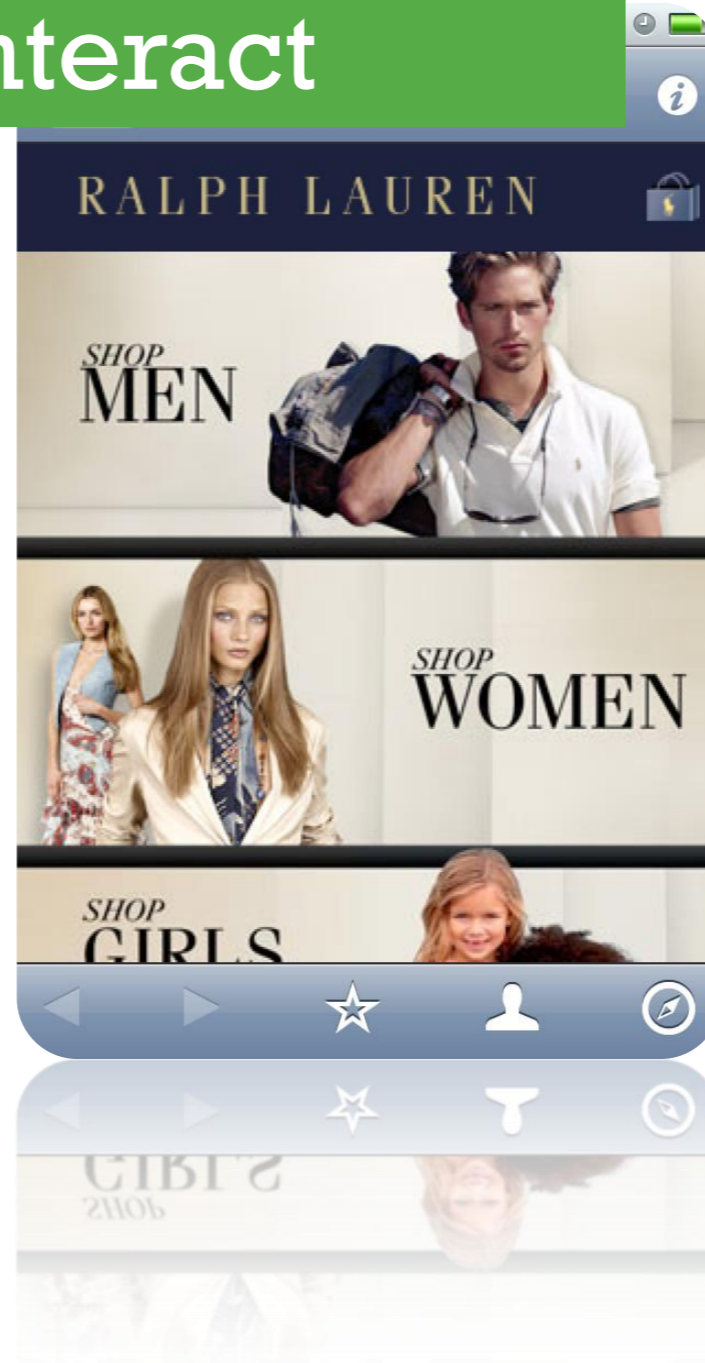
Mobile barcodes are often the shortest distance between your message and prospective customers.

Example in Action

Scan



Interact



Measure

- Who
- When
- What
- Where



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QR Code Best Practices

WHAT TO DO

- Clear call-to-action
- Educate with how & why
- Think about design & placement
- Include SMS shortcode as alternative
- Offer mobile experience behind the scan
- Layer into existing marketing or packaging



QR Code Best Practices

WHAT NOT TO DO

- Invert the code
- Make code too small
- Show without available WiFi
- Not allow enough time to scan on TV
- Undefined objectives or follow up plans
- Forget to test, test, test

No Wifi



No explanation or incentive to scan



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Link QR Codes to Our Products

- Mobile Sites & Videos
- SMS Campaigns
- Mobile Coupons
- Smartphone Apps



Zergo

Branded QR Codes



**CUSTOM
QR CODE
DESIGN**

Your mobile barcode will stand out in the crowd. 2ergo's QR design expert will create a branded QR code that's uniquely yours.

QR Strategy & Analysis

Not sure where to start? Our Managed Services Team offers a one-time workshop or ongoing consulting to help you:

- Understand the mobile market
- Brainstorm creative ideas
- Define a concrete QR plan
- Layer QR into existing marketing
- Create great user experiences
- Monitor results
- Generate positive ROI



Why 2ergo



We simplify the complexities of mobile & QR



We have 12 years experience in mobile



Our technology delivers best consumer experience



Mobile consulting & strategy planning services

“QR barcodes are no longer just a way to speak to the geek crowd...they have gone mainstream and are being used heavily by women who are head decision makers and purchasers in households.”

Mark Binns, CMO of Mobio Identity Systems

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