

Leverage QR Codes in DOOH

85%

of U.S. adults own a smartphone capable of scanning a QR code as of 2022¹

89
million

U.S. smartphone users scanned QR codes in 2022, and projected to increase to 99.5 million by 2025¹

62%

of consumers engaged in mobile device actions, such as scanning a QR code, after seeing a digital street level ad²

99%

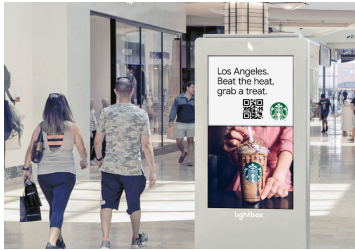
of senior advertising executives believe advertisers looking to successfully target Gen-Z must leverage QR codes³

Source: ¹Statista 2022, ²The Neuron 2022, ³Alfi 2022



Bridge from Real-World Messages to Consumer Actions

Use QR codes to direct consumers to download an app, make an online purchase, or visit a microsite to learn more about a product. QR codes paired with DOOH in contextual settings can drive increased user engagement. Here are some examples:



Retail

Leverage QR codes on eye-level screens at retail locations, enabling customers to receive special coupons while they are shopping.



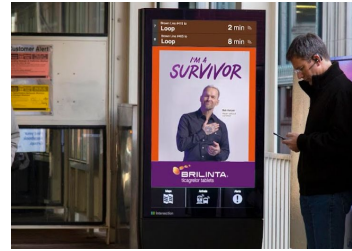
Transit

Engage consumers with promotional messaging on their daily commutes.



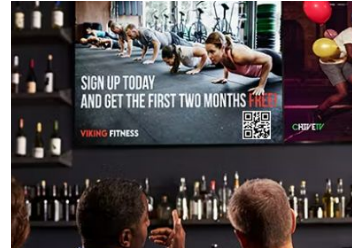
Moving Media

Use placements on top and inside of rideshare vehicles and taxis, driving consumers to online shopping experiences or promotions.



Street Furniture & Spectaculars

Use QR codes to connect large-format messaging throughout cities with follow-up actions on personal devices.



Restaurant & Bars

Reach consumers in moments of leisure with QR codes tied to contextually relevant messaging.



Point of Care

Leverage digital screens in doctors' offices with QR codes directing consumers to learn more about OTC or prescription medications.

Best Practices: QR Codes

- **Optimize the size of your QR code for distance**

Ideal QR code size is a 10:1 distance-to-size ratio. This means that the QR code size should be 1/10th of the distance where users scan it from.

QR Code Size (width/length) = Scanning Distance/10

- **Optimize the design of your QR code for scannability**

Leave a “quiet zone” (blank space) around the QR code to differentiate it from other design elements. While QR codes do not have to be black and white, they are traditionally these colors because they have the highest contrast.

- **Use a single QR code next to a Call-to-Action (CTA)**

Keep things simple by placing one CTA next to one QR code. Too many design elements run the risk of your content becoming cluttered.

- **Show the QR code for as long as possible**

If possible, show the QR code for the full length of the ad to maximize the opportunity for successful conversion.

- **QR codes are not accepted on roadside billboards**



PX Case Study: Ticket Marketplace

A leading ticket marketplace partnered with Place Exchange to drive awareness and sales to the US Open tennis tournament among NYC commuters with the use of QR codes.

Place Exchange mapped the top 10 transit hubs in NYC, the subway line to the stadium, and the stadium itself, creating a 0.5-mile radius around each point of interest, and serving ads with QR codes to the displays within the defined geofences.

Results:

- 24.5 million total impressions delivered by Place Exchange.
- The client was able to track and attribute QR code scans and record revenue directly attributable to the DOOH campaign, based on the mobile device IDs of commuters exposed to the campaign.
- This proved that OOH can serve as both a branding and medium and can drive lower-funnel performance such as CPA and ROI metrics.

