

***Shopper Marketing* QR Code Program Frequently Asked Questions**

Q: What is the *Shopper Marketing* QR Code Program?

A: *Shopper Marketing* magazine can provide a unique QR code to any company that advertises in the magazine. The advertiser can incorporate that QR code into their ad materials.

Q: What is a QR code?

A: QR is the abbreviation for *Quick Response*. A QR code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. When a subscriber scans the QR code using a smartphone equipped with a barcode reader, he will be directed to a website, video, downloadable document or contact information of your choosing.



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Q: What do we need to do to participate in the QR Code Program?

A: There are only 4 simple steps to get started:

- 1) Schedule an ad of any size in *Shopper Marketing* magazine.
- 2) Let us know you want to include a QR code in your ad and provide us with the destination URL to which you want your QR code linked.
- 3) Incorporate a minimum 1" X 1" white square in your ad creative where you will place the image of your unique QR code that will be provided to you by *Shopper Marketing's* production department.
- 4) Send us your finished ad material with your QR code incorporated.

Q: How can I load a QR/Barcode reader on my mobile phone?

A: One of the most popular readers in the world is the i-nigma reader. To download the i-nigma reader via the mobile web go to www.i-nigma.mobi on the browser on your mobile phone. I-nigma will automatically identify your handset type, download and install i-nigma.

Q: Is there any reporting available that will measure the number of times my QR code is scanned?

A: Yes. *Shopper Marketing* will provide regular reports of the activity generated by your QR code. In fact, you will receive a consolidated report via e-mail that includes both the number of times your QR code was scanned and the number of clicks and leads generated by *Shopper Marketing's* Online Product Information Service.

Q: What is the *Shopper Marketing* Online Product Information Service?

A: Each month, after *Shopper Marketing* is mailed, we send an e-mail message to our subscribers inviting them to gather information about the companies and products advertised in that issue. The e-mail provides our readers with links to advertisers' websites and encourages them to request more. Those advertisers then receive the contact information for those interested readers. All advertisers are enrolled in the Online Product Information Service, whether they place a QR code in their ad or not.

Q: Should we request a new QR code each time we advertise in *Shopper Marketing*?

A: It is up to you, but we highly recommend that you do. The activity generated by each unique QR code can be tracked individually. A new QR code for each ad will allow you to monitor the performance of each ad you run.

Q: Where can the destination link from the QR code take a reader?

A: It is up to you. The key is to take advantage of the opportunity to engage the reader at a higher level. To that end, you can drive them to a video demo, an audio message, to your website, to a document download or to e-mail messaging functionality.

Q: Can we change the URL that is linked to our QR code?

A: Yes, you can change the destination URL for any QR code at any time by contacting us during working hours. But, you should realize that anytime the QR code is scanned by a reader it will direct the viewer to the destination URL in effect at that time.

Q: Can we use more than one QR code in a single ad?

A: Yes. You will need to let *Shopper Marketing* know how many QR codes you wish to have incorporated in your ad and include a minimum 1" X 1" white square in your ad layout for each QR code. You can then place the individual QR codes in your ad materials when we send them to you. Each QR code will be unique and therefore can have its own destination URL. Activity reporting will be provided for each QR code individually.

Q: Who can I contact if I have more questions about the *Shopper Marketing* QR Code Program?

A: Please contact Jeanine Caughlin at jcaughlin@p2pi.org or 847-675-7400 ext. 104.