

QR Codes, MVS, NFC and customer engagement

Regardless of the form, recent data shows that people who scan QR codes are particularly interested in the given product or service, and thus of great interest to marketers who want to gather contact data and track purchasing behavior.

In a recent interview, Dustin Runnells of QR Wild talked about how entrepreneurs are using these codes to further their business objectives.

1. What should people know about using QR codes?

QR Codes excel at pushing information from printed media to mobile devices. It is far simpler to scan a QR Code that contains contact information or URLs and have it automatically entered into your contact list or open a web page than it is to manually type in the same data. If you have a mobile accessible web application, there is no easier way to provide the URL to a viewer of printed media than with a QR Code. However, while versatile and easy to use, they're not accessible by everyone. So it's important to be aware that any QR Code campaign must target a demographic that is likely to have a smartphone, or it won't be successful.

2. Are there different types of QR codes for different purposes?

Technically a "QR Code" refers only to the matrix barcodes originating from the Denso Wave Corporation, however it is common to hear people refer to similar competing technologies (such as Microsoft Tag) as "QR Codes" as well.

3. When should someone use a service like yours, rather than just generating codes themselves via bit.ly, etc.?

While it is true anyone can create a QR Code that contains any text that they please, simply providing information to someone and hoping that they use it in your desired way is a long shot. My company, QR Wild engages users by linking to an online scavenger hunt or adventure that tracks progress and rewards active players. QR Codes used in this context invite the person who scanned the code to be more than a passive viewer and become a player in a game where they can be directed to physically move to other locations while allowing the campaign owner to collect valuable metrics about who is viewing the QR Codes.

4. Where do you see things headed in how these are used?

I think QR Codes are acting as a missing link between our physical world and our digital lives. Without technology like QR Codes, there are few other options for quickly and easily moving information from something "real" to something digital. So I expect we'll be seeing a lot more QR Codes, as smartphones grow in popularity with users of all kinds.

Marketing's increasingly mobile, so we'll be seeing more QR codes and other tools for providing ads and enhanced data to consumers on the go. In fact, in 2013, QR codes will have their own

World Expo in London! As with all technology, there's always a "next best thing," which in this case may be mobile visual search (MVS), which allows you to photograph a product or logo to get access to messaging or imaging and near field communication (NFC), where you point phones or other devices at each other to engage.1:2/13