

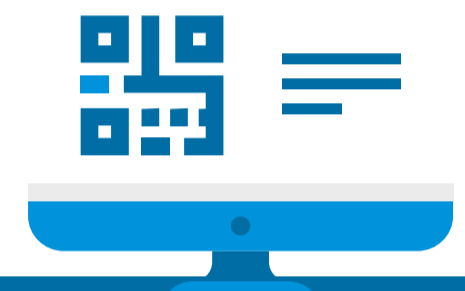


Consumer Engagement QR Code Trend Report Q4 2021

OUR Q4 2021 TREND REPORT EXPLORES THE EVER-CHANGING MOBILE CONSUMER BEHAVIOR WITH BRANDS IN THEIR DIGITAL SPACE. SCANBUY PROCESSED MILLIONS OF SCANS FROM BRANDS DELIVERING A VARIETY OF EXPERIENCES, SUCH AS COUPONS, APP DOWNLOADS, AUGMENTED REALITY, TRAVEL DETAILS, CONTESTS, SHOPPING, PRODUCT INFORMATION, COVID UPDATES, AND MORE.

Scanbuy's cloud-based technology processes engagements from around the world. In the United States, the states with the highest engagement were California, Texas, and New York. When comparing the most active scan times we saw a big jump from 1-2 PM in Q1, to 4-7 PM in Q4. In the activity by day of the week section, Saturday is now leading with 15% compared to other days of the week. The highest consumer engagement experiences were with brands delivering unique brand promotions, custom content, and app downloads.

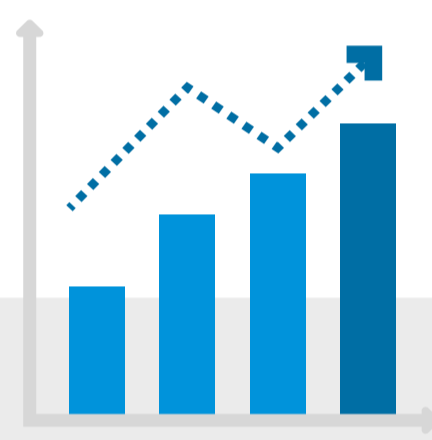
We invite you to explore our latest trend report, learn how QR Codes have changed the shopper's journey, and how brands use this information to create unique campaigns that develop long-lasting relationships with their consumers.



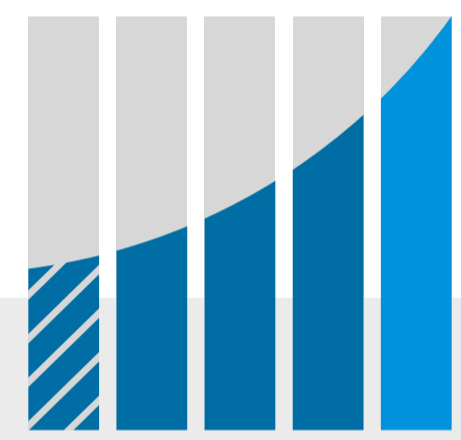
[Click here to talk with an expert.](#)



35% GROWTH
in unique consumers engaging with QR Codes
Q1 2021 - Q4 2021



21.8% GROWTH
in QR Code usage in Q1 2021 - Q4 2021



21.19% GROWTH
in QR Code product packaging engagement
Q1 2021 - Q4 2021



ACTIVITY BY DAY OF WEEK

SATURDAY AT 15%



TOP 5 SCANNING STATES

CALIFORNIA
TEXAS
NEW YORK
VIRGINIA
ILLINOIS



MOST ACTIVE SCAN TIMES

4-7 PM GMT AT 26%

SCANS BY DEVICE TYPE



96.9%
MOBILE DEVICES



2.1%
DESKTOP



1%
OTHER

SCANS BY OPERATING SYSTEM



52%
iOS



42%
ANDROID



6%
OTHER

TOP INDUSTRIES USING QR CODES



MEDIA AND ENTERTAINMENT



FOOD AND BEVERAGE



ELECTRONICS



RETAILERS

TOP MOBILE CONSUMER ENGAGEMENT EXPERIENCES



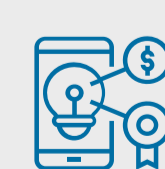
CUSTOM CONTENT



APP DOWNLOAD



BRAND PROMOTIONS



PRODUCT INFORMATION

The information and data shared in this report comes from the advance analytics and business engine available within Scanbuy's Mobile Engagement Platform. To learn more about Scanbuy's consumer engagement solutions contact us at info@scanbuy.com or visit www.scanbuy.com.

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