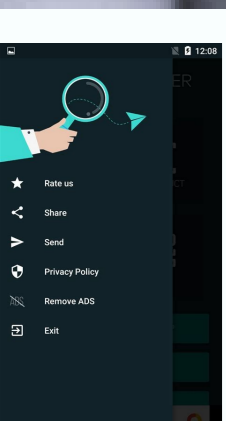
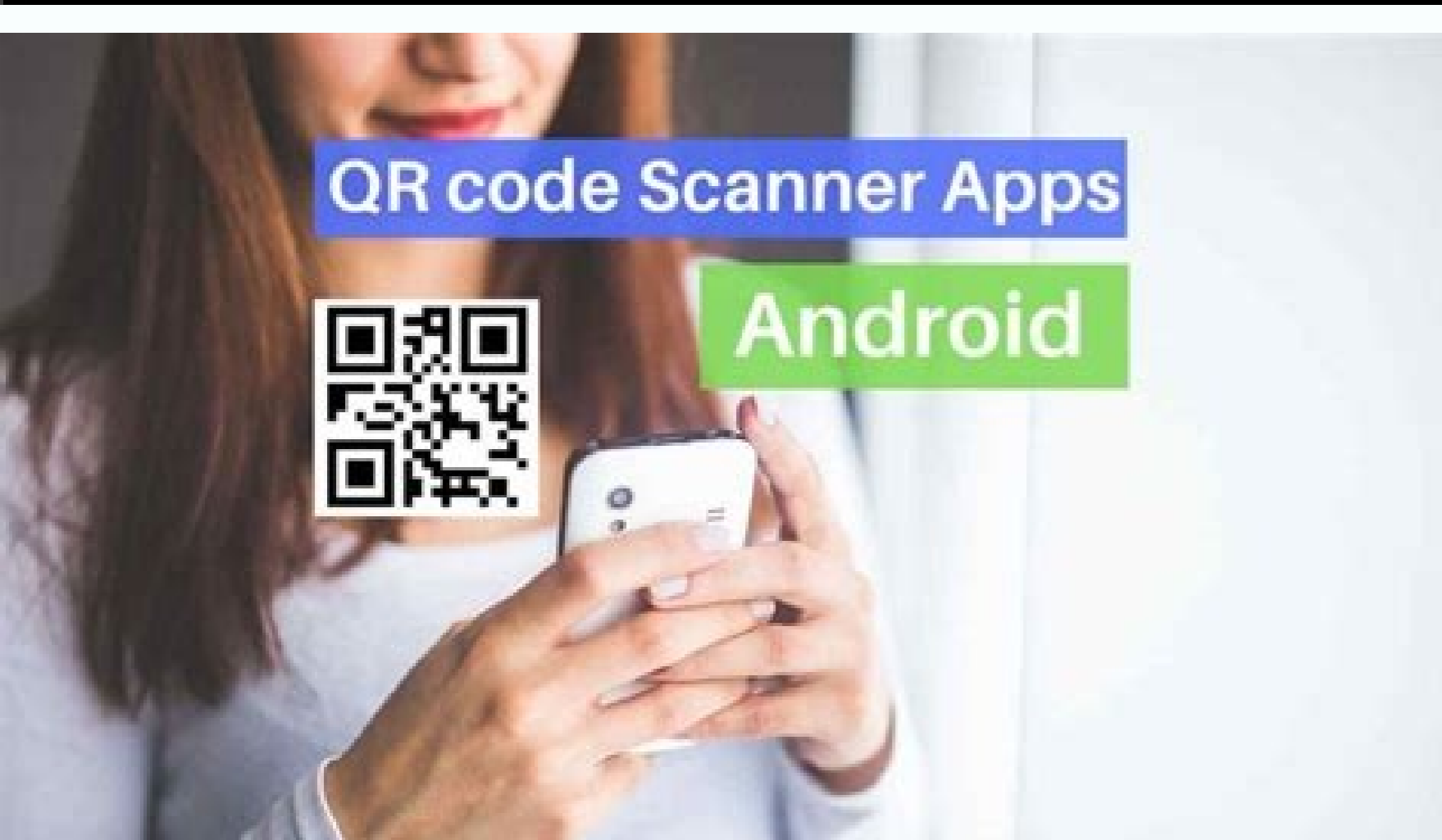
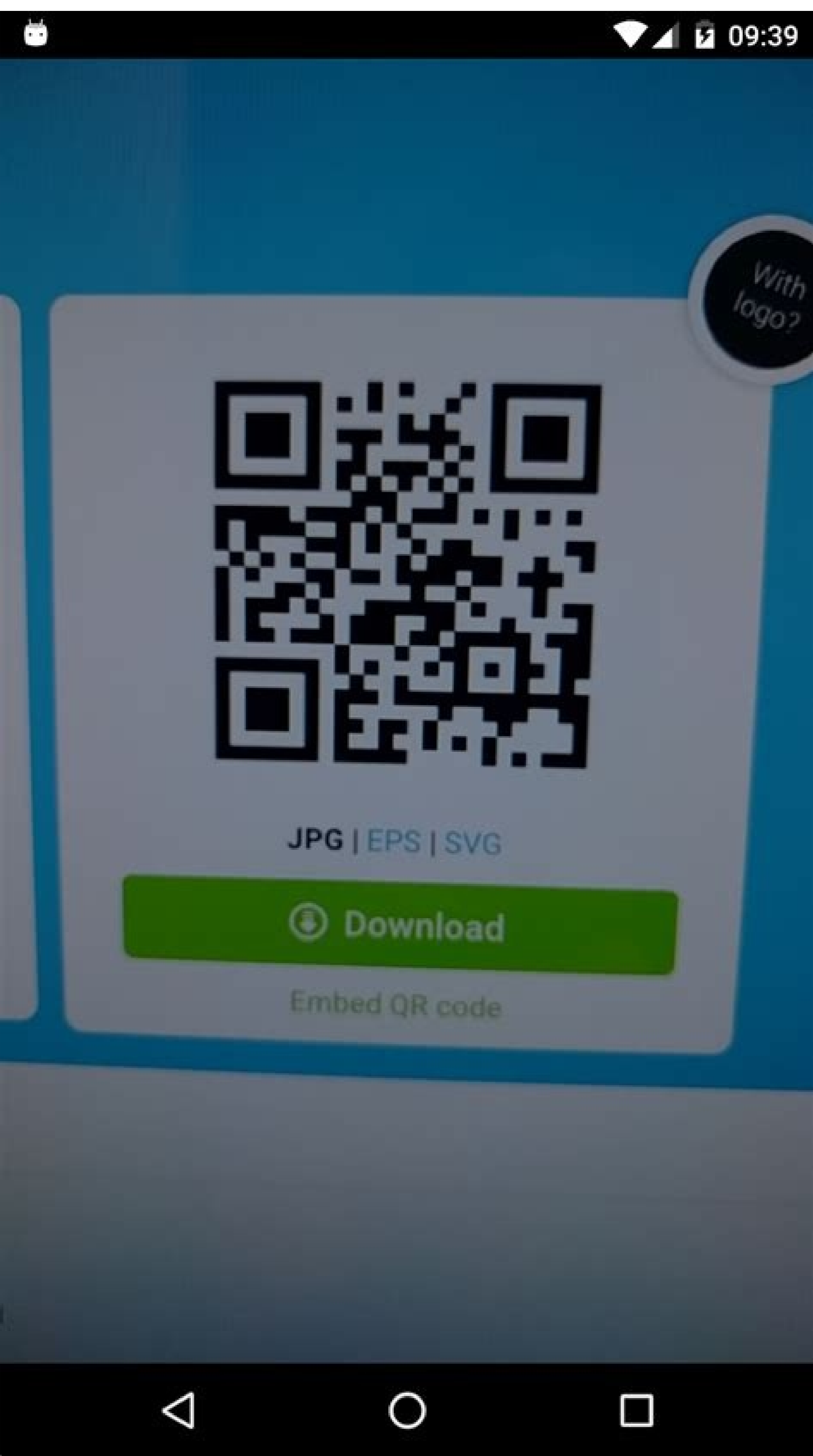


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Ever since I installed a barcode-scanning app on my phone, I see QR codes everywhere—so naturally I wanted one of my own. If you're a barcode-scanning fool, the QR code to the left links to my personal web site. Fun!A QR ("quick response") code is a square barcode that makes getting URLs, location coordinates, any text or contact information onto a phone fast. With a barcode scanner app installed, you just point your phone's camera at the code to read its contents. Here's what reading this QR code looks like on my Android phone, using an app simply called "Barcode Scanner."To find a scanner application, Google "QR Reader" and the model of your phone. (If you've got a favorite scanner app that you're using, let us know in the comments.)Encoding a regular URL is a fine use of QR codes—especially lengthy and complicated URLs on movie and event flyers—but one of my favorite uses of QR codes is swapping mobile app recommendations with your friends. Since you can't search the Android Market on the web or in desktop software, you're always stuck tapping in search terms by hand. The App Referrer app generates QR codes for every one of your applications. So if you want to "give" that app to a friend, you call up the QR code, and your pal can scan your phone's screen.You'll also see QR codes on web pages, in store windows, on business cards, and on conference badges. You can generate your own QR code with the information you want others to be able to read onto their phones quickly too. This QR code generator can embed a URL, text, a phone number, or an addressed and ready-to-send SMS message into a QR code.If you Google "QR code generator" you'll find others, but beware of generators that force a redirect through their site when someone scans the resulting code and gets a URL. (For example, this generator has options to encode Google Maps coordinates, social network information, and Vcards and can print t-shirts and stickers from the codes it generates, but if you enter a simple web site URL it creates a redirect through the qrstuff.com site.)Speaking of stickers, now I just need to print a few with my code to stick on my laptop, phone, and conference badges.Smarterware is Lifehacker editor emeritus Gina Trapani's new home away from 'hacker. To get all of the latest from Smarterware, be sure to subscribe to the Smarterware RSS feed. For more, check out Gina's weekly Smarterware feature here on Lifehacker. (Image credit: Laptop Mag) Knowing how to scan a QR code on Android has become a crucial skill over the last 18 months with many restaurants, parking facilities, and other venues adopting the code blocks. Why? Because it's an easy method to link customers to a website or app without forcing them to type in a long URL. QR codes got lots of attention over a decade ago when smartphones were first rising to prominence, but until the last couple of years, they had never managed to catch on. If you have memories of frustrating interactions with them a year ago, don't worry, it's a much simpler process now regardless of which Android phone you own.How to scan a QR code on Android with the camera app (Android 9 or later)Modern Android phones typically let you scan a QR code directly from the built-in camera app. This ability was one of the biggest turning points for QR code adoption as it removed the additional step of having to find and install a separate QR code scanner. If your Android phone is running Android 9 or later then you can follow these instructions to scan a QR code.Open the Camera app.Align your camera with the QR code until it is in focus. On OnePlus phones, tap the Google Lens button to the left of the shutter. Tap on the URL that appears on your screen.That's it! The QR code should have whisked you off to the appropriate website or app. If you are having difficulties with the QR code triggering automatically on a Pixel, you can use the dedicated Google Lens mode in the camera as well.(Image credit: Laptop Mag)How to scan a QR code on Android with a separate app (Android 8 or earlier)Samsung and some other manufacturers introduced QR code readers before it was part of Android, but if you have a phone running Android 8 or earlier, you may need an app to scan QR codes. While there are thousands of QR code scanner apps in Google Play, I would recommend sticking to one of the many mobile browsers that offer a QR code scanner because I have greater faith in the security of these apps. A couple of popular options to consider are Mozilla Firefox (opens in new tab) or Microsoft Edge (opens in new tab).How to scan a QR code with Mozilla Firefox:Open Mozilla Firefox.Tap in the search bar.Tap the Scan button. The first time you may need to grant Firefox permission to take pictures and record video. Align your camera with the QR code until it is in focus.Click Allow when prompted.How to scan a QR code with Microsoft Edge:Open Microsoft Edge.Tap on the camera icon in the search bar. The first time you may need to grant Edge permission to take pictures and record video. Select Barcode at the bottom left of the screen.Align your camera with the QR code until it is in focus.Today's best Microsoft Office 365 deals (opens in new tab) (opens in new tab) (opens in new tab)View Deal (opens in new tab) (opens in new tab) (opens in new tab) (opens in new tab) (opens in new tab) (opens in new tab) (opens in new tab) (opens in new tab) (opens in new tab)Just a few years ago, QR codes seemed to be "the next big thing." Shop windows, food labels, band fliers, magazine advertisements -- those distinct little black-and-white squares were everywhere, vying for our attention. And while small business owners and marketers thought they'd hit the jackpot, the QR code trend didn't become as popular with consumers as some had predicted. A 2013 survey found only 21% of American smartphone owners say they've ever scanned a QR code, and just 2% say they scan a QR code at least once per day. You might think that, in an age when consumers tend to keep their smartphones close by at all times, an application that connects the physical and digital worlds -- kind of like Instagram, FitBit, and thousands of other apps do -- would take flight. But I'll be honest here: I've never scanned a QR code in my entire life, and I'm pretty tech-savvy. I can't even recall watching a friend scan a QR code, either. But I realize I'm a sample size of one, and I've heard people argue -- marketers especially -- that QR codes are still alive and well. I found myself thinking, could that even be possible? Download our free guide here to learn how to create QR codes for yourself. So I decided to look for success stories and data to see whether I was ill-informed or QR codes really are still a thing. Though I could hardly find a data point that was less than two years old, I'll tell you what I did find, what I think it means, and what marketers should do about it. Like I said, this isn't an easy question to answer because of the limited data. But the data I did find suggests that QR codes are not widely used. For example, Inc's 2012 research found that 97% of consumers don't even know what a QR code is. Digital business analytics company comScore found that 6.2% of the total U.S. mobile audience scanned a QR code on their mobile device in 2011. Since 2011, the number of mobile users has increased, especially among the younger population, while QR codes seem to have maintained steady popularity and visibility. According to comScore's report, the number of people who have scanned a QR code seems to have plateaued since 2012. As the number of smartphone users continues to rise, the number of consumers scanning QR codes remains the same, trend is out of style, or are some of them actually seeing real success? After all, it's understandable that we're constantly looking for ways to bridge offline and online marketing in our internet-driven world -- so to us, links you can "click on" in real life are a godsend. Data from MarketingCharts suggests that the average marketer's view on QR codes is "somewhat at odds with the consumer statistics. Whereas relatively few consumers say they're actively scanning QR codes, marketers are finding them to be quite an effective mobile marketing tactic." To be specific, of the marketers who responded to an Experian survey about the effectiveness of QR codes as a mobile marketing tactic, 29% of them rated QR codes very effective, and another 66% effective. So what does this data all mean? Basically, QR codes appear to be working for that small, stagnant population that knows how to use them. While QR codes aren't "dying," they're certainly not thriving. The question is why, given how many consumers have smartphones nowadays. What Happened? There are a number of reasons why QR codes might be going "out of style," but the most important is probably that they're often misused. They're in subway stations where there's no WiFi, on TV commercials that have an air time of a second or two, and some of them lead to broken links or landing pages that aren't optimized for mobile. Once a consumer is disappointed by the mobile experience behind a QR code, she may never scan one again. For those of you who use QR codes properly and offer great mobile experiences behind them, this is probably very frustrating. But even when QR codes are used properly by businesses, the bigger issue is that the many users don't know how to use them properly. They have been poorly adopted in the United States and haven't really broke out of the tech-savvy crowd. And although mobile devices incorporated a preloaded version of a QR code reader into their system (Apple's is built into Passbook, not the camera itself), that isn't very widely known or used. It turns out that the action of taking out your phone, opening a QR code reader, holding the camera from the app up to a QR code with steady hands, and pressing a button isn't super intuitive -- so you should probably adjust your marketing strategy accordingly. What's a Marketer To Do? Marketers who believe QR codes are alive are already drinking inbound marketing Kool-Aid -- they're just trying to use an offline channel to drive website visits. So, what are other ways to bridge the online/offline gap and draw more people to your website? One practical solution is to lock down a short, memorable URL and give people that URL. Consumers are becoming more and more familiar with their smartphones, and nowadays, typing a URL into a mobile browser is not a problem for most people. Just make sure that these URLs are short and that they contain a unique UTM tracking code so you can measure your success. (HubSpot customers: learn how to create a tracking URL for a landing page in HubSpot here.) And, besides QR codes, there are other effective ways to attract people to your website, add you on Twitter, or buy your product -- you can click here for some ideas. If QR codes are a part of your marketing strategy and you believe they bring you success, I suggest that you run an A/B test or two to gauge their effectiveness. For example, at your next event, you could include a QR code on half of your programs, and a shortened, easy-to-remember URL in the other half, both linking to the same page on your website. Put separate UTM tracking codes on the QR code link and shortened URL so you can compare how many people visit from each, and voila -- you can see if your audience likes to use QR codes. Just because QR codes don't work for some companies doesn't mean they won't work for you, and this type of testing is the only way to know if they work for your unique audience. What do you think? Are QR codes dying? Originally published Aug 14, 2014 8:00:00 AM, updated July 28 2017

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