

Amplifying Ad Content & Experiences with QR Codes



yahoo!

**New
Simple
Scalable
Turn-key
Plug and Play**





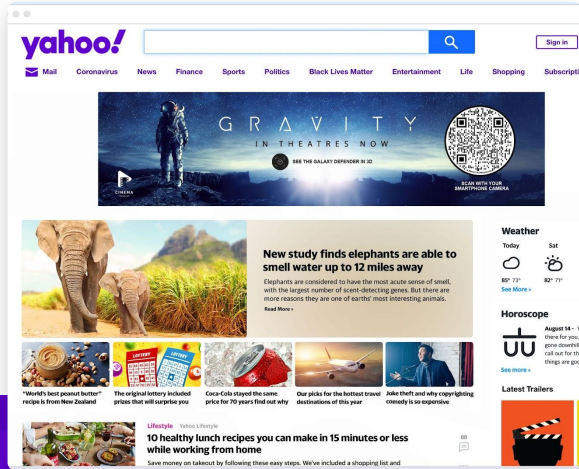
yahoo!

Elevate brand engagement with QR codes

QR codes enable 1:1 interactions

QR codes can be integrated into a variety of ad units, providing opportunities for consumers to convert

QR Codes can be used across ad units, all available at Yahoo



Online



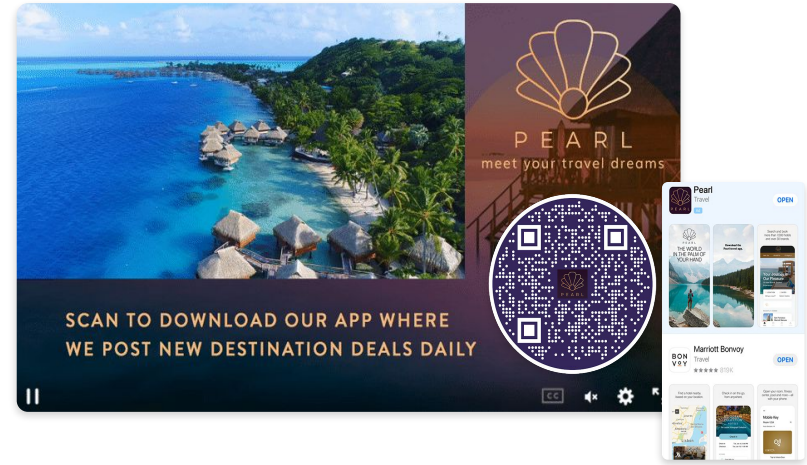
DOOH



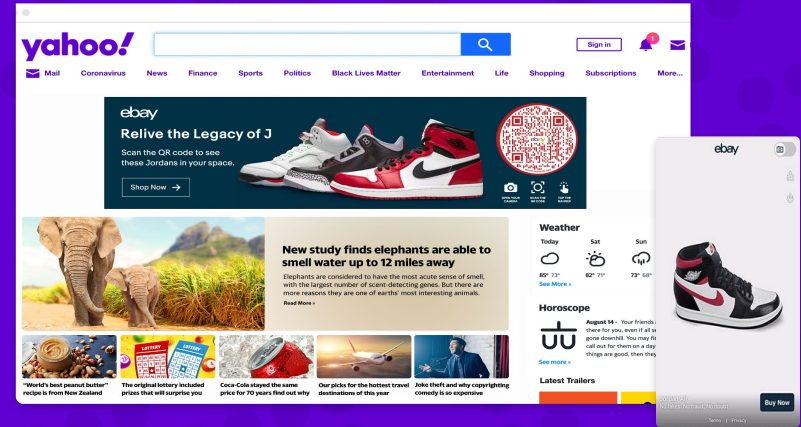
CTV

yahoo!

Integrate QR Codes into your Online Advertising



Integrate QR Codes into your standard digital ad formats to encourage engagement without having to leave the content experience



Enhance outdoor engagement through interactive DOOH



Take control of your Out of Home campaign creating an immersive environment that loads instantly into a mobile experience

Passive CTV experiences are history

Consumer's attention spans are shorter than ever.

71% of CTV viewers use a mobile device to research related content.

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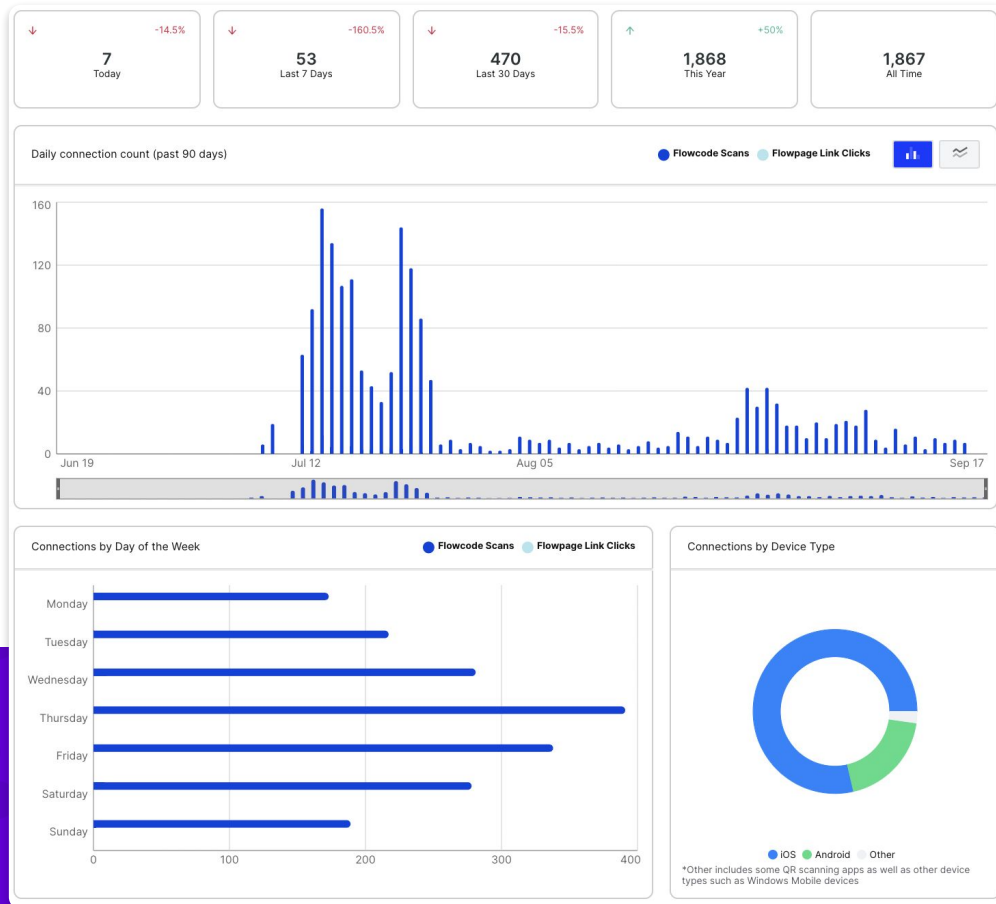


Source: eMarketer

QR code reporting

QR code engagement reporting can be provided on a weekly basis in PDF format. If you want to track the scan-through rate on different creatives/media placements, **different codes for each placement** are required.

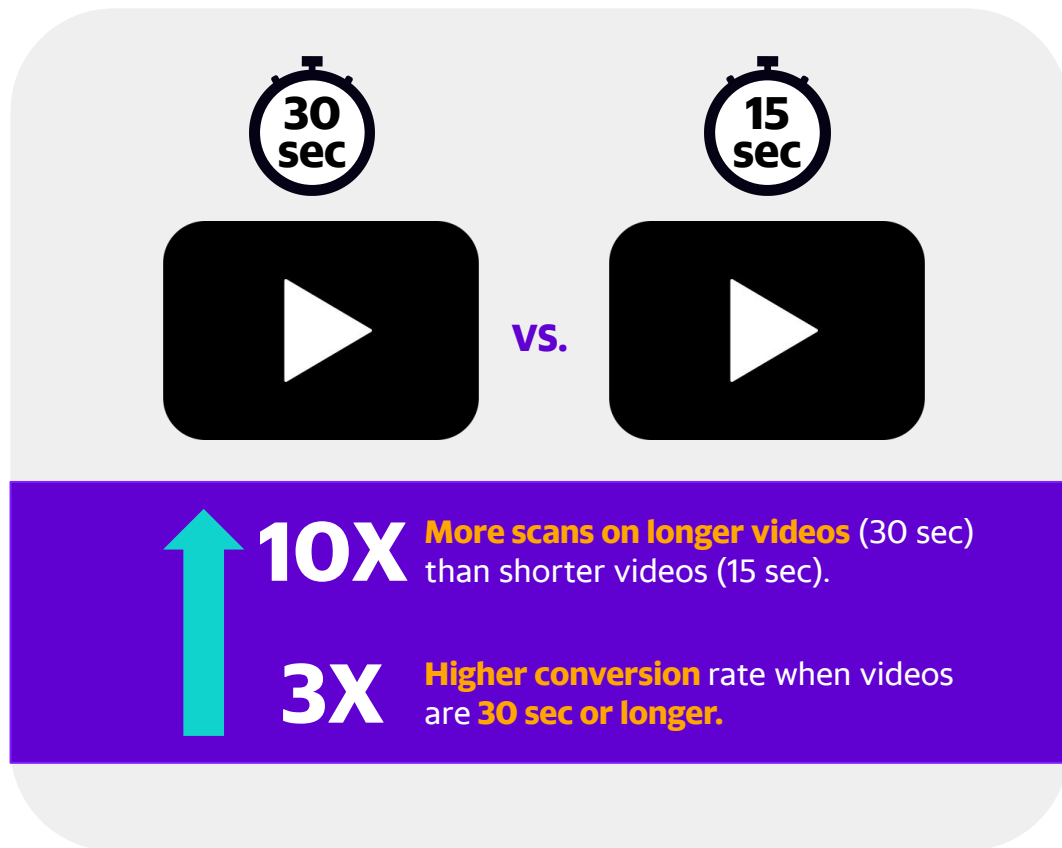
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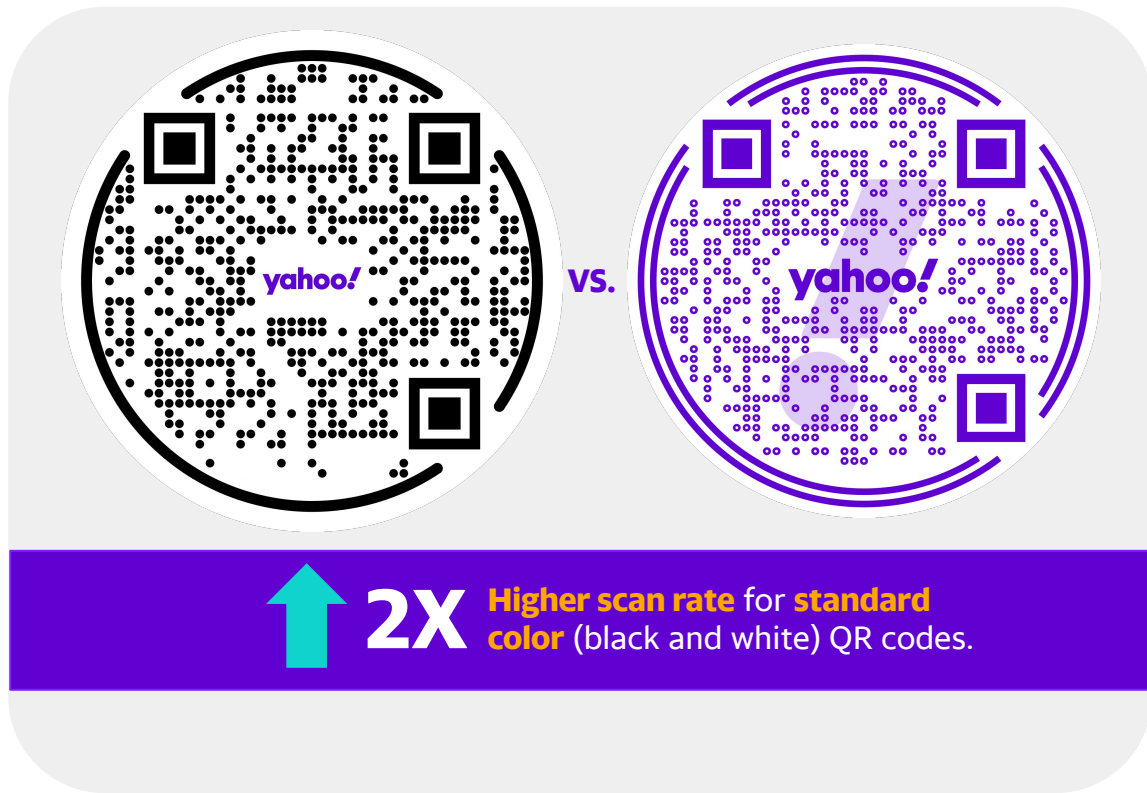
Designing for success

Longer video gives users time to scan through



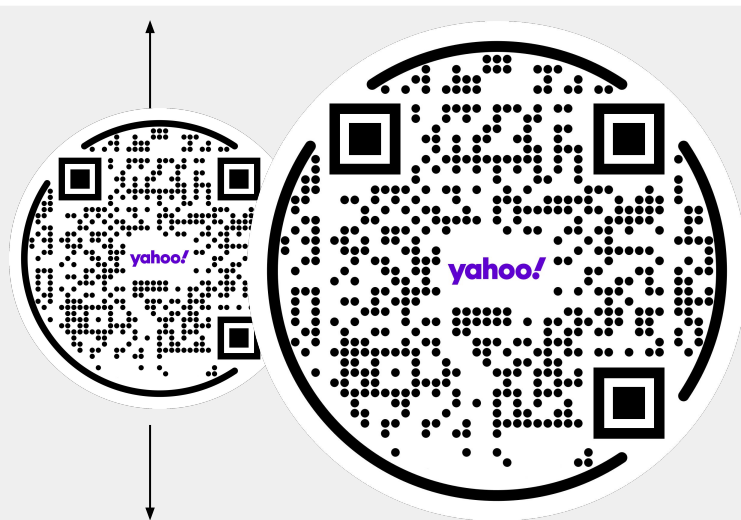
Familiarity

A standard black and white QR code is more recognizable to users and more intuitive for them to scan.



Bigger QR codes generate better engagement

The QR code size recommendation is **400px or larger for 1080px displays.**



2X

Higher scan rate when QR Code is the **standard size.**

Make it clear and connect with users

- 1 Clear & Concise CTA:** Provide users with a clear benefit or incentive to scan.
- 2 Cohesive Messaging:** Try to focus on one key message in the creative experience.
- 3 Relevance:** Connect with users through relevant seasonal themes, holidays or major events.

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