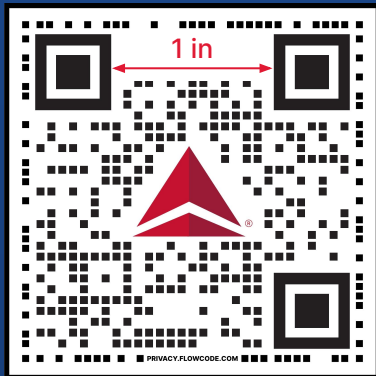


QR Creative Design Best Practices

Sizing

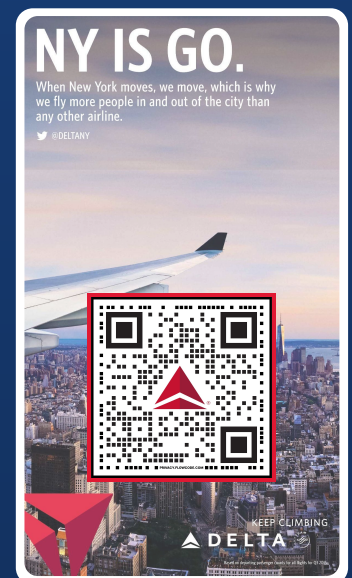
- The **minimum code size is 1"** from eye to eye.



- Code size will vary based on where the code is being placed, but should be **25% of the surface area**.
- If someone scans from **10 feet away**, make the code **1 foot**
- For smaller items such as business cards, refer to the aforementioned minimum code size

Placement

- Make the codes an **integral part of the design**. This reinforces the importance of the code and builds trust in the interaction.
- Place codes **at eye level**. Users should not have to zoom in, bend down or go out of their way to interact with the code. Always think about the audience interaction and ease of scan.
- Codes should not be placed on assets that will only be viewed on a phone**. For example, a code placed within an app will not function as expected since **scanning requires a camera interface**.



QR Creative Design Best Practices

Call to Action

Be clear about where the Flowcode scans to!

Users like to know **why they are scanning** and **where they will be directed** upon scanning

Creative **assets should contain copy that includes a clear call to action** around the code

Codes that offer a sense of urgency perform the strongest

- Scan to Win
- Scan for Offer
- Scan for Discount
- Scan for Free Merch

Be aware of your audience and provide additional context, as needed.

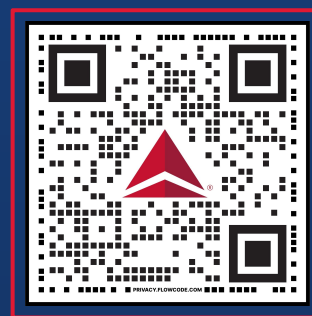
- Translated/multiple Call to Actions for non-English users
- Education on how to scan (ex. Open Camera, Aim, Tap Banner)
- Verbal/audio Call to Action to partner with physical asset (ex. audio instructions for codes on gate screens)

Specific Call to Action

- Scan to Enroll/Join SkyMiles
- Scan for Shop
- Scan for Exclusive Limited Time Offer
- Scan to Connect
- Scan to Message Us

2x Lift in scan performance

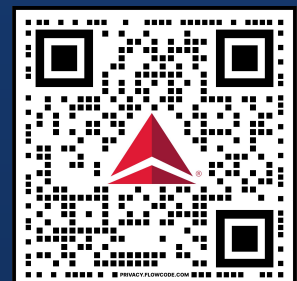
Flowcode scans are worth **more than a regular click (most qualified leads)**



← Scan to Email
QRcodes@delta.com



Escanear para
Contactar a Delta



Scan to
Contact Delta