



Standard QR Codes are great in theory. They're eye catching and bridge the physical and digital worlds. But in practice, standard QR Codes fall short. Your reachable audience is misleadingly small and significant ROI rarely comes from redirecting to a URL. Current* smartphone penetration is estimated to reach 50% of the population by the end of 2011, and of that group only 28% use QR Codes — equal to 86% of the marketable population that standard QR Codes leave out.

That's where **Msgme QR Codes** come in.

INDUSTRY LEADING FEATURES

- Customizable code design and branding
- Data sync to CRM subscriber database
- Data extraction and device detection for web ops
- Integrated equivalent SMS or voice call-to-action
- Carrier and MMA compliant



ALL THE FUNCTIONALITY YOU NEED

- Phone: Scan-to-call, send an SMS, deliver a coupon
- Web: Scan-to-URL, app download, map destination
- Social: Scan-to-like on Facebook, follow on Twitter
- Viral: Scan-to-insert code into Facebook status feed
- Incentives: Scan-to-enter sweepstakes or contest

*MESSAGE AND DATA RATES MAY APPLY

Don't settle for a standard QR Code.

Use Msgme to augment the reach and functionality of your QR Code campaign with mobile marketing CRM.

★ Sources: Mashable and Nielsen