The information shared in this report comes from the advanced analytics and business intelligence engine available within the ScanLife Mobile Engagement Platform and Scanner App. If you would like access to your QR Code campaign intelligence, please contact us today at trends@scanlife.com or visit us at www.scanlife.com to learn more.

**DEMOGRAPHICS**

**TABLET SCANNING**

**TOP INDUSTRIES TOP CONTENT**

**USER STATISTICS**

**GENDER BY AGE**

**MOST LIKED QR CODES**

**MOST SCANNED QR CODE CAMPAIGNS**

**TOP 3 COUNTRIES SCANNING**

Why should four million new users jump on the QR Code bandwagon in one quarter alone? Because mobile engagement marketing is relevant, entertaining, and instantaneous. QR Codes appear just when consumers need them–as they gaze into store windows, pick up new products, or shop in boutiques and supermarkets.

Our Q2 2013 Mobile Barcode Trend Report provides the inside scoop on what attracts them, and why these connections are revolutionizing the way people interact. QR Codes are a common sight in the worldwide market—with scanning activity continuing to grow, especially among value shoppers. In fact, statistics show that four out of five consumers have scanned at least once in Q2 2013, with a scan-to-click rate of 21 percent—up 22 percent from this time last year. Just think: scan activity increased by whopping 15 percent in the same time period.

To get the latest insights on QR Codes and the people who interact with them, just check out our charts and Infographics in our quarterly trend report. As always, be sure to hit us up on social media to discover more ways to connect with consumers using the ScanLife Mobile Engagement Platform.

People that scanned least once in Q2 2013.

People that scanned least once in Q2 2013.

USER STATISTICS

NEARLY 6 MILLION ACTIVE USERS

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