



CUSTOMIZABLE

QR CODES

Make a lasting impression with Captello's flexible QR Codes

CUSTOMIZABLE QR CODES

Tailor QR codes to align seamlessly with your corporate identity, selecting from a variety of colors, logo placements, and design options. Once you've crafted your perfect QR code template, you can easily integrate it across multiple services for a holistic brand experience.

SERVICES EMPOWERED BY QR CODES:

- ▶ **TRACKABLE CONTENT:** Let users access your brochures on their mobile devices simply by scanning your QR code. Monitor engagement as users download and engage with your content.
- ▶ **TRACKING URLS:** Opt for a sleek vanity URL that subtly redirects to your main destination, ensuring a seamless experience when users open web pages post-QR scan. Engagement metrics are derived from click rates.
- ▶ **EVENT MICROSITES:** Harness the power of our intuitive drag-and-drop builder to create event microsites. Scanned QR codes direct users to these responsive microsites, providing them with an immersive experience.
- ▶ **UNIVERSAL LEAD CAPTURE:** Flip the script with a reverse lead capture. Users scan your custom QR code, and voila! A lead capture form pops up in their browser. Our platform also facilitates badge scanning.

What's more, the same Captello application-based lead capture form is made available for user-initiated engagement – a brilliant avenue for self-service lead capture.

- ▶ **WAYPOINTS:** Enhance user journeys with Waypoints, quintessential for scavenger hunts. On scanning your QR code, users are greeted with content like videos, web pages, documents, or HTML pages before marking their check-in. Incorporate them into your event gamification strategy, offering leaderboards, progress updates, reward mechanisms, and more to incentivize QR code scans.



- ▶ **DIGITAL ACTIVATIONS:** Add some fun! With a single scan of your QR code, users can dive into any of Captello's 60+ digital activations, from classics like "whack-a-mole" and "candy crush" to memory games like "simon says." Each game is designed to be mobile-responsive for an optimal user experience.
- ▶ **SURVEYS & POLLS:** Seek feedback effortlessly. Direct users to surveys or polls with a quick scan. Whether during events, in breakout sessions, or post-event debriefs, these tools are essential for capturing feedback. Plus, intertwine your surveys and polls with gamification, rewarding users for their valued input.

Opt for Brandable QR Codes and redefine your brand's digital engagement. Dive in, craft, and captivate!

Get started with Captello's Customizable QR Codes:

CAPTELLO.COM/DEMO