UniteU enables the easy generation of Smart QR™ codes and basic QR codes through its robust Content Management System. Smart QR™ codes allow merchants to select products from their catalog and add them to the generator. In turn, a QR code is created along with a shortened URL. QR codes can be exported via a zip file for use on product packaging, marketing signage, in-store signage or on any printed material customers interact with!

**Smart QR™ codes can be based on the following data:**
- Product
- SKU
- Department
- Search term
- Landing page
- Advanced manager lets merchants create and save patterns then add macros that append data such as seasonal promotional codes. The manager then generates all the combinations of product data from the pattern and appends the different promotional codes for **bulk creation of your QR campaign!**

**Basic QR code generation**
- Paste singular URLs
- Upload CSV with many URLs for bulk creation

**Actions:**
- Add SKU directly to cart
- Add product to cart (SKU selection in basket)
- Pass through promotional discounts
- Add to registry
- Share w/ a friend (mobile landing page)
- Get help in store (mobile landing page)
- Price match (mobile landing page)
- View videos (mobile landing page)
- View product reviews (mobile landing page)

Create QRs that when scanned add products directly to cart, making your shopper’s buying experience **quick and easy - a direct buy!** Management interface lets you select the SKU’s add to cart landing page and generates a QR with shortened URL on the fly!

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For more information contact info@uniteu.com or call 877-486-4838 ext. 17
Smart QR™ Code Uses

Smart QR™ Code Benefits for your Brick and Mortar

Offer un-matched customer service by letting your shoppers interact on mobile in your store via scannable QR codes! Shoppers can check nearby inventory if your store is out-of-stock, click to get promotions, price-match, click to get help from an associate, check reviews and ratings and even view videos!

Battle Showrooming

Don’t lose sales to showrooming! Embrace it with price-match technology! Let your customers tell you where they found a better deal and give them an offer they can’t refuse!

Know When Shoppers Need Help in Your Store

An email gets sent to the store manager containing the product the shopper scanned in the store and the shopper’s mobile number.

Read Customer Reviews

Direct shoppers to your mobile site’s reviews page where they can read online customer reviews for the products they scan in your store!

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How Smart QRs™ can be put to use

This smart technology is a great for team sports. Use QR codes in combination with ship-to-seat fulfillment and increase merchandise sales at the game! Let your customer know their order is on the way through SMS technology that texts the shopper!

Also great for home goods, wedding and baby gift registry! Shoppers can add products to their registry by scanning its QR code and saving it via their own smart phone; no bulky outdated scan guns required!

Game Day Ticket

Scan the QR below with your phone for a discount on our new T-shirt!

We will even bring it to your seat!

Fan Gear T-Shirt

- small
- medium

Checkout

Scan and automatically adds product to cart, SKU/attribute selection happens in cart!

Product Placement:

Take customers right to the product page on your interactive mobile site using an easy to scan QR code. QR usage has endless possibilities and can be placed on items packaged and sold at your store or on signage and marketing materials.

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