

QRNFC Global

Print Campaign ROI

How a trackable QR code turns your print campaign from a guess into a data-driven machine.

Confidential

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Live Pricing Snapshot (at generation time)

Starter Pack: \$74.99 / 11 codes (€69.99 / £64.99)

Campaign Credit: from \$12.99 (90d) to \$34.99 (12mo), packs 1/3/5/10

Subscriptions (Creator / Business / Growth+ / Enterprise): \$19 / \$99 / \$179 / \$399 per month

Pay-on-Scan minimum: \$5.99 per public activation • Signup: 0 regular + 0 greeting card (free)

The Problem: Print Has a Data Black Hole

A business prints 1,000,000 flyers for a campaign. Total spend: \$35,000–\$120,000 on design, printing, and distribution. Then what?

No idea how many people responded. No idea which areas performed. No idea if the offer was compelling. No data to improve the next campaign. Just reprint and hope.

The Solution: Add a Trackable QR Code

Place a QRNFC QR code on every printed piece. Every scan is tracked in real time. Know exactly who engaged, where they are, what device they used, and when they scanned.

Change content mid-campaign without reprinting. A/B test two offers from the same QR code. Retarget every scanner with Facebook, Google, and TikTok ads.

The Numbers: 1,000,000 Flyer Campaign

Metric	Without QR Tracking	With QRNFC
Response rate	0.5–2% (guessed)	2–5% (measured + optimised)
Cost per lead	Unknown	Calculated to the penny
Follow-up ability	None	Retarget every scanner with ads
Mid-campaign changes	Reprint everything	Update content instantly, free
A/B testing	Impossible	Built in — test two offers
Analytics	None	Geo, device, time, trends, CSV export

The ROI Maths

Without QRNFC

- 1% response = 10,000 leads (assumed, not proven)
- Cost per lead = \$5.00 (guessed)
- No way to improve the next campaign

With QRNFC (\$79/month Business plan)

- 30,000 tracked scans (3% scan rate is typical)
- Every scanner is retargetable via Facebook/Google/TikTok ads
- A/B test reveals Offer B gets 40% more engagement → use it next time
- Content updated mid-campaign if underperforming — no reprint
- Cost per verified, trackable lead: \$1.67

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QR Code ROI for Print Campaigns

- Next campaign performs 20–40% better because you have real data

\$79/month is 0.16% of a \$50,000 campaign budget — and it's the only part that tells you whether the other 99.84% actually worked.

What You Get

Plan	Price	QR Codes	Key Features
Creator	\$19/mo	50	50K scans/mo incl., analytics, customiser
Business	\$79/mo	150	A/B testing, retargeting pixels, smart routing
Growth Plus	\$129/mo	300	Webhooks, CRM integration, PDF exports
Enterprise	\$199/mo	500+	API access, priority support

The Bottom Line

For the cost of reprinting 2,000 flyers, you'll know whether the other 998,000 actually worked.

If your QR code tracking improves the next campaign's response rate by even 0.5%, that's an extra 5,000 leads on 1,000,000 flyers. At even \$10 per lead value, that's \$50,000 in extra value — from a \$79/month tool.

Stop guessing. Start measuring. qrnfcglobal.com