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Just a few years ago, QR codes seemed to be "the next big thing." Shop windows, food labels, band fliers, magazine advertisements -- those distinct little black-and-white squares were everywhere, vying for our attention. And while small business owners and marketers thought they'd hit the jackpot, the QR code trend didn't become as popular with consumers as some had predicted. A 2013 survey found only 21% of American smartphone owners say they've ever scanned a QR code, and just 2% say they scan a QR code at least once per day. You might think that, in an age when consumers tend to keep their smartphones close by at all times, an application that connects the physical and digital worlds -- kind of like Instagram, FitBit, and thousands of other apps do -- would take flight. But I'll be honest here: I've never scanned a QR code in my entire life, and I'm pretty tech-savvy. I can't even recall watching a friend scan a QR code, either. But I realize I'm a sample size of one, and I've heard people argue -- marketers especially -- that QR codes are still alive and well. I found myself thinking, could that even be possible? Download our free guide here to learn how to create QR codes for yourself. So I decided to look for success stories and data to see whether I was ill-informed or QR codes really are still a thing. Though I could hardly find a data point that was less than two years old, I'll tell you what I did find, what I think it means, and what marketers should do about it. Like I said, this isn't an easy question to answer because of the limited data. But the data I did find suggests that QR codes are not widely used. For example, Inc's 2012 research found that 97% of consumers don't even know what a QR code is. Digital business analytics company comScore found that 6.2% of the total U.S. mobile audience scanned a QR code on their mobile device in 2011. Since 2011, the number of mobile users has increased, especially among the younger population, while QR codes seem to have maintained steady popularity and visibility. According to comScore's report, the number of people who have scanned a QR code seems to have plateaued since 2012: As the number of smartphone users continues to rise, the number of consumers scanning QR codes remains the same. trend is out of style, or are some of them actually seeing real success? After all, it's understandable that we're constantly looking for ways to bridge offline and online marketing in our internet-driven world -- so to us, links you can "click on" in real life are a godsend. Data from MarketingCharts suggests that the average marketer's view on QR codes is "somewhat at odds with the consumer statistics. Whereas relatively few consumers say they're actively scanning QR codes, marketers are finding them to be quite an effective mobile marketing tactic." To be specific, of the marketers who responded to an Experian survey about the effectiveness of QR codes as a mobile marketing tactic, 29% of them rated QR codes very effective, and another 66% effective. So what does this data all mean? Basically, QR codes appear to be working for that small, stagnant population that knows how to use them. While QR codes aren't "dying," they're certainly not thriving. The question is why, given how many consumers have smartphones nowadays. What Happened? There are a number of reasons why QR codes might be going "out of style," but the most important is probably that they're often misused. They're in subway stations where there's no WiFi, on TV commercials that have an air time of a second or two, and some of them lead to broken links or landing pages that aren't optimized for mobile. Once a consumer is disappointed by the mobile experience behind a QR code, she may never scan one again. For those of you who use QR codes properly and offer great mobile experiences behind them, this is probably very frustrating. But even when QR codes are used properly by businesses, the bigger issue is that the many users don't know how to use them properly. They have been poorly adopted in the United States and haven't really broke out of the tech-savvy crowd. And although mobile devices incorporated a preloaded version of a QR code reader into their system (Apple's is built into Passbook, not the camera itself), that isn't very widely known or used. It turns out that the action of taking out your phone, opening a QR code reader, holding the camera from the app up to a QR code with steady hands, and pressing a button isn't super intuitive -- so you should probably adjust your marketing strategy accordingly. What's a Marketer To Do? Marketers who believe QR codes are alive are already drinking inbound marketing Kool-Aid -- they're just trying to use an offline channel to drive website visits. So, what are other ways to bridge the online/offline gap and draw more people to your website? One practical solution is to lock down a short, memorable URL and give people that URL. Consumers are becoming more and more familiar with their smartphones, and nowadays, typing a URL into a mobile browser is not a problem for most people. Just make sure that these URLs are short and that they contain a unique UTM tracking code so you can measure your success. (HubSpot customers: learn how to create a tracking URL for a landing page in HubSpot here.) And, besides QR codes, there are other effective ways to attract people to your website, add you on Twitter, or buy your product -- you can click here for some ideas. If QR codes are a part of your marketing strategy and you believe they bring you success, I suggest that you run an A/B test or two to gauge their effectiveness. For example, at your next event, you could include a QR code on half of your programs, and a shortened, easy-to-remember URL in the other half, both linking to the same page on your website. Put separate UTM tracking codes on the QR code link and shortened URL so you can compare how many people visit from each, and voila -- you can see if your audience likes to use QR codes. Just because QR codes don't work for some companies doesn't mean they won't work for you, and this type of testing is the only way to know if they work for your unique audience. What do you think? Are QR codes dying? Originally published Aug 14, 2014 8:00:00 AM, updated July 28 2017 QR & Barcode Scanner lives up to its name while being one of the fastest apps to read any code and display its information on your mobile device.QR & Barcode Scanner uses the internet to load display the information from a QR or Barcode on your mobile device. QR & Barcode Scanner is one of many similar applications that you can use to read almost any barcode or QR-code. These are commonly found on products in a shop but are commonly used to fit extra information on flyers and other advertisements. The application is fast, scanning and loading information at the same speed as your internet connection will allow. This is great as many similar apps struggle to scan a code accurately. Thanks to the speed you won't waste time or battery power waiting for an image to focus and scan. The application is extremely straightforward, and the code reading process starts almost immediately. You only need to activate the app and point your camera towards the QR or barcode you want to scan. If you're using an older mobile device, you may encounter a few issues. With less resolution on cameras, you'll need to be closer to codes to scan it. You'll also have more issues than normal while attempting to scan a non-flat barcode or QR-code. The app can read almost any code you display in front of it, especially the barcodes or QR-codes that you'll find on pamphlets or flyers you're handed. This is also great to use inside of a store where scanning barcodes on products to compare prices online. Where can you run this program? QR & Barcode Scanner is available for all Android devices running Android 4.4 and up. Is there a better alternative? No. There are many similar applications available such as Free QR Scanner - Barcode Scanner, QR Code Reader, but this one is the fastest available and is perfect for use while you shop.This application is perfect for scanning any barcode or QR-code. It's fast, scans any almost any code, and is straightforward to use. Should you download it? Yes. If you need a way to scan QR or barcodes quickly and easily, then this app is a great choice, especially when you're shopping.HighsFast scansEasy to useReads all QR and barcode types QR codes are a theoretically-simple way to send or receive information - they might hold a link to a website or app, contact information, ticket details, or a number of other things, and you can simply scan the QR code with your Android phone to get that data.But QR codes also aren't things you'll necessarily encounter regularly, so you might not be sure how to scan one when you do, which rather removes the convenience factor. Making things even trickier is the fact that the process can differ on different Android phones.But ultimately, no matter what Android phone you have - whether it's a recent Samsung or an older OnePlus - it's very quick and easy to scan QR codes, and below we'll explain exactly how you can read a QR code on your phone.Many Android phones let you scan QR codes direct from the camera app. In most cases this will be true if your phone runs Android 9 or later. That software was launched in 2018, so the majority of recent handsets will be on that version or later.To scan a QR code this way, simply open the camera and point it at the QR code for a few seconds - there's no need to actually take a photo. If your phone can scan QR codes from the camera app, then a link should appear on the display. Tapping on that will take you to the contents of the code (such as a website or Google Play Store page).If at first you don't succeed, try lining the QR code up in the center of the frame and making sure that it's clearly visible, and that the phone is held steady. You'll also need to have a data connection.(Image credit: TechRadar)Note that on some Samsung phones you'll also need to enable Bixby Vision within the camera before QR code scanning will work. To do this, tap the Bixby Vision icon in the top left corner of the camera app. Some phones also require you to enable QR code scanning on their main settings screen, so you might have to do some digging.If you're still having no luck, then chances are your phone's native camera app can't scan QR codes, but not to worry, there are other ways to scan them, detailed below.Google Assistant can also scan QR codes using a tool called Google Lens, just as long as your phone is running Android 8 or above. To activate this, just launch Google Assistant (usually by saying "Hey, Google", or long-pressing the home button), then tap the Google Lens icon. This looks a bit like, well, a camera lens.Point Google Lens at the QR code for a second or two and it will highlight the code and display a link to its contents. Tap on that to head to the website or other location hidden within the code. As with any other method for scanning a QR code though, you will typically need an internet connection for it to work.(Image credit: TechRadar)How to scan QR codes using an applIf your phone is running an older version of Android, or you're just having issues with the methods above, you're not out of luck, as there are also third-party apps that let you scan QR codes.There are many options available, including QR & Barcode Scanner, and QR Code Reader and Scanner, and many of them are free. Just search for 'QR code scanner' on the Play Store and you'll be presented with near endless options. Either of the two above should serve you well, but if you're considering alternatives, ideally opt for one with a large number of ratings and a high average rating.(Image credit: Google)The exact process will vary from app to app, but will be broadly in line with the methods above - once you've opened the app and got its QR scanning screen displayed, just point your camera at the QR code and it should automatically scan and provide you with a link to the contents.There's also usually no real need to choose a paid QR code scanner app, but note that the free ones tend to be ad-heavy, and it can be easy to accidentally tap an advert rather than the QR code link, so double check you're tapping the right thing.How to scan a QR code that's displayed on your screenOkay, most of the time you're going to be wanting to scan an external QR code with your phone. But what if you're browsing the web on your phone and see a code displayed on your screen? You can still scan it.Using the Chrome browser, you can just long-press the QR code and select 'Search with Google Lens' from the menu that pops up. This will then display the URL found within the code, giving you the option to follow it.Power up your phone with the best Android apps

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