Unitag

Unitag
Home of QR

Our unique QR code technology can help bridge the gap between physical and digital platforms. Our platform can collect customer data to enhance consumer behaviour understanding. This Data can be further enriched with add on features like "GEO targeting", "Dynamic QR code" providing organisations superior consumer analytics.

OUR SERVICES

Number of QR codes

All our plans allow you to potentially generate an unlimited number of QR Codes
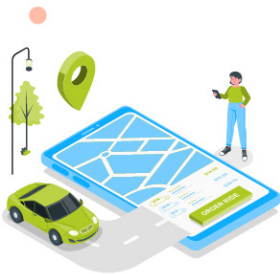
QR code validity

All of our static QR Codes have an unlimited lifespan, this is one of Unitag's warranties. When your subscription expires all your static QR Codes will remain active.

All our Dynamic QR Codes have a lifespan equal to the duration of the contract plus one month. If your subscription is interrupted your access to QR Codes, as well as all premium features, will be reinstated once you resume your subscription plan.

CUSTOM REDIRECT URLS + GA

Add Google Analytics utm tags and customise redirect URLs on Unitag platform for e.g. opn.to/my_brand

REDIRECTION FILTERS

Choose specific content for each type of user based on their profile and create a smart targeted communication campaign.

1. By Operating System
Provide specific mobile content to your users based on their smartphone types (Android, iPhone, BlackBerry, etc.). Use case: You launched an iOS and Android application and would like to offer the possibility to download your mobile app directly via a simple QR Code scan. Multiple redirects allow you to create a single QR Code redirecting users to the appropriate store based on the type of smartphone they are using.

2. By language
Define specific redirect landing pages depending on the browser language of your visitors (English, Spanish, French, etc.).

QR Code Design

Full Customization

Unitag advanced QR Code technology makes it easy to create highly customisable QR Codes reflecting your brand image and corporate design. This can include custom colours, rounded shapes, logo overlay etc.

QR CODE BATCH GENERATION

Generate automatically your QR Codes in large quantities, using a sample file base. You just need to enter the variable data in an Excel spreadsheet - and we'll do the rest!

Use automatic batch processing for the generation of more than 15 QR Codes!

If you need to create a large quantity of QR Codes (15, 100, 1,000, 10,000, 100 000), our batch generation process will make your life easier and generate your custom QR Codes in an instant.
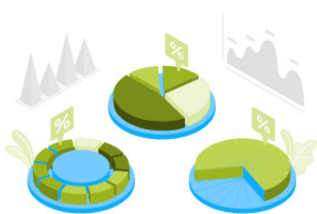
Business Card

Send your contact information with the help of a QR code! Print it on your business card or insert it in your email signature, your client will directly save your contact information in their contact book.

Extract Analytics Report

Create analytics reports on a group of QR Codes. Export with a single click the analytics reports in *.csv and *.xls formats.

Download QR Codes
High Resolution

Download your QR Codes in high-resolution for high quality prints and optimal finish with high-resolution formats, QR Codes remain always perfectly sharp and readable.

Available sizes and formats:
PNG - 300dpi up to 3,000 pixels
JPEG - 300 dpi up to 3,000 pixels
SVG - vector format*
PDF - vector format*

TEAMWORK
(Multi-user)

Create your organisation and give your Users access to assets, split them into sub-organisations and manage administrative authorizations.
Multi-user option is available in the Gold subscription and will help you work on different projects.
Share your Dashboard with your colleagues for comfortable teamwork.

Scan Analytics
In Real Time

The QR Code Tracking feature allows you to measure the effectiveness of your QR Codes, access detailed analytics and analyse the overall evolution of your campaigns with the help of comprehensive reports.

1) Number of visitors and visits
2) Scan times
3) Geolocation of users
4) Types of smartphones

CUSTOM DOMAIN NAME

Use your own domain as root URL instead of Unitag's, when redirecting the QR code. Perfect for your brand!

Reuse Graphics Template

Save the customizations of your QR Codes as templates. You can use them later on in order to create new custom QR Codes with just a click.
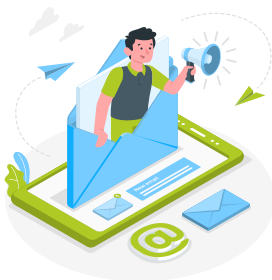
PACKAGING

"Unitag Packaging" is a precise geolocation solution for QR Code scans.

Without having to download any application on their smartphone, your customers will have to access the product data of the country in which they are located.
After scanning a QR Code printed on the packaging of your product, users are geolocated via the GPS of their smartphone and then redirected to the URL dedicated to the product of the country they are located in.

DYNAMIC EDITABLE QR CODES

You can change at any time the destination link of your QR code or the embedded information of your vCard.
Only available for "business card" or "web link" dynamic QR Code types.

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Giving Digital dimensions to your materials.

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