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VS

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# The essentials



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## STATIC/DYNAMIC QR CODES

Static QR Codes



(free and unlimited)



(paid subscription)

Dynamic QR Codes



## QR CODE CONTENT

Customizable Mobile  
Landing Pages



Multiple Campaign  
Templates



Coupon QR Code



Business Page QR  
Code



Social Media QR  
Code (Upto 10  
Links)





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Location QR Code



App Download QR Code



Geolocation QR Code



Dynamic Forms



Multi-link QR Code



Restaurant Menu



## EASE OF USE

Save QR Code designs for reuse





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Filters to sort QR Codes



Custom labels for easy identification

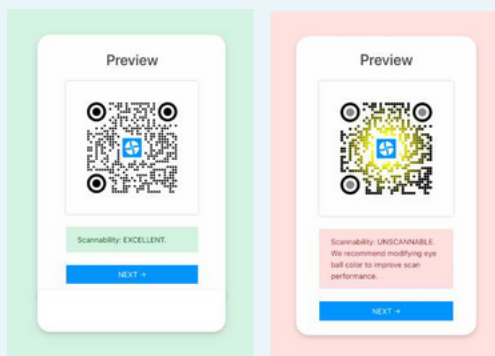


Step-by-step creation flow



## QR CODE SCANNABILITY

Realtime Scannability Score



Error-Correction



# Advanced needs



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## QR CODE DESIGN CUSTOMIZATION

Custom QR Eyes



Custom logo



Edit logo size



Custom  
background color



Add image as  
background



Custom frames



Custom QR Code  
templates



Multiple download  
formats





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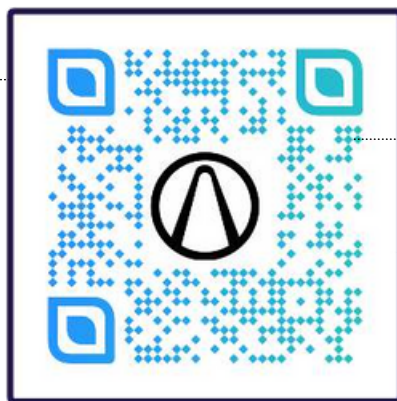
Custom QR Code size	✓	✓
Custom error correction level	✓	✓
Custom QR Code pattern	✓	✓
Gradient QR Code pattern	✓	✓
Circular QR Code	✓	✗

### QR Code Eyes

Pick from a variety of shapes and modify the colors

### QR Code Frames

Pick from a variety of frames and add a text to prompt action



SCAN USING PHONE CAMERA

### QR Code Patterns

Pick from a variety of data patterns and modify colors & gradients

### Logo

This goes a long way in reinforcing your branding. Adjust the size for visibility





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## ANALYTICS & INSIGHTS

Track scans / Time  
of day



Track scans /  
Device type



Track scans /  
location



Weekly email  
reports



Exact GPS  
location



Top-performing  
QR Codes



End user behavior with  
Google Analytics



No. of unique users





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## QR CODE CAMPAIGN SETTINGS

Custom domain/URL



Ad free campaigns



Multilingual campaigns



Age-gating



In-built custom parameters



Schedule campaign time of day





# Enterprise needs



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## SECURITY

GDPR compliance



Two-factor authentication



SSO login



SOC-2 certification



Password protection



Access management



Phishing URL detection





Advanced algorithm for rooting out inconsistencies in scan behavior



## SCALABILITY

Bulk QR Code generation with spreadsheets (upload CSV or XLSX files)



Plugin for directly bulk-creating QR Codes within Google Sheets



Static QR Code API



Dynamic QR Code API



## RETARGETING

Meta Pixel Retargeting



Google Ads Retargeting



## WHITE LABEL

White label



## TEAM MANAGEMENT

Add multiple users



QR Code management  
with custom labels



Template locking



Configure separate  
teams



QR transfer across  
teams



Asset library





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## INTEGRATIONS

Google Analytics



Webhooks



Zapier



Mailchimp



Integromat



Workato



Google Sheets



Slack





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Canva



## CUSTOMER SUPPORT

Email support  
quality



Phone support  
quality



Live chat



G2 ratings

**4.9/5**  
**(363 review)**

**4.7/5**  
**(28 reviews)**

# Pricing



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## PLANS

Lite / Lite	\$5/month 3 Dynamic QR Codes 25,000 scans	\$15/month (\$3 per QR Code) 5 Dynamic QR Codes Unlimited scans
Pro / Standard	\$15/month 50 Dynamic QR Codes 500,000 scans	\$50/month (\$2 per QR Code) 25 Dynamic QR Codes Unlimited scans
Plus / Pro	\$49/month 250 Dynamic QR Codes 1,000,000 scans	\$100/month 250 QR Codes Unlimited scans
Business+ / Unavailable	\$99/month 500 Dynamic QR Codes 2,000,000 scans	-
Enterprise	Custom	Custom

READY TO GET STARTED  
WITH UNIQUOTE?

[START 14-DAY FREE TRIAL](#)