QR code solutions for Enterprise

Private &
Confidential

Worldwide QR codes leader since 2013

Company presentation brochure

5 million scans for the Antoine Griezmann event!

More than 40M QR codes

generated for hundreds of prints and packaging campaigns.

Orangina: 13M scans over 3 months!

Unitag offers

QR code solutions tailored to for all your marketing needs from physical to digital.

Find all our solutions in the following presentation deck as well as case studies relating to our different products.

They Trust us

Table of content (click to access)

- Our Plans
- List of features per plans
- Dynamic QR codes
- Analytics
- Campaigns
- Atlas batch tool
- Custom domain name
- Multi-filter options
- Packaging solution
- Multi-users options
- Digital business cards (vCards)
- Agency

Our Plans

Standard

100 Dynamic QR Codes

2 weeks history analytics

Personalised short URLs

High resolution QR Codes

Weekly reports

Advanced analytics (Graphs, statistics exports)

100MB storage

$17.28/month ex TAX
$186.62/year ex TAX (-10%)

Gold

500 Dynamic QR Codes

3 months history analytics

Access to our API

in addition to the STANDARD benefits:

Organisations Campaigns

Filters (languages + device type detection)

300MB of storage

$49/month ex TAX
$529/year ex TAX (-10%)

Platinum

Unlimited QR Codes

3 years history analytics

plus GOLD benefits:

Consolidated billing

Sub-organisations

CDN optimised for WebApps and assets

Performance analysis for campaigns

Interactive e-learning

1GB storage

$99/month ex TAX
$1069.2/year ex TAX (-10%)

Our features

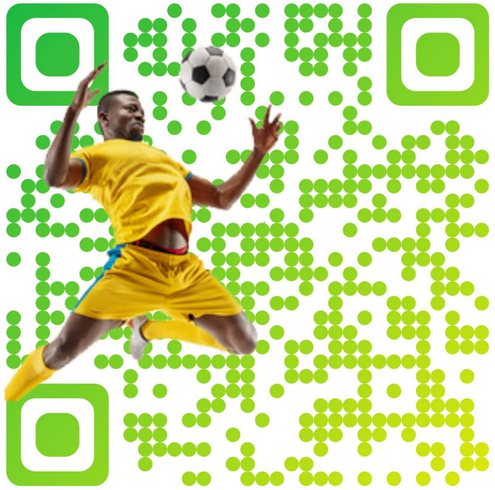
Features	STANDARD	GOLD	PLATINUM
Creating static QRCodes	Unlimited	Unlimited	Unlimited
Creating dynamic QRCodes	Up to 100 dynamic QR Codes	Up to 500 dynamic QR Codes	Unlimited
Full customisation of QRCodes	✓	✓	✓
Download in HD and various formats (PNG, JPEG, SVG, PDF)	✓	✓	✓
Saving graphic models	✓	✓	✓
Customising shortened URLs	✓	✓	✓
Static feedback and advanced statistics	Over a 2 week period	Over a 3 month period	Over a 3 year period
Export and consolidation of statistical reports	✓	✓	✓
Content modification	✓	✓	✓
Redirect filter by language and device type	✗	✓	✓

Features	STANDARD	GOLD	PLATINUM
Campaign management	✗	✓	✓
Management by sub-campaign	✗	✗	✓
Storage capacity	100MB storage	300MB of storage	1GB of storage
Access to the ATLAS Generator	✓	✓	✓
API access	✗	✓	✓
Extra feature available:* **Domain name**	✗	✓	✓
Extra feature available:* **Multi-users**	✗	Management by organisation	Organisation and sub-organisation management
Extra feature available:* **Geolocation redirection**	✗	✓	✓
Extra feature available:* **Digital business cards vCard Pro / vCard Product**	✗	✓	✓
Extra feature available:* **Packaging**	✗	✗	✓

**Our Extra-feature options are billed in addition to our subscriptions and are offered at decreased prices depending on the amount/plan chosen.*

Creating dynamic QR Codes

Our flagship features



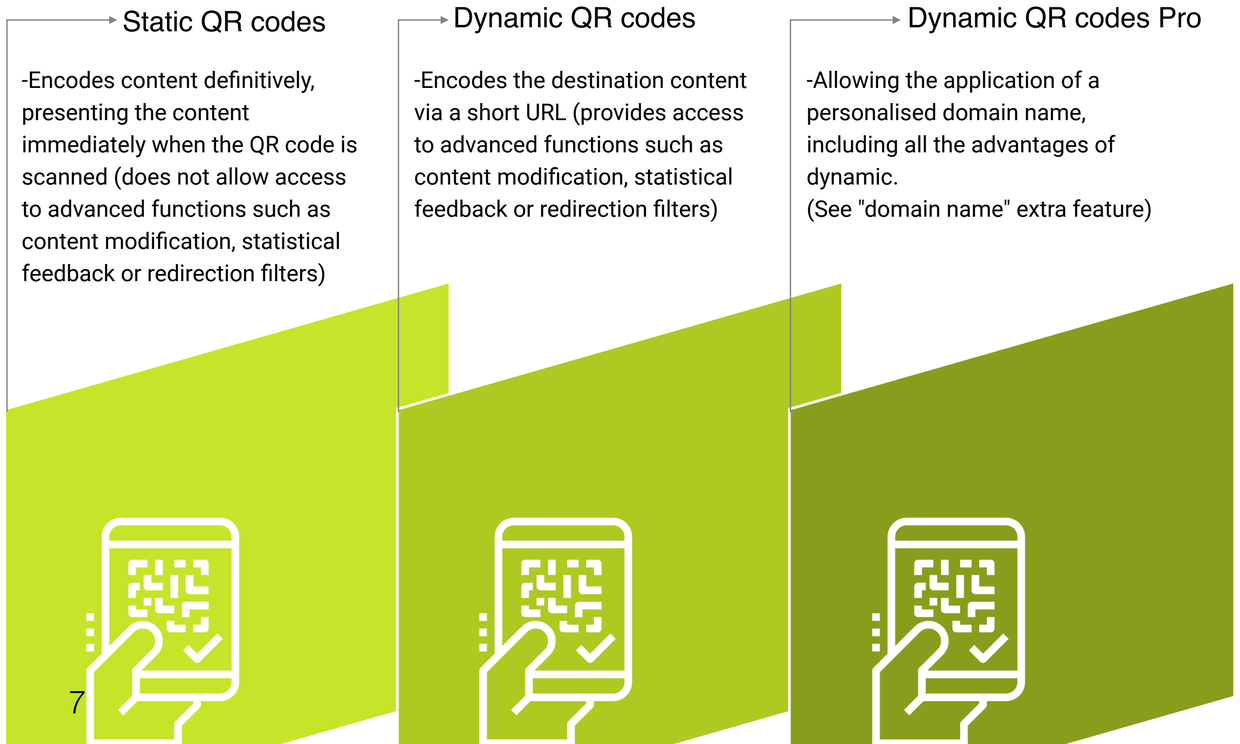
Complete customisation of QR codes:
The Unitag platform offers full customisation of QR codes to adapt them fully to your graphic charter: colours, look, choice of eyes, modules, integration of embedded logos or images, background transparency, shading options and URL filters.

Types of QR codes - *11 types of QR Codes available:*
URL, Text, Email, Phone, SMS, WIFI, Location, Event (calendar), vCard classic digital business cards, Document and Media

Customisation of short URLs
(dynamic and pro dynamic QR codes) :

Customise short URLs to highlight your QR codes project, example:

✏ eqrco.de/a/my_brand_my_product



Analytics - Visitor statistics in real time

Our flagship features

Statistical monitoring of visits: *Analyse the impact of your QR codes or campaigns.*

➡ Essential for analysing and optimising your marketing actions or maintaining your performance.
➡ Statistical tracking allows you to keep control over the progress of your campaigns and projects with complete autonomy. You can observe various parameters linked to your creations in real time.

Advanced analytical data includes:

➡ Histogram of visits
➡ Total number of visits
➡ Total number of unique visitors
➡ Location by country and city (present in detailed reports)
➡ Type of device used
➡ History of time-stamped scans

Export statistics by QR code campaigns: Export your visit statistics into different types of excel reports

➡ Detailed report: shows all the information for each scan of your QR codes
➡ Summary report: shows the total number of visits to a selection of QR codes to easily identify the most scanned QR codes

Campaigns - Management and filters

Our flagship features

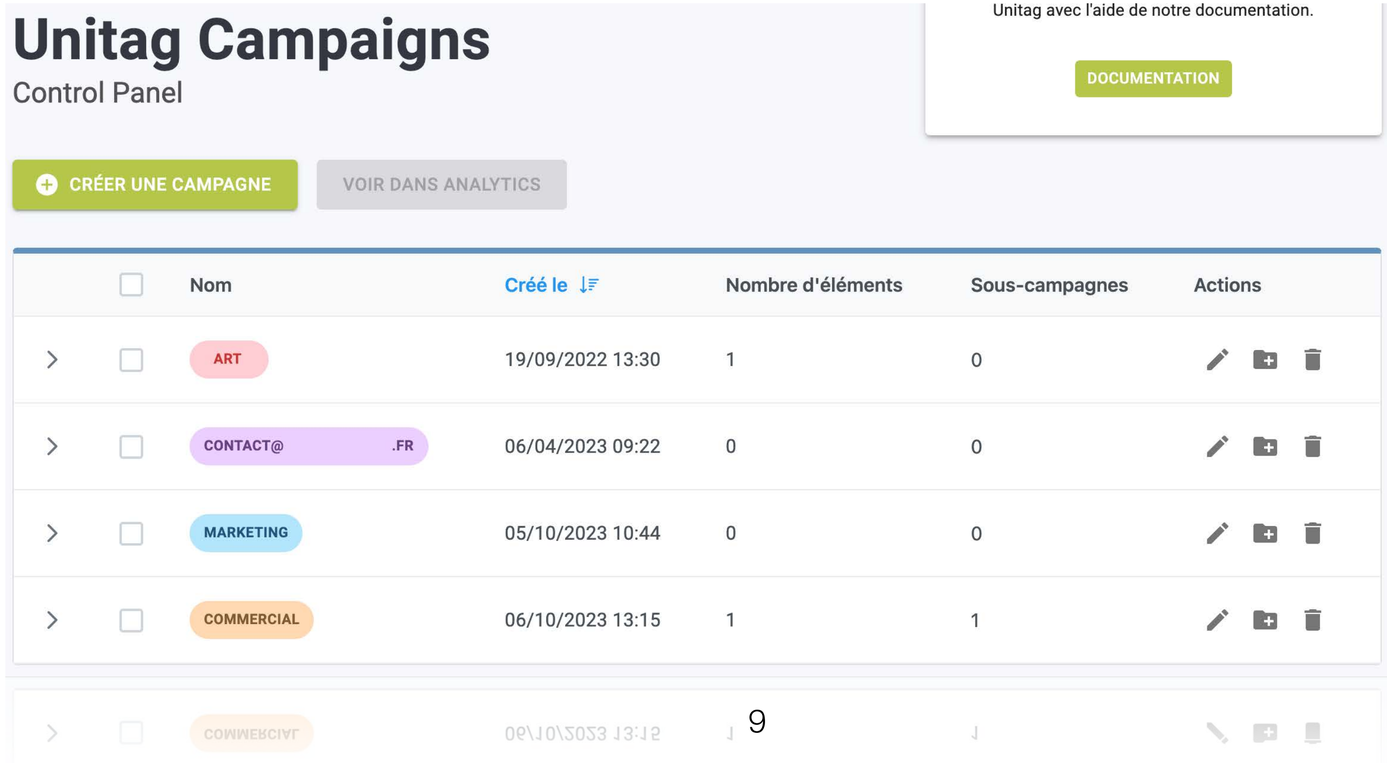
Keep control of your marketing: update your campaigns in real time

Management by campaign: optimise the organisation and storage of your QR codes by campaign for easy management of your projects and statistics.

Sub-campaign management: Organise your QR codes further according to the target projects for which they have been deployed.

QR code list filtering and preview options: To make it easier to preview your QR code list, a range of filtering options are available on your dashboard; filtering by creation date, by QR code type, by organisation, by campaign, by destination, by short URL, and so on.

It's never been so easy to find, filter and organise all your QR codes marketing/print campaigns.



Atlas - Batch generation

Our flagship features

Batch creation (URLs, Texts, vCards, Products, Packaging): Generate large quantities of QR codes automatically by uploading an excel file to your ATLAS application.

ATLAS lets you create QR codes of different types, assign them automatically to a QR code campaign/sub-campaign or apply different templates to the same file, etc.

Batch-modify the content or links of your previously created QR codes:
Your QR codes will change automatically.

In large quantities

Create thousands of QR codes in just a few seconds using Atlas.

Print-ready

All batch QR codes are instantly downloadable and ready to print.

Fast turnaround times

Create up to 100 QR codes per second.

In real time

Modify all your content, links and other information instantly via Atlas.

Unique dynamic QR Codes

All dynamic QR codes created in batches are traceable, secure and foolproof.

Accessible from our Standard offer

A powerful tool that allows companies to save considerable time

Private & Confidential

Unitag

Our extra features

& Enterprise solutions

Domain name and custom URL

Customise your domain name (extra module): The custom domain name option allows you to apply your own domain name to the shortened URL of your QR codes - instead of Unitag's default one.

A great way to :

➡ Promote your brand for your QR codes campaigns.
➡ Promote trust among your users, who will be able to identify you easily
➡ Fully personalise the shortened URLs of your QR codes
➡ Transfer your QR codes in the event of future migration

The Domain Name option is available from our GOLD subscription and is offered at **$9.04 ex TAX/month** or **$108.48 ex TAX/year** per domain name added. You can order as many domain name options as you like.

http://your-domaine-name.com/a/yourQRcodes

IP Geolocation for multi-filter redirections

Extra Unitag features

Share your links and content by filtering by:

➡ Location of the device scanning your QR code (By IP address).

➡ Language of the device scanning your QR code (Free with GOLD Plan and above).

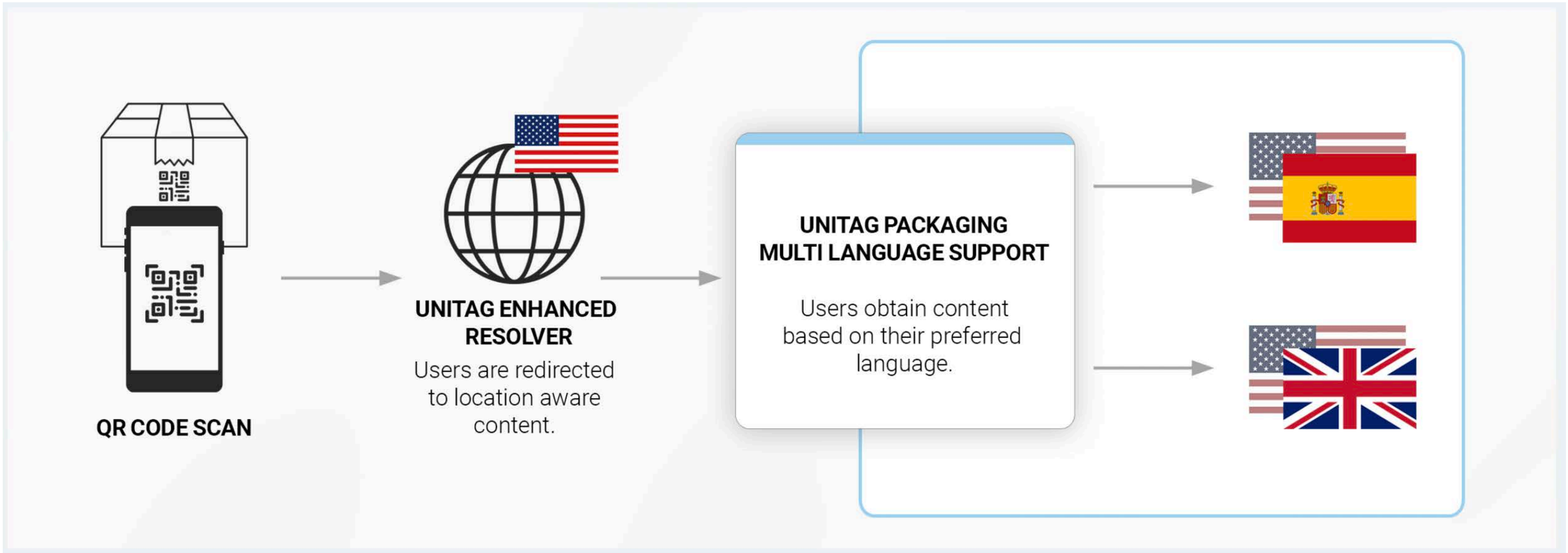
➡ Support of the device (iPhone, Android, Desktop, iPad, etc…) scanning your QR code (Free with GOLD Plan and above).

With the multi-filter solution, you can instantly adapt the location of your content with a single scan and QR code.

With a single scan and QR code, the multi-filter solution lets you instantly adapt the location of your content, **without having to download an app.**

The multi-filter/geolocation module is available to order as part of our GOLD subscription (and above) and is priced at **$47.75 ex TAX/month or $501 ex TAX/year.**

How our filters recognise users



Packaging Solution

Extra Unitag features

Thanks to our market leading Packaging tool, quickly turn your QR codes into products:

➡ Unlimited management and creation of your QR codes by brand, range, label and SKU (SKU).

➡ Management and granularity by organisation.

➡ Choose the content displayed when scanned based on the user's **precise geolocation (Up to 5m).**

➡ Unlimited registration of URL links based on several conditions: geolocation + language, language only or geolocation only.

➡ Full personalisation of QR codes natively associated with PACKAGING products.

➡ Unlimited modification of destination links.

➡ Customisation of the geolocation sharing request pop-up (See next slide)

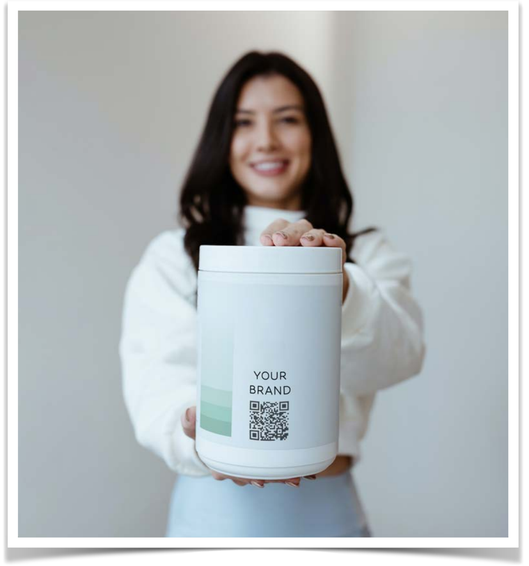
➡ Alternative to precise geolocation via default IP redirection (See next slide)

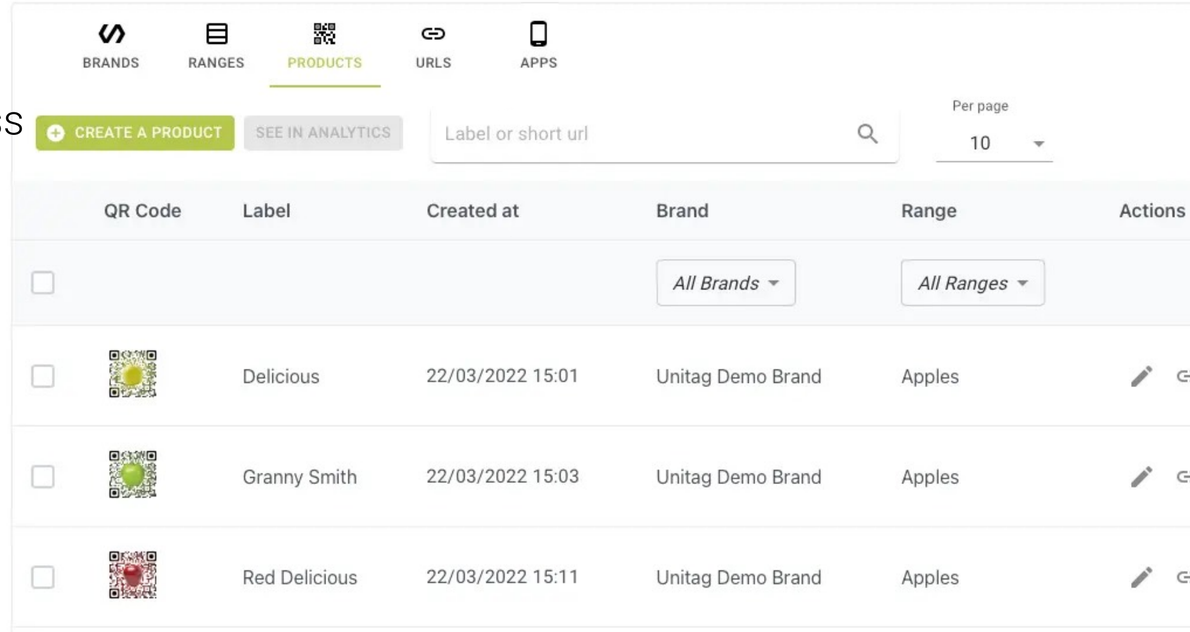
➡ **GS1** certification available for all your QR codes and use as in-store barcodes. Use your GTIN and all other parameters.

➡ Automatic health check of your QR codes: Be alerted in case of access failure to your destination links.

➡ Possible extraction of statistics by geolocation redirection links (contact Unitag teams)

➡ Access to E-Learning for application management.





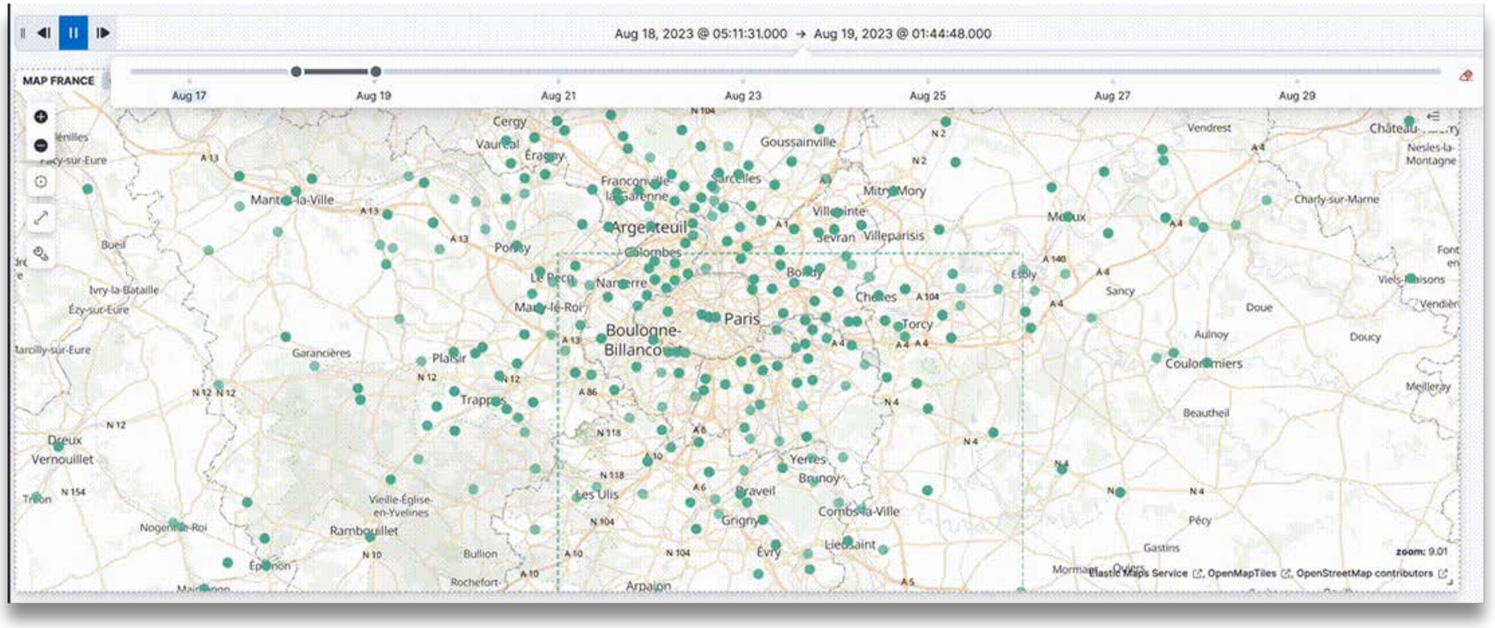
Packaging Solution

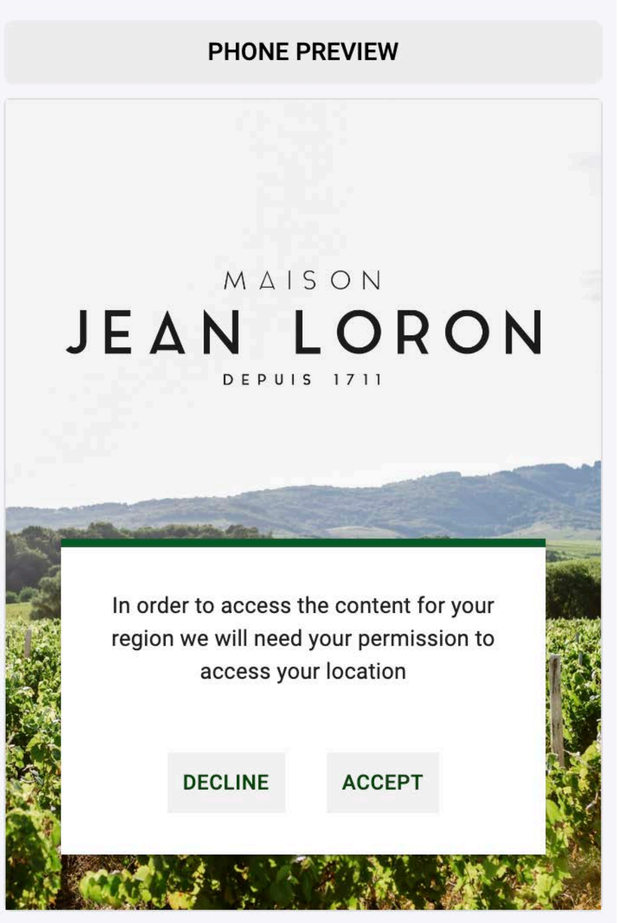
Extra Unitag features

Web-app Geolocation and consent (GDPR compliant):

➡ Thanks to an additional customisable screen, after a scan, the smartphone receives the option to share its precise geolocation.

➡ The Packaging module is available to order from our **PLATINUM** subscription and is priced at **$498.99 ex TAX/month or $5379.99 ex TAX/year.**





Organisation / Multi-user and roles

Extra Unitag features

Carry out your teamwork on the Unitag platform:

➡ Optimise teamwork with role creation

➡ Sharing all the benefits of your subscription with your collaborators

➡ Sharing your creations or partitioning multi-user accounts

➡ Setting access parameters for multi-user accounts (MEMBER or ADMIN mode)

➡ Organising team work by organisation (GOLD) and sub-organisation (PLATINUM)

Open Multi-user accounts and assign them a role :

➡ Member: Role assigned by default. Members have no access to your all items (QR Codes, batches...) or to the Organisation details.

➡ Administrator: This role gives the user access to the organisation's settings, including inviting new users or creating a sub-organisation.

MULTI-USER GOLD Rate / No. of users	Monthly rates per user	Annual rates per user (with 10% discount)
For 1 or 2 additional users	$4.79/month ex TAX	$51.73/year ex TAX
Between 3 and 6	$4.59/month ex TAX	$49.57/year ex TAX
Between 7 et 21	$4.39/month ex TAX	$47.41/year ex TAX
Between 22 et 50	$5.09/month ex TAX	$44.17/year ex TAX

MULTI-USER PLATINUM Rate / No. of users	Monthly rates per user	Annual rates per user (with 10% discount)
For 1 or 2 additional users	$8.29/month ex TAX	$89.53/year ex TAX
Between 3 and 6	$8.09/month ex TAX	$87.37/year ex TAX
Between 7 et 21	$7.89/month ex TAX	$85.21/year ex TAX
Between 22 et 50	$7.69/month ex TAX	$83.05/year ex TAX

Digital business card - vCard Pro Entreprise

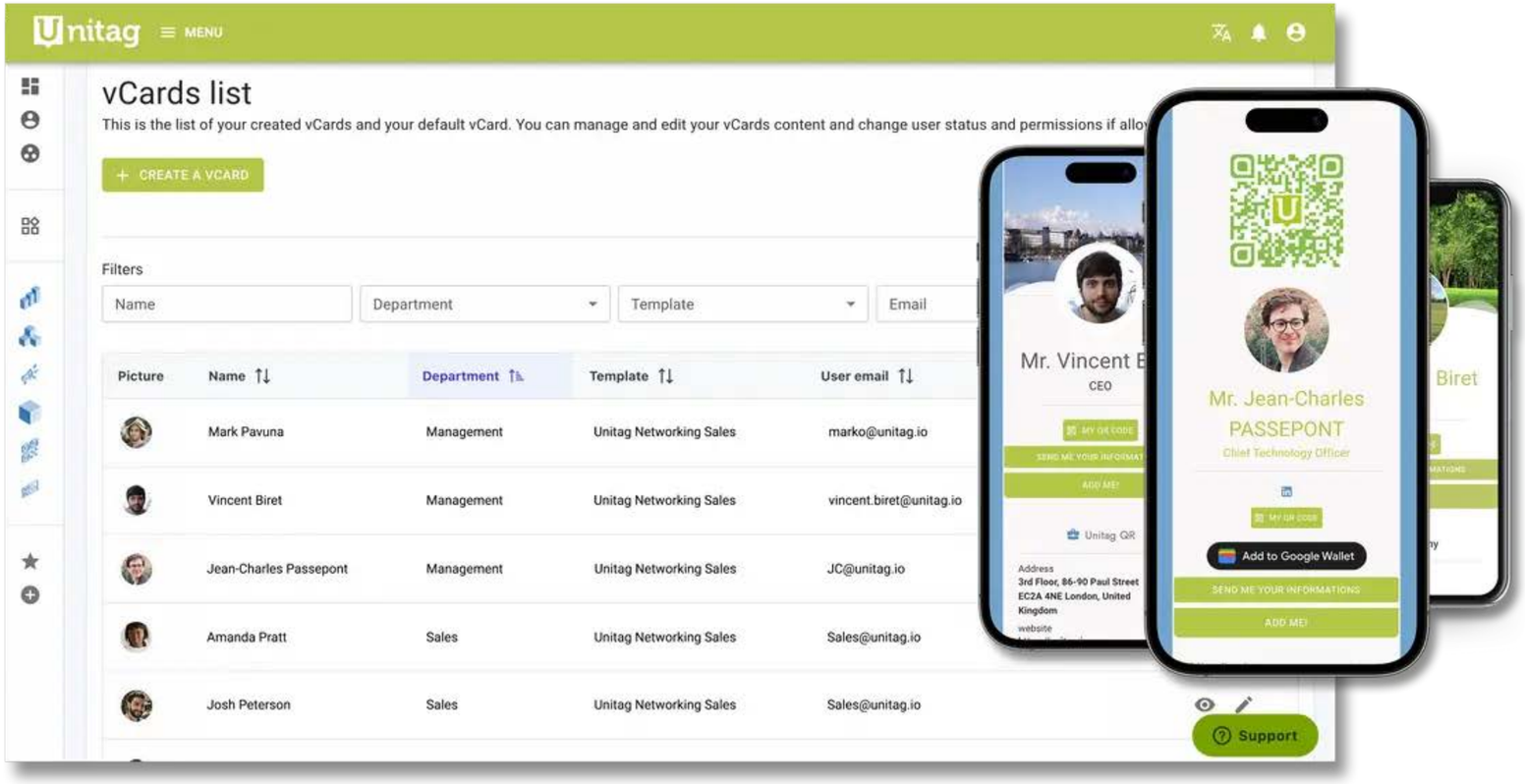
Extra Unitag features

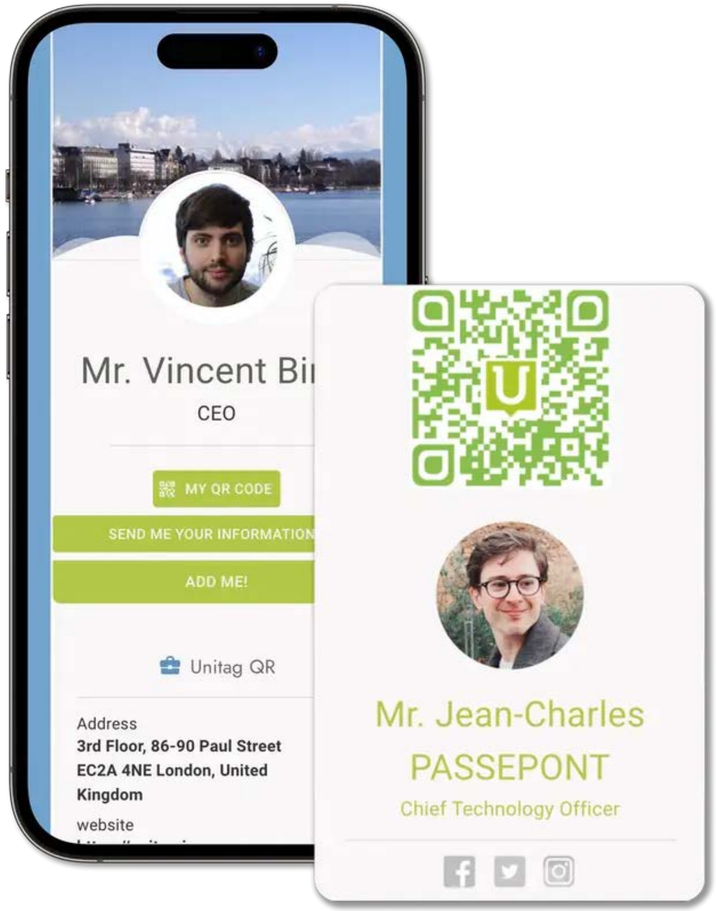
The digital business card for your business and your teams:

➡ Fully customisable cards and a centralised dashboard around your business and network.

➡ Share your information with your network and prospects in one scan.

➡ Our digital business cards are compatible with all browsers and do not require application downloads.





Digital business card - vCard Pro Entreprise

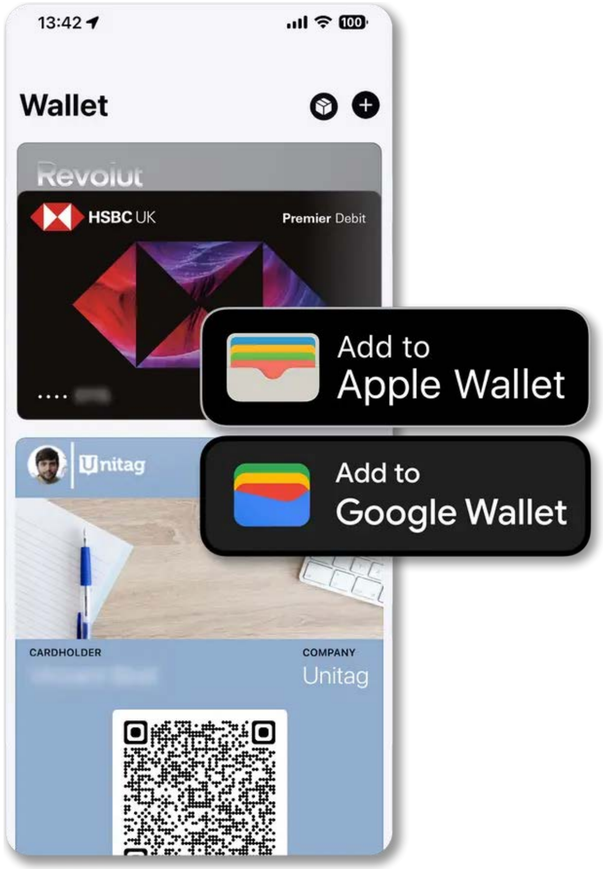
Extra Unitag features

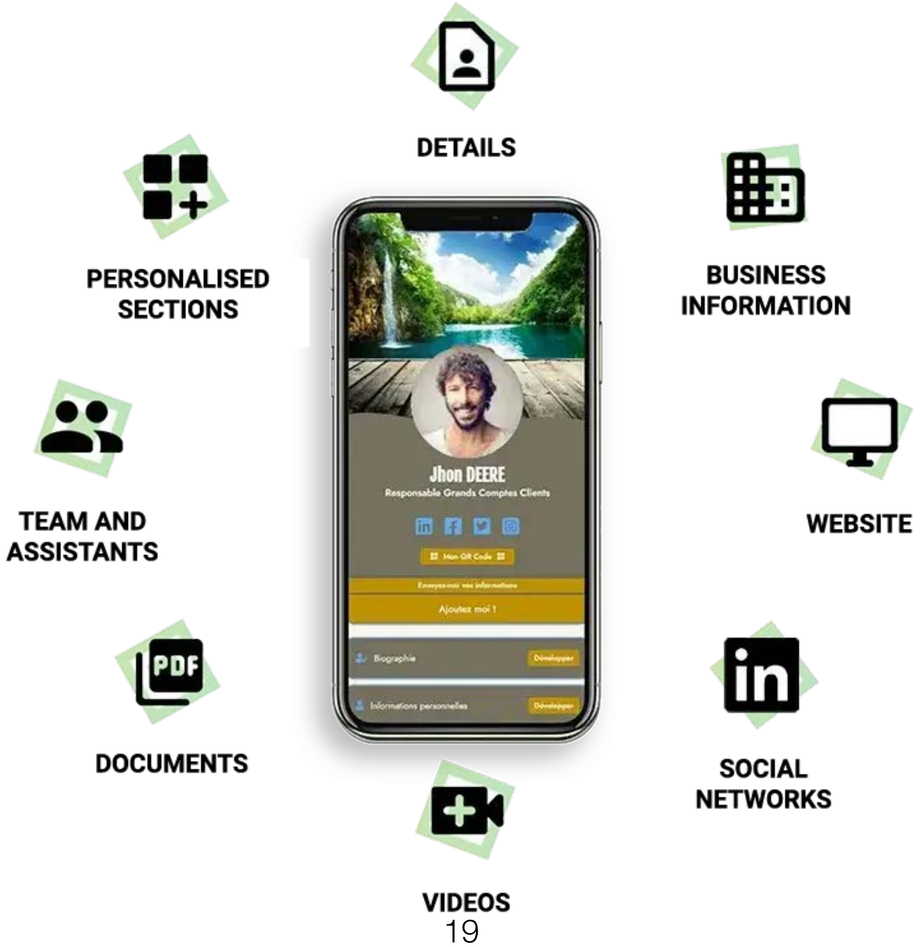
Never miss another opportunity to expand your network:

➡ The vCard Pro integrates with Google and Apple iOS wallets.

➡ We protect the data of your contacts as well as your teams. Our digital cards are GDPR compliant.

➡ Synchronise your data with your favourite CRMs: Salesforce, Hubspot, Google Workspace and many more.





The Pro vCard displays:

- Profile picture
- Cover image
- Contact details
- Colors
- Descriptions
- Texts
- External links
- Social medias
- Promotions
- Documents
- Downloads
- Videos
- Images

The possibilities are endless, allowing your team to centralise all their technical and marketing needs around a single, easy-to-use and secure vCard Pro.

Digital business card - vCard Pro Entreprise

Extra Unitag features

No app needed

Our digital business cards are compatible on all browsers and don't need to download an app.

Built for enterprise

Please your IT department with Single Sing-On (SSO) integration: Secure user login across a custom portal for all your organisation.

QR code technology

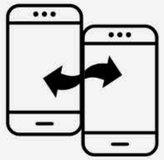
Make your own branded QR Code with dynamic functions. Your card can change but the QR code will stay the same on prints, embeds and everywhere you've shared it.

CRM integrations

Sync your data with all your favourite CRM tools: Salesforce, Hubspot, Google Workspace and many others. Our digital business cards are compatible with the most popular tech tools.

Eco Friendly

In average, a 50 pages document attached to our digital business cards saves 235g of CO2 per month.



Unlimited sharing

Share your details to your network and clients without a worry. The scan of the QR code and sharing a vCard Pro has no cap.

Secured sharing

We protect your contacts' privacy and your entire team's data. Our digital business cards are GDPR compliant and safe to share.

Automated localisation

Our digital business card solution recognises instantly the language of the contact receiving your card and shows your details in the right language.

Digital product passport - vCard Product

Extra Unitag features

Offer a premium experience to your product QR codes and increase their lifecycle:

➡ The product vCard brings together your contact points and facilitates your digital marketing operations around a product/service.

➡ Quick and easy to create via our dashboard, it saves any digital or community manager precious time.

➡ Need data? Our analytics bring together the most clicked buttons, number of visits or downloads, and geolocation to measure customer interest in your brands, services or products.

The Product vCard shows:
- Your product's info
- Promotions
- User Guides
- Warantees
- Useful links
- Social medias
- Documents
- Video tutorials

In a single interface (no need for an app!).

The Product vCard is GS1 compatible and enables real-time traceability of your entire product range.

"The product vCard is Unitag's "Linktree" version of the product passport/QR code" Vincent Biret, CEO Unitag

Digital product passport - vCard Product

Extra Unitag features

vCard Pro Enterprise

vCard Pro Enterprise Rate / No. of cards	Monthly fee per card	Annual fee per card (with 10% discount)
For one card	$3.05/month ex TAX	$32.60/year ex TAX
Between 2 et 10 cards	$2.65/month ex TAX	$28.53/year ex TAX
Between 11 et 50 cards	$2.26/month ex TAX	$24.33/year ex TAX
Between 51 et 250 cards	$2/month ex TAX	$21.54/year ex TAX
Over 250 cards	Ask for a quote	Ask for a quote

vCard Product

vCard Product Rate / No. of cards	Monthly fee per card	Annual fee per card (with 10% discount)
For one card	$3.05/month ex TAX	$32.60/year ex TAX
Between 2 et 10 cards	$2.65/month ex TAX	$28.53/year ex TAX
Between 11 et 50 cards	$2.26/month ex TAX	$24.33/year ex TAX
Between 51 et 250 cards	$2/month ex TAX	$21.54/year ex TAX
Over 250 cards	Ask for a quote	Ask for a quote

Summary of vCards features:

- For teams and personal use
- Unlimited fields
- Unlimited links
- Instant contact sharing
- Personalised QR Codes
- iOS / Google Wallet compatible
- Infinite personalisation of your brands
- CRM integrations and exports
- Electronic signature integration.
- 24/7 support
- Locked fields and company sections
- Integration of videos, documents and links
- Free contact notifications when scanning
- Your favourite social networks and sections
- Accessible documentation and E-learning
- Instant preview of your business card
- No minimum card amount required at purchase
- Batch creation of cards and templates.

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Confidential

Unitag offsets your carbon emissions

- Our Cloud platforms and data centres are located in areas with low CO2 emissions.
- A document of over 50 pages attached to our vCards saves **235g of CO2 per month.**
- On average, the owner of a vCard Pro saves up to **3.6 kg of CO2 per year.**
- Our customers save tonnes of CO2 every year, which adds up to a positive carbon footprint!

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Agency - Your social/advertising agency at Unitag

Extra Unitag features

Is your graphic designer away or does your digital division need extra help?

- ➡ Our expert teams will be delighted to guide you and share best practice.
- ➡ QR codes with unique designs, print-ready visuals or customisation of your vCards on demand.
- ➡ Support for your digital and print campaigns.
- ➡ Graphic creations for public or private displays.
- ➡ Setting up your QR code marketing timeline.
- ➡ Creation of vCards, visual QR codes or batch prints.
- ➡ Project manager and graphic designers on order.

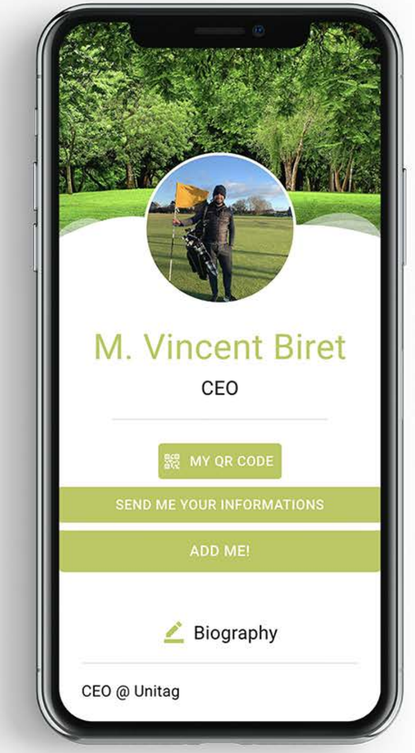
"Agency" is available from our **PLATINUM** subscription and is available for **$490 excl TAX*.**

Why not give it a try?

Scan *the QR code below*

or

Contact us: ***support@unitag.io***



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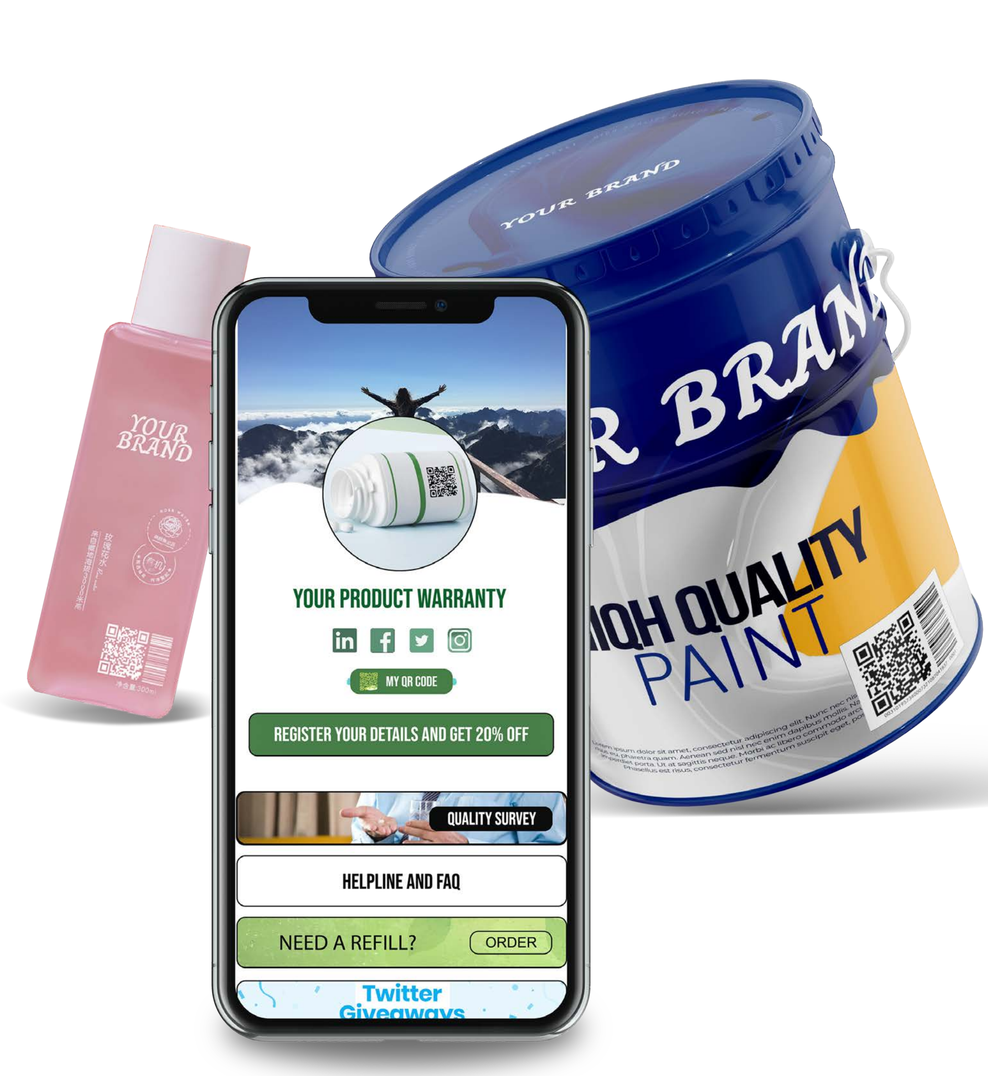
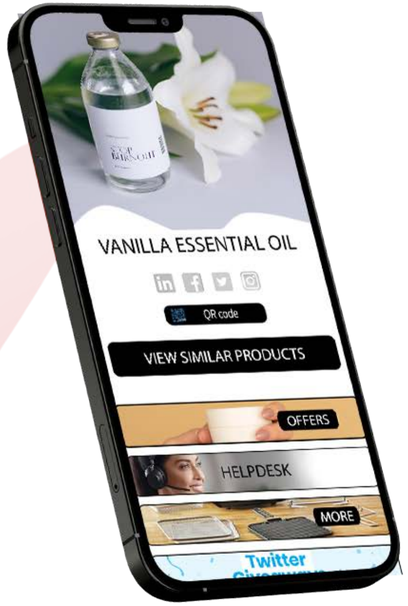
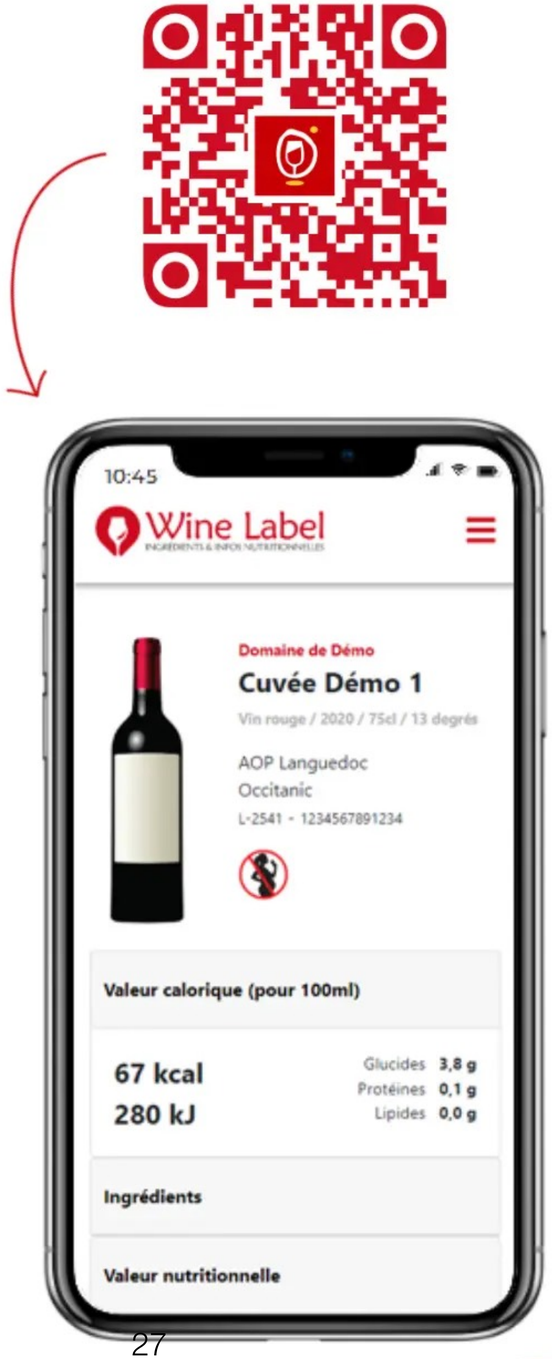

YOUR BRAND
YOUR PRODUCT WARRANTY
MY QR CODE
REGISTER YOUR DETAILS AND GET 20% OFF
QUALITY SURVEY
HELPLINE AND FAQ
NEED A REFILL?
ORDER
Twitter
Giveaways
YOUR BRAND
QUALITY
PAINT

YOUR BRAND


VANILLA ESSENTIAL OIL
QR code
VIEW SIMILAR PRODUCTS
OFFERS
HELPDESK
MORE
Twitter

Infos Nutritionnelles

E = 348 kJ / 83 Kcal

SCANNEZ MOI

E = 348 kJ / 83 Kcal