



Create your own QR Code Virtual Store



1 Import & Select Products

2 Customize Shop Template

3 Generate QR Code Store

Why Start a QR Code Store?

Virtual Stores with QR Codes are an effective and innovative way to bring the shop to your customers. Using a mobile device, like a smartphone or tablet, customers can simply scan the product QR Code and have their products delivered to their doorstep.

Using offline presence and online rich media, the best of two worlds is combined; a perfect showcase of your products and a shortened marketing-to-sales path.

The World is Your Store

The main benefit of QR Code stores is that you empower the consumer to buy products anytime and anywhere; hence, increasing your sales. Other benefits of selling by using QR Codes include:

- Bring your store to high-traffic locations like subways, trainstations, shopping districts or events.
- Let your customers order at home when they are inspired by your advertisements, flyers or brochures.
- Cross-selling and reordering by putting QR Codes on your products or cross-store collaboration.
- Offer more products inside your store without needing more shelf space and stock.

Consumer Buying Process

- 1 Get Inspired
- 2 Scan QR Code
- 3 Checkout
- 4 Delivery

QR Code Store in 5 Minutes

Want to get started? To setup a Virtual Store with QR Codes, you need to have product QR Codes, a product display and a mobile webshop. With Shop2Mobi you can create your own QR Code store in 3 easy steps:

1 Import & Select Products

The first step in starting a campaign is importing your products in Shop2Mobi. You can either upload your product feed or catalog-file (XML, CSV) or add your products manually. When the products have been added, simply select the products you want to show in your virtual store.

2. Customize Shop Template

You don't need a professional designer to make unique and beautiful virtual shelves. Instead, choose one of our customizable templates in your style. With an easy drag & drop interface you can place products on your virtual shelf.

3. Generate QR Code Store

After finalizing the design of your store, Shop2Mobi generates a dynamic virtual shelf that you can display on electronic screens, or an editable PDF in high-resolution for instant printing. Want you own design? Then, choose to download QR Codes in EPS, SVG, PNG or JPG.

Tip: if you don't have a mobile-proof webshop, use our instant mobile shop solution that is integrated with PayPal, Authorize.NET, DocData and Ogone.

Inspired? Try Shop2Mobi for free!

QR Code Campaign Management

Starting is easy: Upload your products or feed, create your campaign and easily distribute your QR Codes as JPG, PNG, SVG and EPS! Your QR Codes are **generated in bulk** and are optimized using our URL shortener to ensure flawless and quick scanning. All our QR Codes are dynamic which means you can always change their destination.

✓ *Quick & Easy Full-Service Solution*



Advanced Geo Statistics new!

Every scan and sale in your QR Code shop is instantly registered in Google Analytics. Additionally, if you decide to connect your Shop2Mobi-account with Google Analytics, you gain access to advanced geo- and revenue statistics. With **advanced segmentation** you know exactly where your customers are buying your products so you can optimize campaigns and resolve potential channel conflicts.

Customizable Virtual Shelves

You don't need to be a professional designer to make beautiful virtual shelves. Our designers have created many unique and easily customizable templates. Each template can be adjusted and allows you to generate **print-ready QR Code shelves (PDF)** or **dynamic shelves** that can be published on electronic screens.

✓ *PDF is editable in Adobe Photoshop/Illustrator*



optimized for mobile devices



Instant Mobile Shop

An essential feature for virtual stores is directing your customer to a mobile webshop. With our instant mobile shop solution, you can create a mobile webshop **optimized for high conversion**, by using responsive design for smartphones and tablets. Your instant webshop can be customized and is generated by uploading a product feed. We also offer integration with your current ERP or webshop.

Inspired? Try Shop2Mobi for free!