

Case Study

DCM DYNAMIC LLC
CREATING SOLUTIONS. BUILDING BRANDS.

How this Multi-Industry Merchant and Logistics Company Tracked their QR Codes All Over The World

SUMMARY

Sister companies Innovative Resource Management and Innovative Logistics hired DCM Dynamic to create personalized QR codes for their employees. They ordered monthly scan tracking for specific employees in their sales department. The goal was to have better insight into the interest of their audience from their marketing campaigns. Through scan tracking and regular reports, we were able to show that their clients and potential clients showed interest all over the world. The QR codes were scanned in **16** countries and by over **400** people in less than a year.

THE COMPANY

Innovative Resource Management and Innovative Logistics (Innovative) operate in a global market, providing products, services, and logistics coordination throughout North America, along with major exports into multiple countries worldwide. Innovative is a multi-industry company that partners with a wide range of facilities and plants to source residual materials as a feedstock into a secondary market. In other words, they take waste from one factory and find another company that could use that waste as an ingredient in making their product, thereby improving both companies' bottom line and improving the sustainability of our environment. Innovative also provides logistics coordination to get the product from one place to the other, no matter the means of transportation. Some of the industries Innovative works with are petrochemicals, pharmaceuticals, biodiesel, animal feed, and refineries/distilleries.

Innovative decided to employ DCM Dynamic to provide their team with QR codes because of DCM's customization options and tracking ability. Innovative felt that providing their employees with personalized QR codes would increase the convenience for their email marketing audience. Using QR codes helps Innovative stand out from their competitors while showing their clients that they are always advancing.

Challenge

Innovative markets to companies all over the world, but the only way they would know if their audience was interested was if they received a direct response. As we all know, some people need to be marketed to a few times before their interest is peaked. Innovative was interested in having a better idea of who would have the highest chance of responding to their remarketing campaign.

Solution

Our goal through QR code scan tracking was to collect data of who was at least slightly interested enough to scan the QR code. Using the location data of the scans, Innovative was able to re-market to an audience that has shown interest in their marketing campaign. This audience has a higher potential of responding to a second marketing attempt.

Approach

The Innovative companies implemented their employee QR codes in their email signatures. Although the QR codes would show with all emails, our primary focus was on the cold email marketing campaigns. These QR codes are designed to hold employee contact information such as phone number, email, picture, address, links to the company website and social media pages. The function of the QR codes is to make storing and calling contact information more convenient; with a scan and the click of a button, you could call or save the contact information displayed from the QR code.



“DCM recommended the type of QR code that would best fit our needs, and they were able to customize each code with our company logo and colors.” – Joani Colon, Director of Global Business Affairs

Scan Location Data Over 2021



Results



492 Scans
1.6 average
scans per day

423 Individual
People

16 Countries
104 Cities
26/50 U.S. States

We could not determine a specific ROI based on the limited information we received back from Innovative. Still, we were able to show audience interest worldwide and can equate this in aiding their marketing efforts, expecting this to raise the overall revenue generated by their marketing campaigns. A secondary benefit Innovative received from the tracking service is the added data for their email marketing campaigns, specific to audience interaction. Innovative can now be confident in the actions of their audience and gauge their interest.

DCM tracked the scans of these QR codes allowing us to know when and where our codes were scanned, helping us to remarket to clients around the world. -Jamie Bartolome, CFO

About Us

DCM Dynamic LLC is a Digital Consulting, Marketing, and Management firm specializing in developing companies' internet market presence. We pride ourselves on creating effective strategies to advance market exposure for organizations of all shapes and sizes. Our success is enhanced by genuinely understanding the WHAT and the WHY in all that we do. Our global focus, digital marketing systems, website design, and tactical social media management allow our client-brands to connect with both consumers and partners from all around the world.

If you are interested in getting custom trackable QR codes for your company, please visit our website and contact us for a Free Consultation. Also, check out our other services. You won't regret it!

