



An interlinkONE Case Study

QR Codes

Make Print Interactive.



INTERLINKONE, INC. – Case Study

A&M Label: Embracing Interactive Print and Tracking Technologies

Based in Wixom, Michigan, A&M Label is a family-owned business that produces stock and custom labels, cards, marketing materials, and promotional products in its 30,000 square-foot facility. A&M Label serves a variety of industries including entertainment, food and beverage, and automotive. Over the past 41 years, the company has continued to support the unique requirements of each and every customer that have come from changing market demands with leading edge technology and innovative printing solutions. Recent advances in variable digital printing make it affordable to foster the implementation of QR barcodes on a larger scale. Wildly popular in Asia and Europe, Quick Response (QR) Codes are rapidly gaining traction in the United States. The Codes may be placed in printed advertisements or online. They are then scanned by consumers from their mobile device and will direct the consumer to a website containing further information on the product being advertised or business being featured. A&M Label took notice of this evolving technology and Technical Services Specialist David Platz began conducting research to determine not only how their company, but their customers as well, could benefit by offering the technology.

Responding to changing times

“Our company has a history of being on the cutting-edge of new technology, so when we first heard about QR Codes we began researching, seeking providers that not only offer the Codes but take it one step further with tracking and traceability capabilities,” said Platz. “Knowing which products are being looked at, by whom, when, and how often, helps businesses see what’s selling and what’s not, which is valuable information for implementing marketing initiatives. Being able to offer this service to our customers would be just one more way to ensure we are adding value to the partnership.”

When researching various on-line QR Code options, Platz wanted to find a cost-effective software that would allow A&M Label to offer QR Code capability to its customer without a huge expense. Multiple companies offer QR Codes with creating and tracking services, but many come with a hefty price tag, something A&M Label was hoping to avoid. When Platz saw a press release on interlinkONE’s QReate and Track software, he visited the company’s

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website and was drawn to the affordability of the web-based platform. He also liked having the ability to couple it with other interlinkONE software modules to create and implement an entire integrated marketing campaign. His choice was made.

New monitoring opportunities

Using interlinkONE's QReate and Track, A&M Label can now offer its customers the ability to print labels and tags with a QR Code. Then, upon scanning the Code, information such as the IP address of the mobile device being used, is captured by interlinkONE's software. For the user, the Codes create a unique opportunity to learn more about a product, its uses or the manufacturer by directing them to a designated web site. For A&M Label's customer, QReate and Track records the amount of scans per day, what time those scans took place, the location of the scans, and the type of device being used to scan the Code. QReate and Track software allows A&M Label's customers to capture data on individual consumer interests in a particular product and the amount of touch the product's received in store.



Next steps are many

Going forward, A&M Label would like to use interlinkONE's software capabilities to extend the functionality of its QR Codes by offering the ability to direct users to a landing page which will request their contact information before sending them to a designated web site. This advancement would provide an added value to the company's sales as it allows A&M Label to help customer's track new prospects and further understand their product's reach.



A&M Label likes the fact that interlinkONE has proven expertise in building, managing, executing, and measuring all aspects of an online campaign. It makes it easier for A&M Label to integrate all of its marketing offerings such as QR Codes to provide users with a comprehensive solution to create and implement any desired campaign.

“QR Codes have become a huge hit with A&M Label customers. They appreciate the added value this technology brings to the traditional labels and promotional materials,” added Platz. “Now, with interlinkONE’s QReate and Track software, we are able to capture data on what items are being looked at, by whom, and how often. Its online interface is easy to operate and lets us provide user information to our clients on a monthly, weekly, or daily basis as desired. Our current customers love it—and we know it will draw future customers, too.”

For more information about QR Codes or to create your own QR Code go to
<http://QReateandTrack.com>





About interlinkONE

interlinkONE delivers a software solution that manages all your marketing needs.

Our online, integrated software enables companies to build, manage, execute and measure all aspects of their marketing efforts and initiatives in one solution.

The solution streamlines operations and reduces cost by unifying all marketing communications and initiatives. It brings together the people and processes involved to ensure a consistent message is delivered across all outbound and inbound marketing campaigns. The integrated marketing software solution provides a holistic view of your entire marketing operation.