

Dynamic vs Static QR — The Cheat Sheet

Print this before you decide

NoRentalQR.com

Own your codes. Forever.

Picking the wrong type costs time and money. Static codes are permanent — change them and you reprint everything. Dynamic codes are flexible — but most platforms hold them hostage to a subscription. Here's the full picture, with NoRentalQR's take on how it should work.

1 Head-to-Head Comparison

Feature	Static QR	Dynamic QR
Encoded data	Data is in the code itself	Short URL that redirects to destination
Destination editable?	✗ Never — must reprint	✓ Edit anytime, no reprint
Works without internet?	✓ Yes — fully offline	✗ No — needs server lookup
Analytics / tracking	✗ Not available	✓ Scans, location, device data
Code file size	Larger (more data encoded)	Smaller (just a short URL)
Scan speed	Slightly faster	Fractionally slower (redirect)
Subscription required?	✗ Free forever at NoRentalQR	Paid plan (but fallback on free)
If subscription lapses	Unaffected — works forever	Falls back to last destination*
Best for print runs	Only if destination is 100% permanent	✓ Strongly recommended
Best for digital use	✓ Great for one-time sharing	✓ Great for campaigns
Privacy	No data collected	Scan data collected (see analytics)

* NoRentalQR only — most competitors redirect to an error or competitor page.

2 Quick Decision Guide

Your Situation	Choose	Why
Printing menus, packaging, or permanent signage where the URL will never change	Static	No server dependency. Cheaper. Scans forever.
Restaurant menu (URL or PDF may update seasonally)	Dynamic	Update destination without reprinting menus.
Marketing campaign with a defined end date	Dynamic	Track performance. Redirect after campaign ends.

Business card — personal contact info	Static	vCard data is encoded directly. Works offline always.
Conference lanyard or event badge	Static	Quick, reliable, no server needed at venue.
Agency managing client campaigns across multiple brands	Dynamic	Update destinations per client without reprinting anything.
WiFi credentials for your office or venue	Static	Password is fixed. Static is simpler and permanent.
Product packaging with a "how-to" video link	Dynamic	Video URL can be updated; packaging already printed.

3 The Hostage Problem — Why Most Platforms Get This Wrong

Dynamic QR codes on most platforms work like a lease, not a purchase. Your code points to *their* server. If you stop paying, one of three things happens:

- **Code goes dead:** The redirect stops resolving. Anyone who scans your printed menu, signage, or packaging gets an error.
- **Redirected to competitor:** Some platforms redirect lapsed codes to their own sign-up page or a competitor's ad. Your QR code becomes their marketing.
- **Locked out of your data:** Your scan analytics disappear. You lose your performance history and can't export it.

The NoRentalQR approach: Dynamic codes fall back to their last saved destination if a subscription ends. Your code keeps working. No error. No competitor redirect. No hostage tactics. If you stop paying, your last destination stays live — permanently.

4 When Static Is Actually Better

Dynamic isn't always the answer. Static QR codes have real advantages when the situation fits:

- ✓ **Works completely offline:** Scanned without any internet — ideal for remote locations, underground venues, or poor-signal areas.
- ✓ **Zero dependency:** No server, no DNS, no redirect chain. The data is inside the code. It will work in 50 years.
- ✓ **Faster to scan:** No redirect lookup required. Fractionally faster, especially on older devices.
- ✓ **Privacy-safe:** No scan data is collected — good for contexts where user privacy is a priority.
- ✓ **Free, permanently:** NoRentalQR static codes are free forever. One without an account, three with.

5 The One-Sentence Summary

Use **Static** when the destination is permanent and you don't need tracking.

Use **Dynamic** when you need flexibility, analytics, or the destination might change — and make sure you're on a platform that won't hold your code hostage.