

# Getting Started with Analytics

Understand your scans in minutes

NoRentalQR.com

Own your codes. Forever.

Scan data is only useful if you know what to look for. This guide explains every metric NoRentalQR tracks, how to interpret patterns, and what actions to take when the numbers tell you something.

## 1 What NoRentalQR Tracks

<b>Scan Volume</b>	Total scans over time. Shown as a trend line and total count. The raw pulse of your QR code's performance.
<b>Scan Location — Country</b>	Which countries your scans originated from. Essential for global campaigns or spotting unexpected geographic reach.
<b>Scan Location — City</b>	Granular city-level data. Powerful for local businesses validating whether a specific location's signage is getting scanned.
<b>Device Type</b>	iOS vs Android (and occasionally desktop). Tells you whether to optimise your landing page for Apple or Android first.
<b>Time &amp; Date</b>	When scans happen — by hour, day, or month. Reveals usage patterns and campaign peak times.

## 2 Where to Find Your Analytics

1

### Log in

Head to NoRentalQR.com and sign into your account.

2

### Open Dashboard

Your QR codes are listed with a quick scan count next to each one.

3

### Click a Dynamic Code

Only dynamic codes have analytics. Static codes don't track — by design.

4

### Analytics Tab

The analytics panel shows your trend chart, map view, and device breakdown.

# 5

## Filter by Date

Use the date range selector to zoom into a campaign window, week, or month.

### 3

## How to Read Your Scan Data

### Scan Volume Trend

Look for the shape of the curve, not just the total. A sharp spike followed by a drop usually means a one-time placement (an email blast, a single event). A steady flat line means consistent physical placement. A gradual climb means growing word-of-mouth or signage in a high-traffic area.

Pattern	What it likely means	Action
Spike → drop	Event, email, or post drove scans	Plan for next event; replicate the trigger
Flat but consistent	Physical placement working steadily	Monitor for drop-off (code damaged?)
Gradual climb	Growing organic reach	Invest in more placements nearby
Zero after launch	Code not visible, CTA unclear, or wrong placement	Audit placement and CTA immediately
Sudden drop	Code damaged, removed, or destination broken	Check physical code and destination URL

### Location Data

Country data tells you if a campaign is reaching the right market. City data is more powerful for local businesses — if your signage is in Cape Town but you're seeing scans from Johannesburg, someone photographed and shared it online. That's reach you didn't plan for.

### Device Breakdown

Mostly iOS? Make sure your landing page renders perfectly on Safari. Mostly Android? Test on Chrome for Android. A 60/40 split is common — optimise for the majority but test both. Desktop scans are rare (usually a screenshot shared in a chat) but worth noting.

### 4

## Going Deeper: UTM Parameters

NoRentalQR analytics tells you who scanned and where. UTM parameters tell you what they did next. Add these to your destination URLs for full-funnel visibility in Google Analytics or any other analytics tool.

UTM Parameter	Purpose	Example Value
utm_source	Where the scan came from	norentalqr
utm_medium	The channel type	qr_code
utm_campaign	The specific campaign	summer_menu_2025
utm_content	Specific placement (for A/B)	window_sticker_v2

#### Example

[https://yoursite.com/menu?utm\\_source=norentalqr&utm\\_medium=qr\\_code&utm\\_campaign=table\\_card](https://yoursite.com/menu?utm_source=norentalqr&utm_medium=qr_code&utm_campaign=table_card)

URL:

### 5

## Recommended Review Cadence

Frequency	What to Check	Why
48 hrs after launch	Any scans recorded?	Catch dead codes before they cost you
Weekly (campaigns)	Trend direction, device split	Catch underperformance early
Monthly (evergreen)	Volume change vs prior month	Spot signage degradation or removal
Post-event	Spike analysis, location data	Understand real vs expected reach
After destination change	Scan drop/spike after redirect	Confirm new destination is working

**Static codes don't track — and that's fine.** If you chose static for privacy, offline reliability, or simplicity, you don't need analytics. Analytics is a dynamic-code feature for use cases where performance measurement matters. Pick the right tool for the right job.