QRelix

SMART ROUTING GUIDE

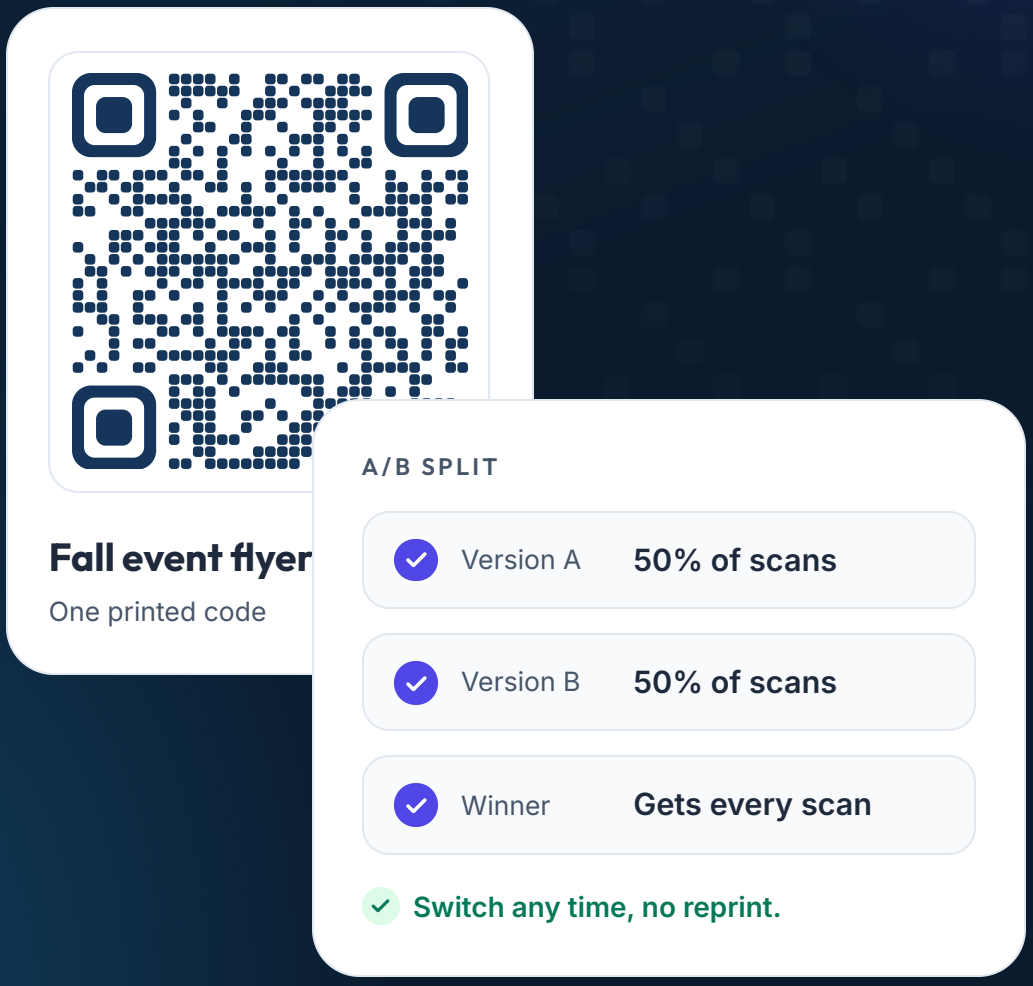
A/B test with one QR code

Split scans between two pages, find the winner, and never reprint.

1 minute
to finish

Pro and Team
Smart Routing plans

6 steps
with screenshots



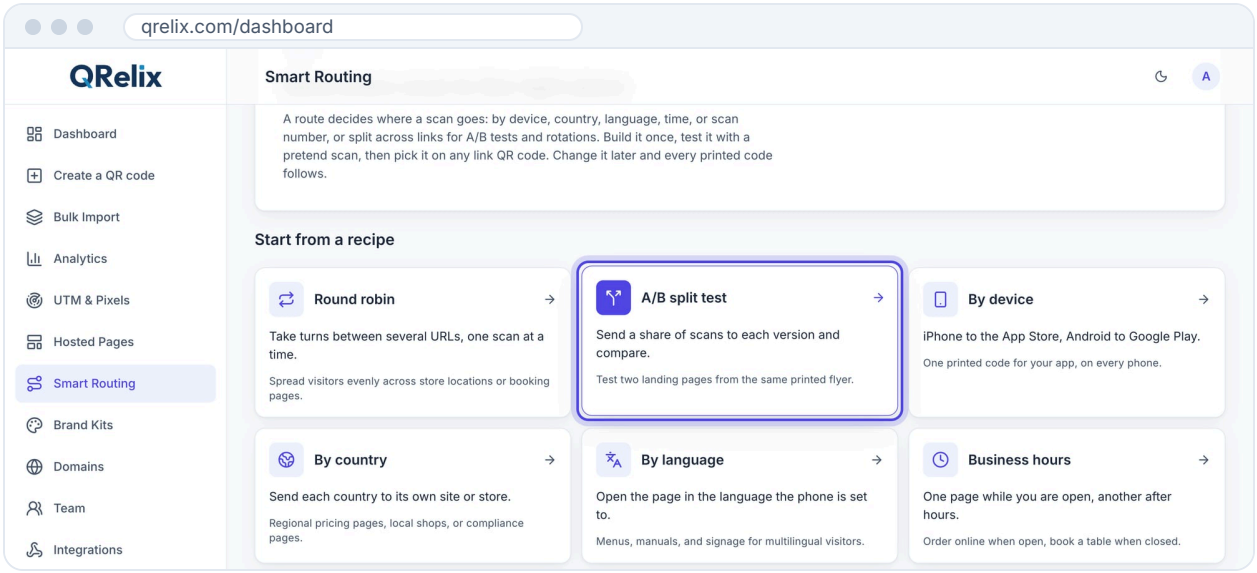
WHY IT MATTERS

One flyer. Two pages. A real answer.

- **Version A** Half of your scans
- **Version B** The other half
- **The winner** Gets every scan from then on

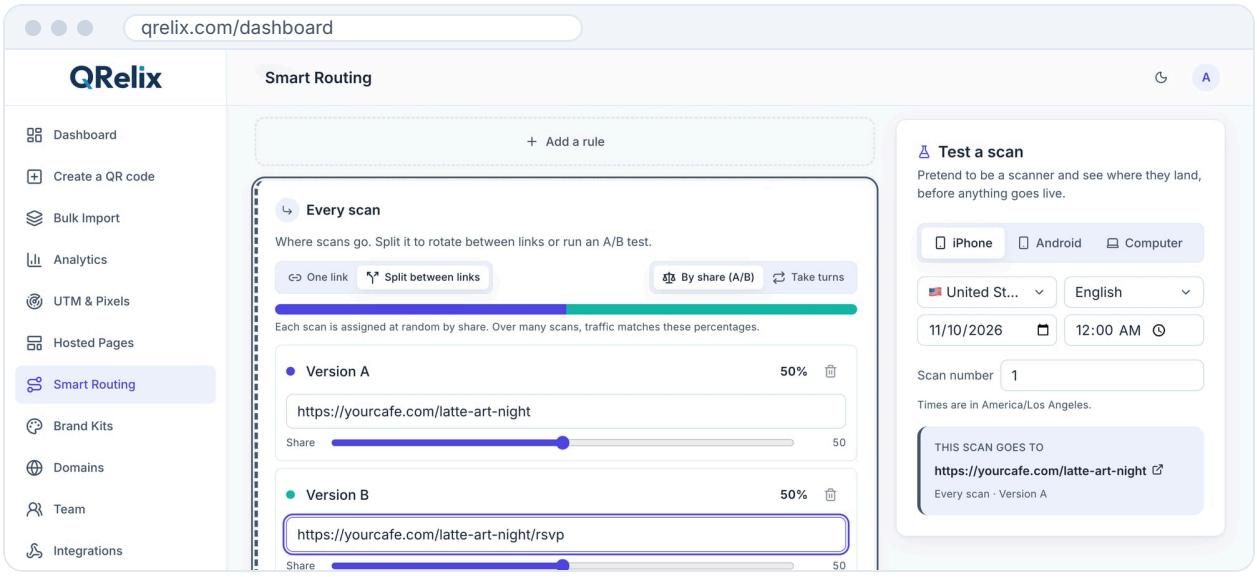
1 Start from the A/B split test recipe

Open Smart Routing in the sidebar. Under Start from a recipe, select A/B split test. It opens a route with two versions that share scans evenly.



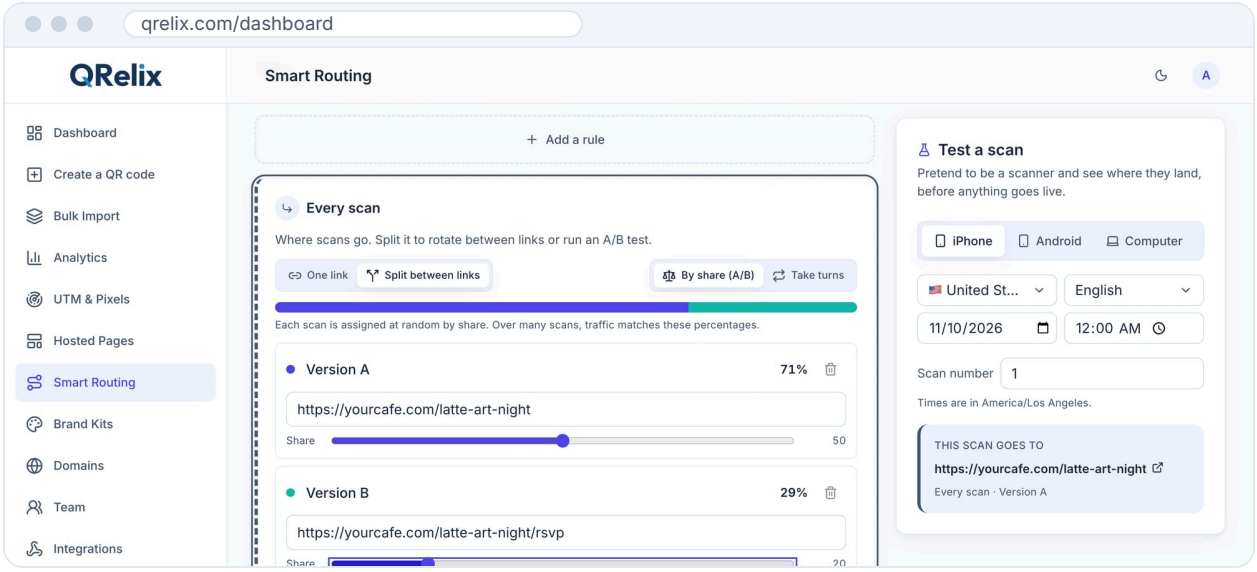
2 Add the two pages

Name the route, then paste a link for Version A and a link for Version B. You can rename the versions, and select Add link to test more than two.



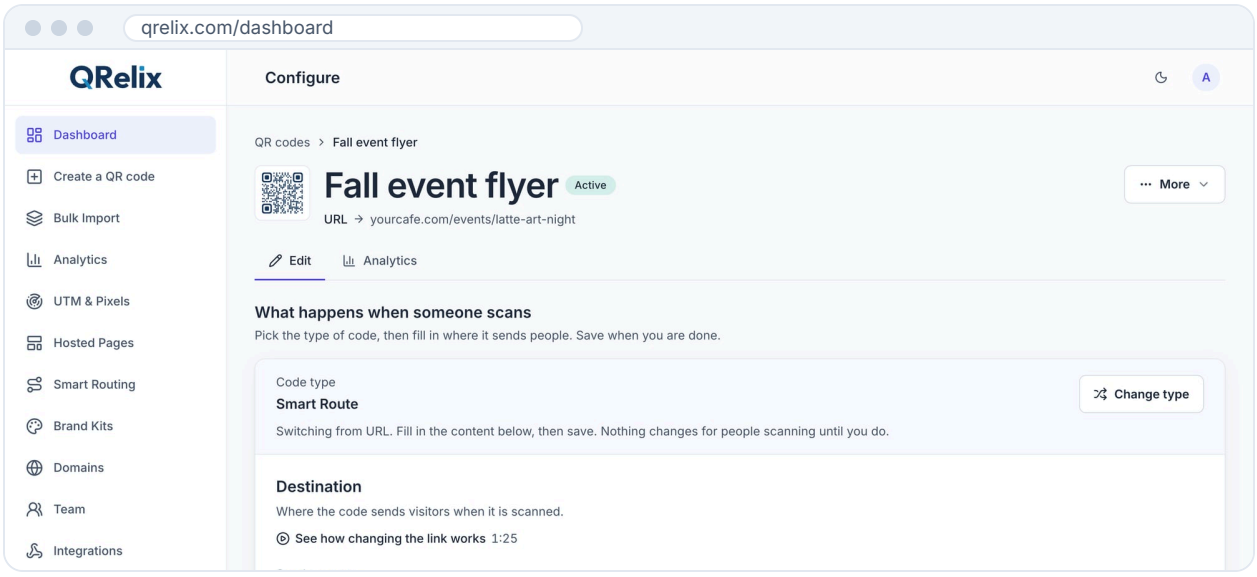
3 Set the split

Each version starts with an even share. Move a Share slider to send more scans to one version, or select Split evenly to reset. Each scan is assigned at random, so over many scans the traffic matches your percentages.



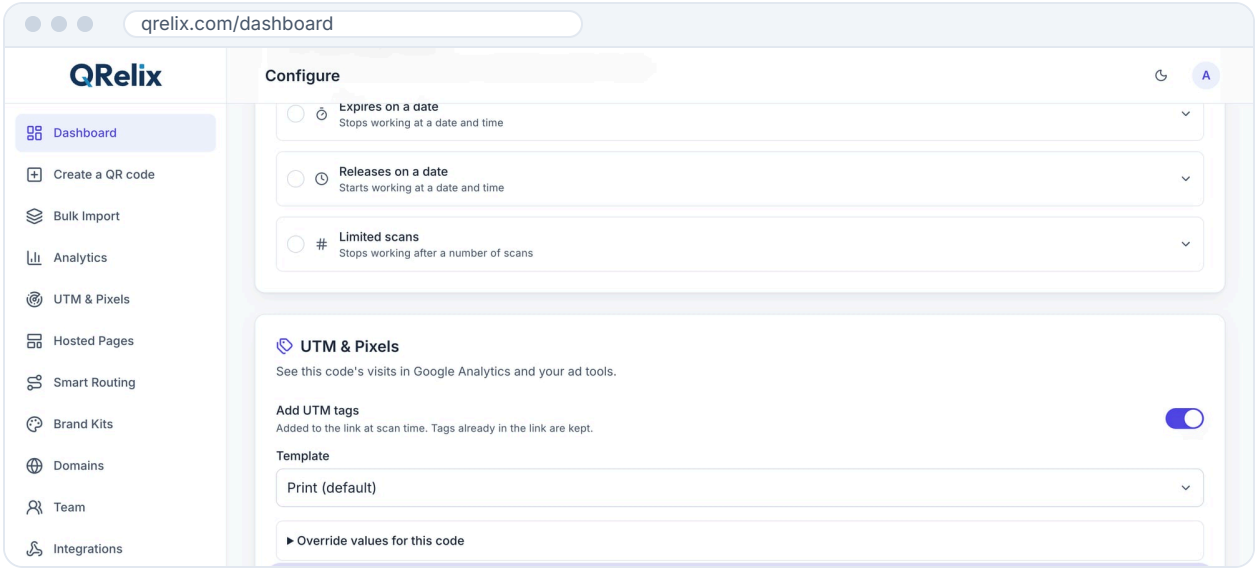
4 Put the test on your code

Open a link QR code and select Edit. Under Send scans to, choose Smart route, pick your test, and select Save changes. Codes that are already printed start splitting scans right away.



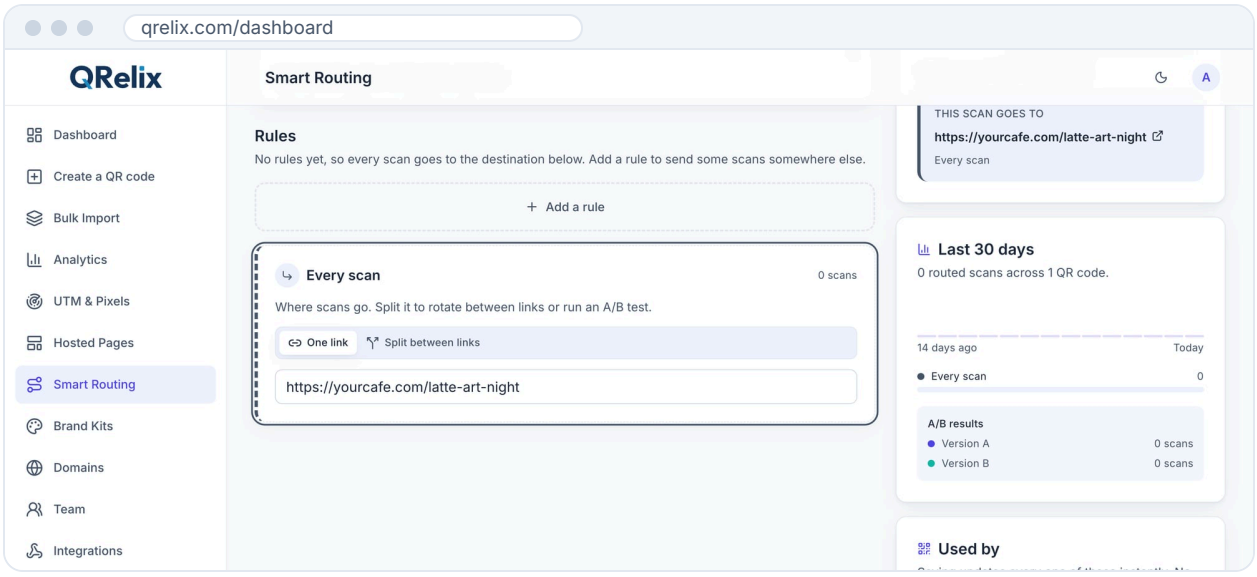
5 Measure the winner

Open More settings on the code and turn on Add UTM tags, using a template with the A/B version placeholder. Each visit then reports its version to Google Analytics, where you can compare signups or sales.



6 Send everyone to the winner

Open the route in Smart Routing, change Split between links to One link, paste the winning page, and save. Every code that uses the route follows at once.



Good to know

Change one thing

Test two versions of the same page with one difference, such as the headline or the offer, so you know what made the result.

Give it enough scans

A few dozen scans can mislead. Let the test run until each version has a few hundred before you pick.

Test more than two

Select Add link to add a Version C. Take turns sends scans to each link in order instead of at random.

On Pro and Team

Smart Routing is part of QRelix Pro and Team. If your plan changes, codes keep working with the route's fallback link.

Create your first smart QR code.

Free plan, no credit card. Edit the link after printing and see every scan.

qrelix.com

Watch the video: youtu.be/jhr2tXWpVJI

Scan to watch the video

QRelix is made by Fitted Tech LLC, Seattle. Screens show a demo account; names and numbers are examples.