QRelix

HOW-TO GUIDE

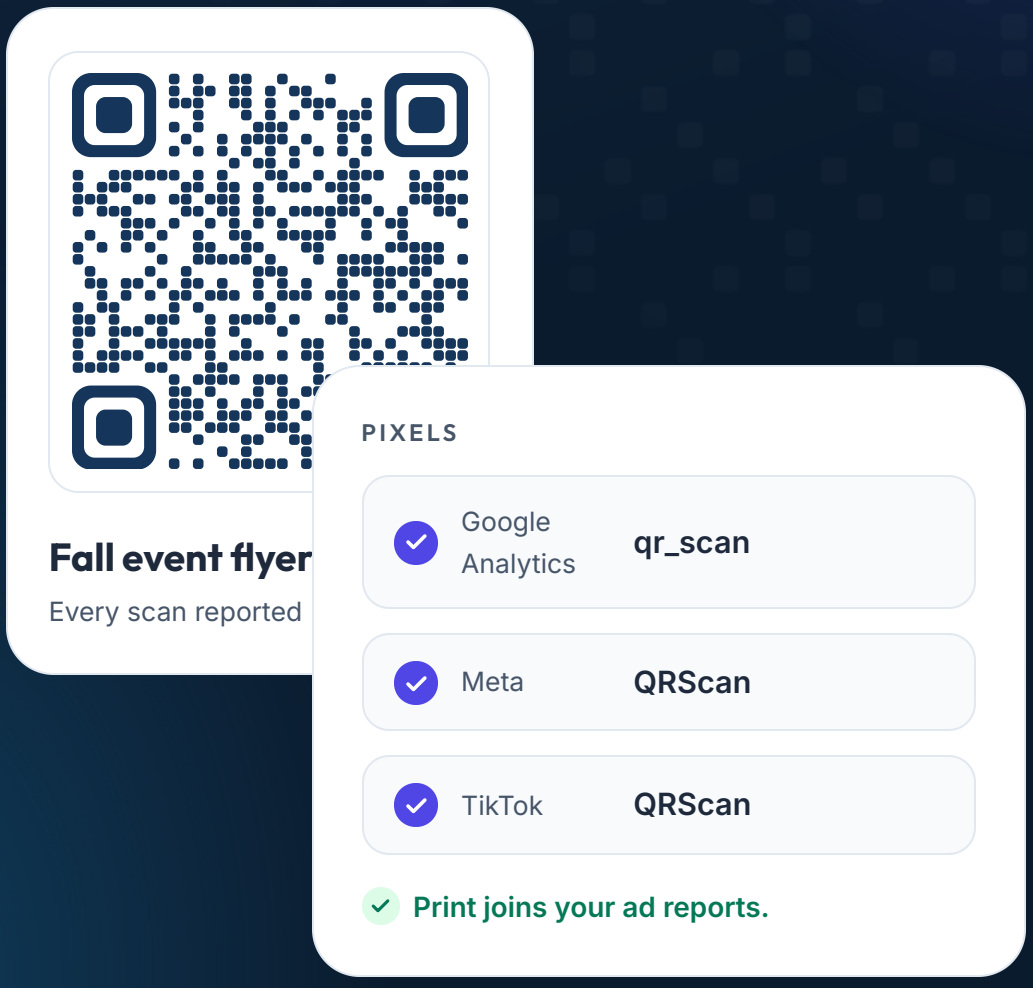
Send scans to your ad tools

Count every QR scan as an event in Google Analytics, Meta, TikTok, LinkedIn, and Google Ads.

1 minute
to finish

Pro and Team
Pixels plans

6 steps
with screenshots



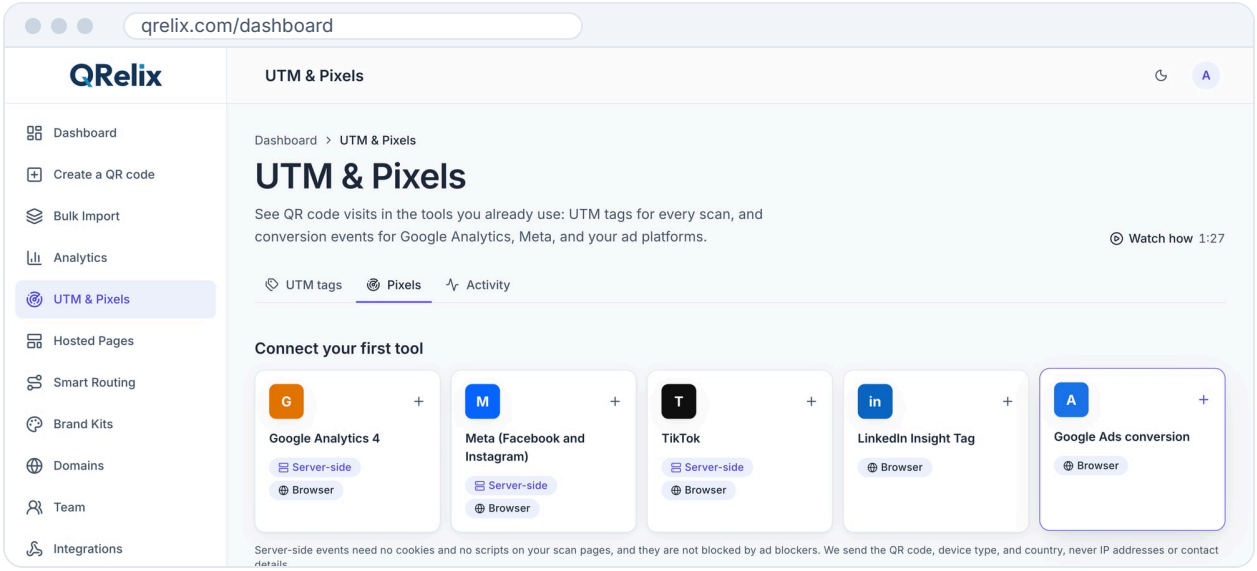
WHY IT MATTERS

Print belongs in your ad reports.

- **Measure it** Scans count as conversions
- **Retarget it** Reach people who scanned
- **Compare it** Print next to paid, side by side

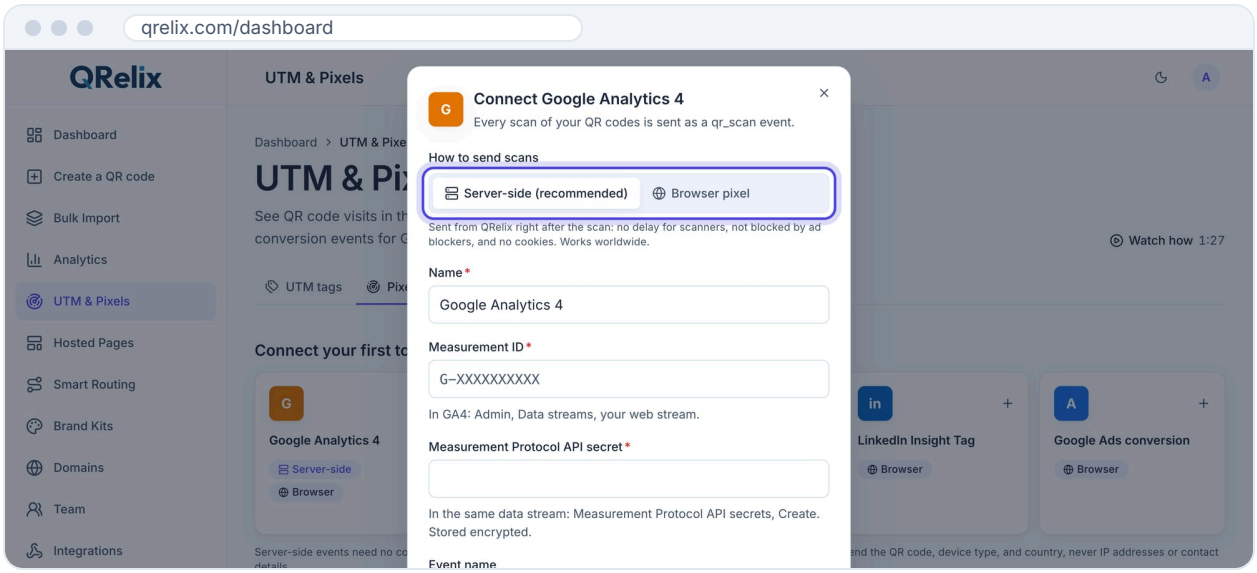
1 Pick a tool

Open UTM & Pixels in the sidebar and select the Pixels tab. Choose Google Analytics 4, Meta, TikTok, LinkedIn, or Google Ads. You can connect several, and every connected tool gets every scan.



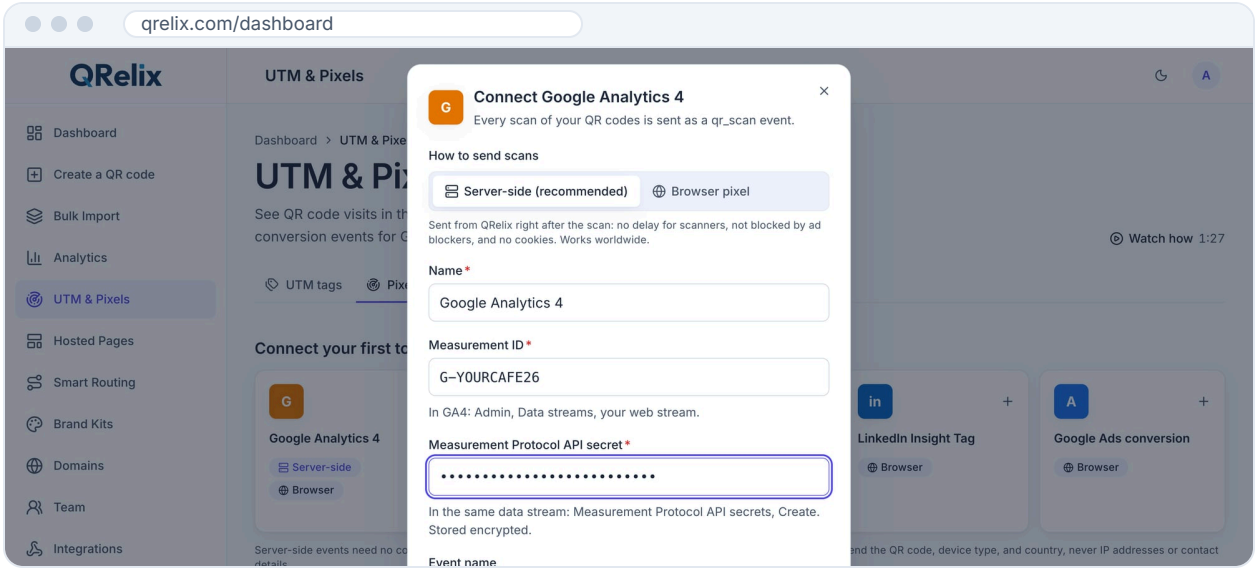
2 Choose server-side

Select Google Analytics 4. Keep Server-side, the recommended setting: QRelix sends the event right after the scan, with no delay for the person scanning, no cookies, and nothing for ad blockers to stop.



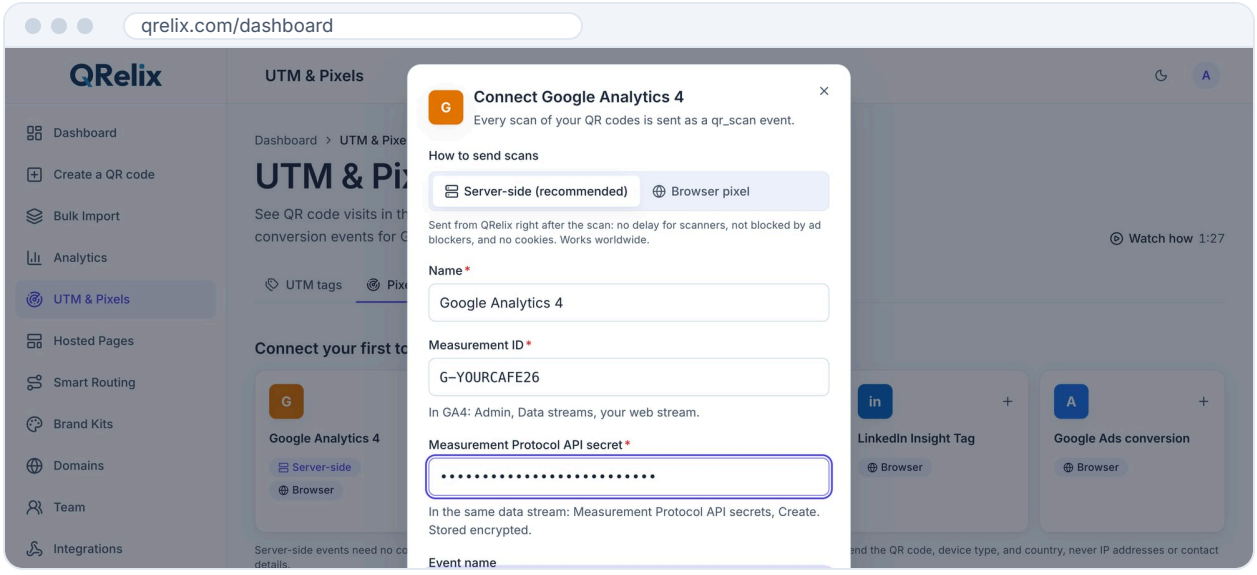
3 Paste your IDs

Paste the Measurement ID and the Measurement Protocol API secret. The hint under each field says where to find it in your tool. Secrets are stored encrypted.



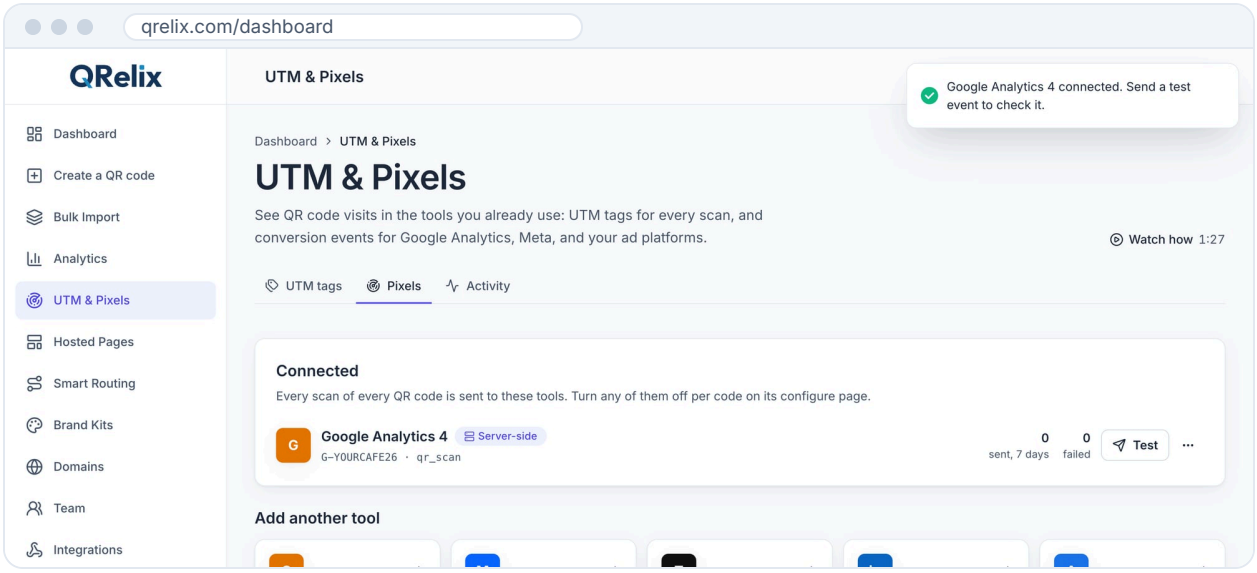
4 Name the event and connect

The event name is how each scan appears in your tool, qr_scan by default. Change it if you like, then select Connect.



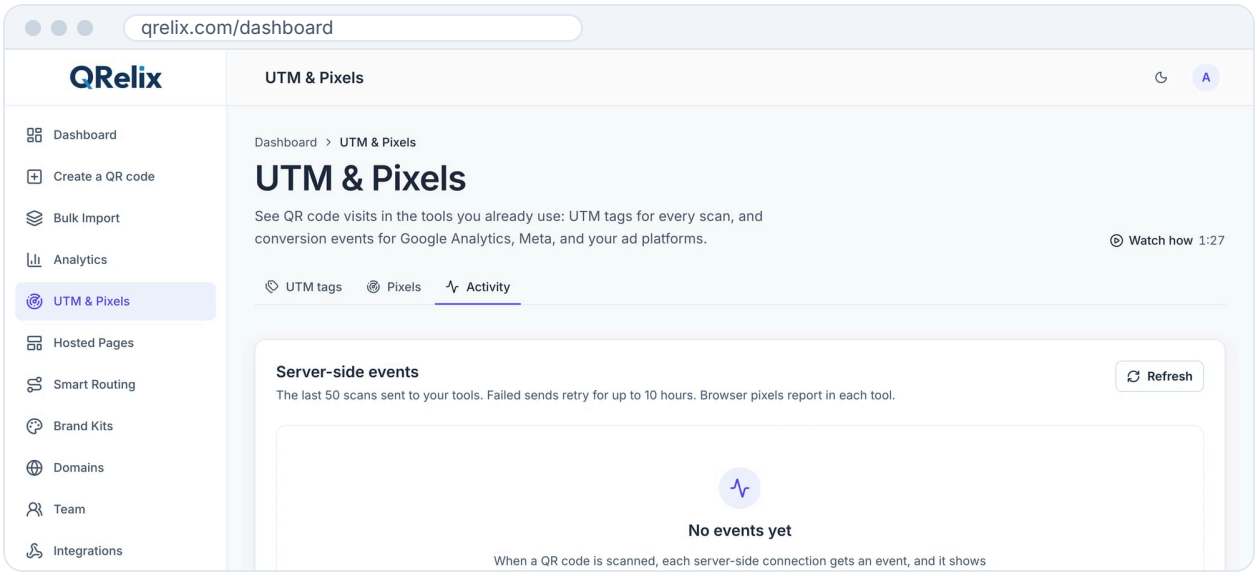
5 Every code reports

Once connected, every QR code in the workspace sends its scans. To leave one code out, open it, select Edit, then More settings, and change its Pixels setting.



6 Check the activity

The Activity tab lists the last 50 scans sent to your server-side connections. Failed sends retry for up to 10 hours. Browser pixels report inside each tool instead.



Good to know

Server-side or browser?

Server-side is recommended for Google Analytics, Meta, and TikTok. LinkedIn and Google Ads use a browser pixel on the scan page.

What is sent

QRelix sends the QR code, device type, and country with each event, never IP addresses or contact details.

Use it with UTM tags

UTM tags label the visit on your website; pixels count the scan itself. Many teams turn on both.

On Pro and Team

Pixels and conversion events are part of QRelix Pro and Team. UTM tags are on every plan.

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/snJQZjSpUsE

Scan to watch the video

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