QRelix

HOW-TO GUIDE

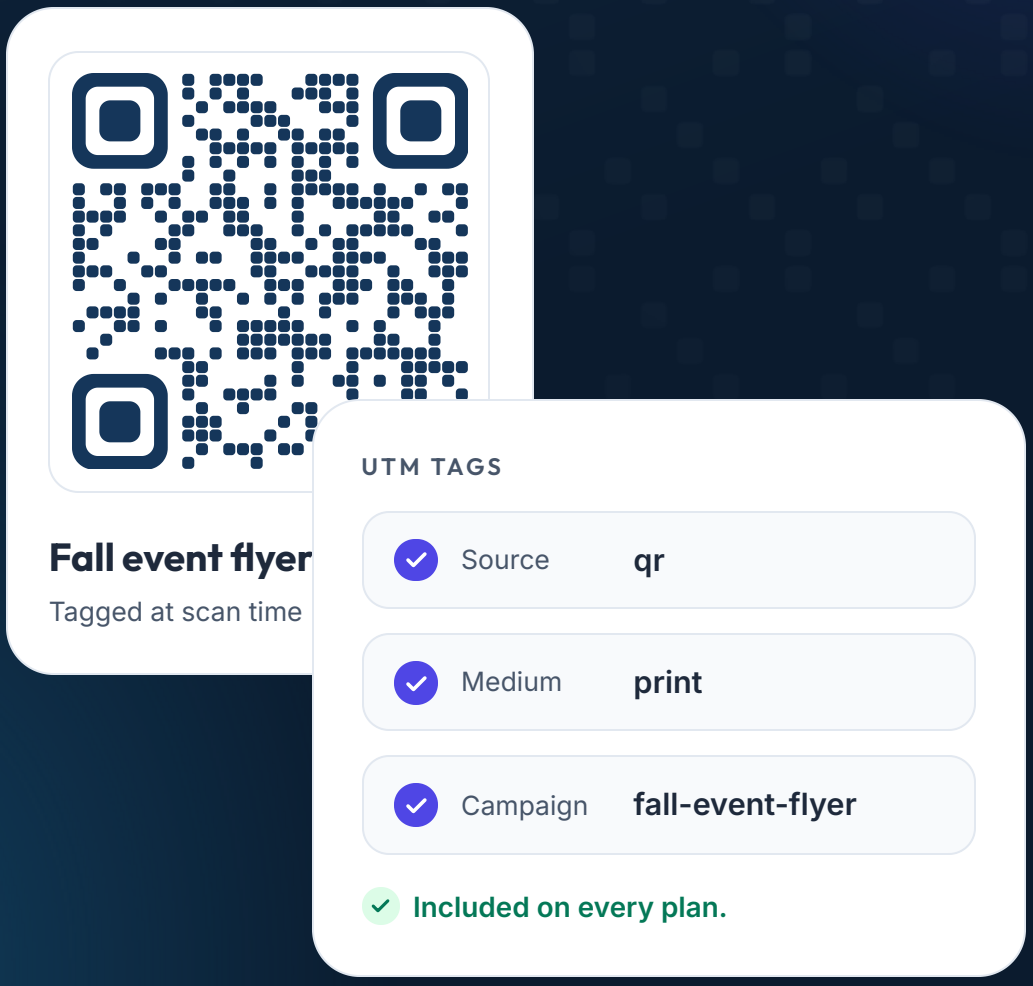
See QR scans in Google Analytics

Tag every scan, so your analytics knows which printed code sent each visit.

1 minute
to finish

Every plan
Free, Pro, and Team

4 steps
with screenshots



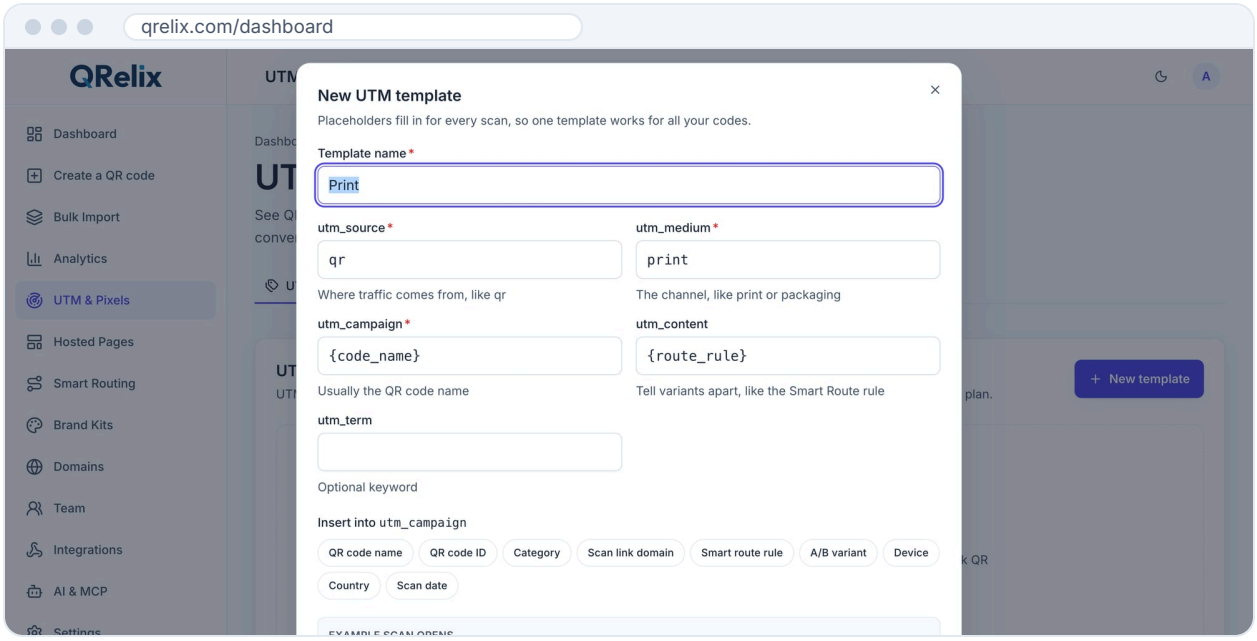
WHY IT MATTERS

Without tags, print gets no credit.

- **Source** It came from a QR code
- **Medium** It was on print
- **Campaign** It was this flyer

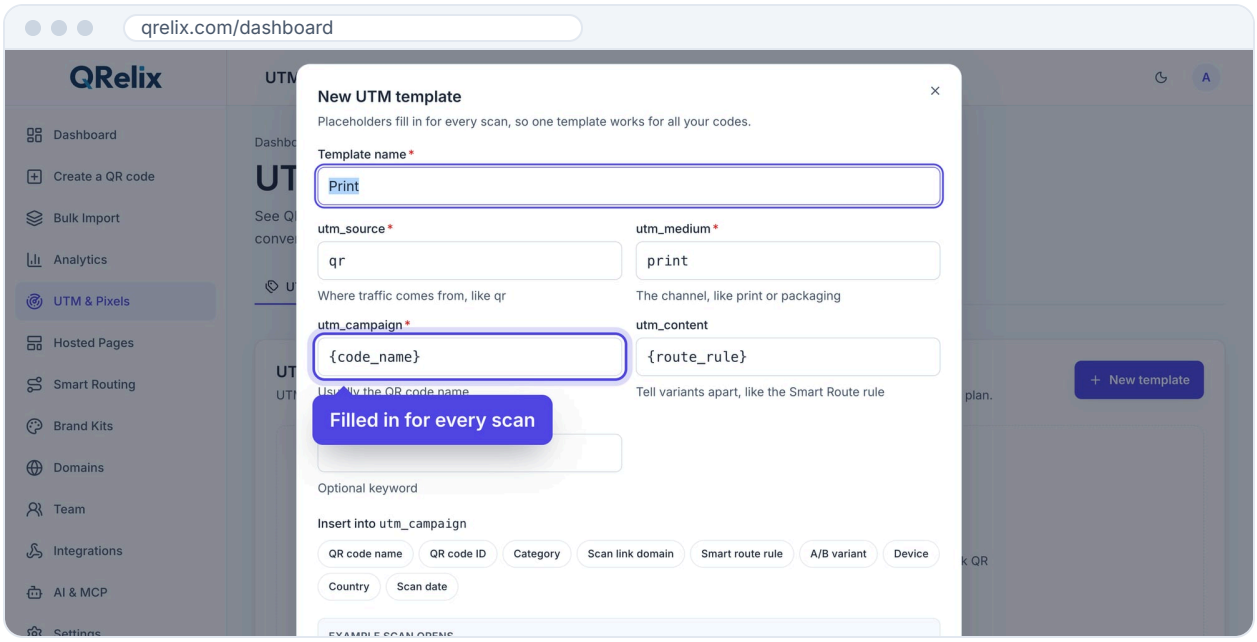
1 Create a UTM template

Open UTM & Pixels in the sidebar and select Create your first template. Source, medium, and campaign are filled in with the values most businesses use, and you can change any of them.



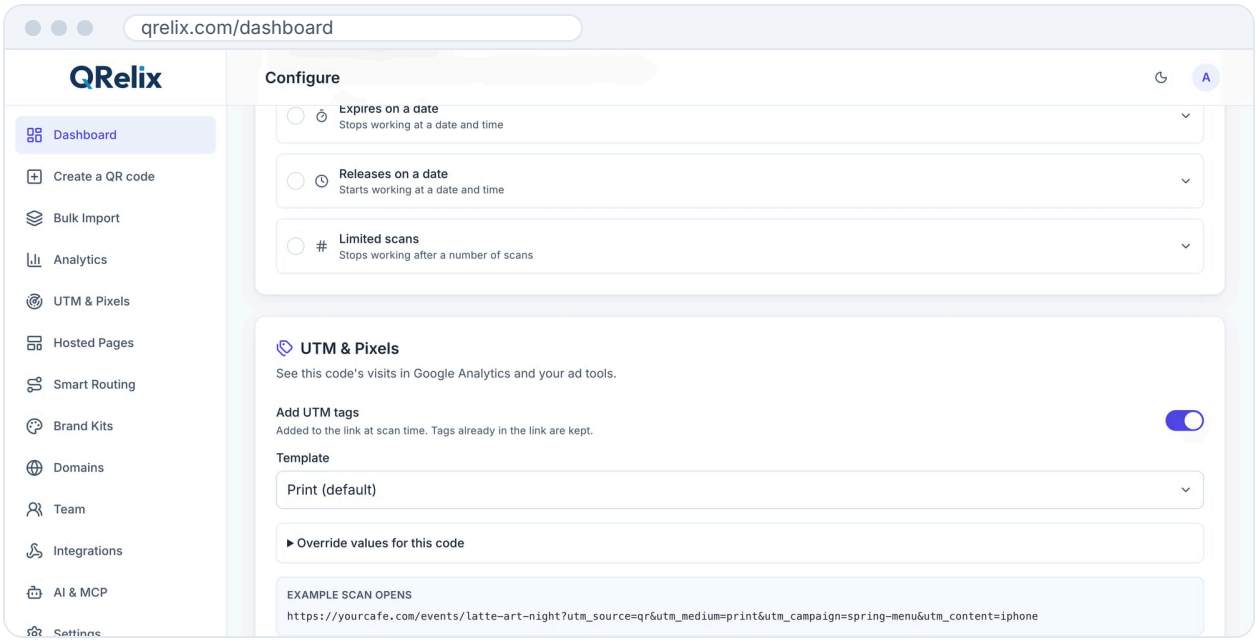
2 Let placeholders do the work

The campaign is set to the QR code name placeholder, so each scan carries the name of its own code. Other placeholders add the category, device, country, scan date, Smart Route rule, or A/B version.



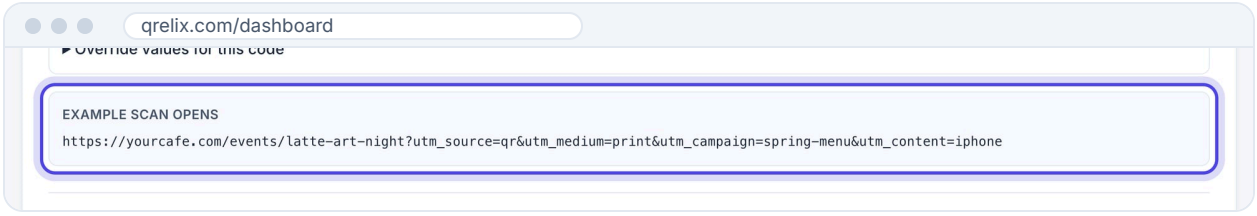
3 Turn tags on for a code

Open a link QR code, select Edit, then More settings. Under UTM & Pixels, turn on Add UTM tags, choose a template, and select Save changes. New link codes start with your default template already on.



4 Find your scans in Google Analytics

In Google Analytics, open Reports, Acquisition, Traffic acquisition, and look for the source qr and the medium print. The campaign column shows which code each visit came from.



Good to know

Your link stays clean

Tags are added the moment someone scans. The destination you saved is never rewritten, and changing a template updates every code that uses it.

Nothing is overwritten

If a destination already has a utm tag, QRelix keeps yours and only adds the ones that are missing.

Works with Smart Routing

Use the Smart Route rule and A/B version placeholders to see which rule or version sent each visit.

Want conversion events?

UTM tags are on every plan. Pro and Team add pixels and conversion events for Google Analytics, Meta, TikTok, LinkedIn, and Google Ads.

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/8Poq2AF-uUU

Scan to watch the video

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