

First 100 Scans Review Template

A first-traction review for deciding what to update, move, expand, or stop after a QR page begins receiving real scans.

WHAT THIS HELPS YOU DECIDE

- Turn early scan data into operating decisions.
- Separate scan volume from real placement intent.
- Decide what to change before the next print or campaign batch.

FORMAT

**4-page analytics
worksheet**

BEST FOR

**Operators, marketers,
location teams**

USE IT

**After launch reaches
early traction**

Create an editable QR page at <https://linkstac.com>

Use this guide before print, then keep the page behind the code editable after launch.

Use the QR code like an operating surface, not a static file.

Read scans as placement feedback

The first hundred scans rarely prove final ROI. They show whether the printed placement, label, timing, and destination are pointed in the right direction.

- Compare scan patterns by day, location, and print piece.
- Look for high-friction placements with low scan volume.
- Treat sudden drops as a signal to check the physical code and page content.

Decide what changes next

Scan data becomes useful when it creates a decision. Every review should end with one action: update content, move a placement, expand a working code, or stop a weak one.

- Update stale offers, hours, menu items, or event details first.
- Move weak placements before redesigning the destination.
- Promote placements with strong scan intent into the next print run.

A practical scan decision matrix.

COPY AND CONTEXT EXAMPLES

STRONG SIGNAL

Lunch table tents scan heavily between 12 and 2

Expand that placement and tune the menu destination for lunch decisions.

WEAK SIGNAL

Window sign gets almost no scans

Check distance, CTA, lighting, and whether the offer is clear.

MAINTENANCE TRIGGER

Scans continue but conversions drop

Review page content and broken links before changing the code.

PASS / RISK SCORECARD

Volume

Pass: You know which placement generated scans.

Risk: All scans are blended into one total.

Timing

Pass: Scan peaks line up with real customer behavior.

Risk: You cannot tell when the code is being used.

Next action

Pass: The review ends with an update, move, expand, or stop decision.

Risk: The report is read but nothing changes.

Make the next print decision visible.

Answer these before approving the next print run or expanding a QR placement.

QUESTION 1

Which placement produced the clearest scan intent?

QUESTION 2

Which page content changed after launch and should be reviewed weekly?

QUESTION 3

What should be updated before the next print batch?

FINAL LAUNCH CHECK

- Compare scan volume by day and placement.
- Check whether most scans happen on mobile devices.
- Look for locations or print pieces that are underperforming.
- Update stale offers, hours, or menu items before running the next print batch.
- Decide which QR destination deserves a custom domain or branded rollout.

Turn this into a live QR destination with Linkstac.

<https://linkstac.com>