

## What are The Market People QR Codes?

A Quick Response (QR) Code is an image that works much like a barcode. They can be easily scanned by anyone with a smartphone and it will take them to the code's associated page on the web. They are much more attractive and easier to work with than fiddling around trying to type in a long website URL.



Try out our QR Code for the TMP website.

### The Advantages of Using QR Codes:

- 1. Better Design, Easier Use:** As already mentioned, QR Codes provide anyone carrying a smartphone ([81% of the UK population](#)) with a 1-click way to visit a website.  
  
Also, there is no need for them to be black and white anymore, they can be adapted to in-keep with, or stand out from, any colour scheme, branding or advertising you wish to include them in.
- 2. Traffic is Trackable:** Because users are simply clicking a button rather than typing in a long website URL, it is possible to include tracking code into this link so you can use tools such as Google Analytics to see *exactly* how many people are using your QR code.
- 3. Popular with the Upcoming Generation:** Because of their ease of use and integration with modern technology and social media, QR Codes are experiencing a rapid [increase in popularity with young people](#).

### What do I need to include claim my QR code?

- 1) Head over to the **Manage Markets/Events** area of your TMP Operator account.
- 2) In the right-hand column, under the heading **Admin**, next to each event, hit the **QR Code** button and your code will be generated and download – simple as that.

### Download the SCAN App on Your Mobile

