

# Centralizing QR Code Management Across a Global Brand: How **Scanova** Empowered **Essity**



## Challenge

Essity required a centralized system to create, manage, and oversee QR Codes across multiple use cases within a single ecosystem. Managing QR Codes across campaigns and platforms without a unified solution made it difficult to maintain brand consistency and control.



## Outcome

With Scanova's intuitive QR Code analytics and dashboard, Essity found a unified platform for consistent QR Code creation and tracking. This enabled efficient code management, improved customization, and full visibility into QR Code performance across all brand initiatives.



### COMPANY SIZE

10,001+ employees



### COMPANY WEBSITE

<https://www.essity.com/>



### INDUSTRY

Manufacturing



### LOCATION

Stockholm, Sweden

Total QR Codes Created

**280+**

Total Scans

**350,000+**



# CHALLENGES

Essity faced several challenges before adopting Scanova's QR Code Generator:

## 1. Lack of a centralized QR Code management system

The brand required a unified platform to create, manage, and monitor QR Codes across various campaigns and use cases. Without a centralized system, maintaining consistency and control was challenging.



## 2. Managing multiple use cases efficiently

Essity needed QR Codes for diverse applications across formats and channels. Handling these requirements without a unified tool that managed everything from one place limited operational efficiency.

## 3. Limited visibility and oversight

Tracking and overseeing QR Code performance across different initiatives or campaigns was also difficult without a consolidated dashboard. Without proper tracking and actionable insights, it was harder to optimize QR Code campaigns.

# SOLVING THE PROBLEM WITH SCANOVA

Essity's partnership with Scanova introduced innovative solutions that addressed these challenges:

## 1. Unified QR Code management platform

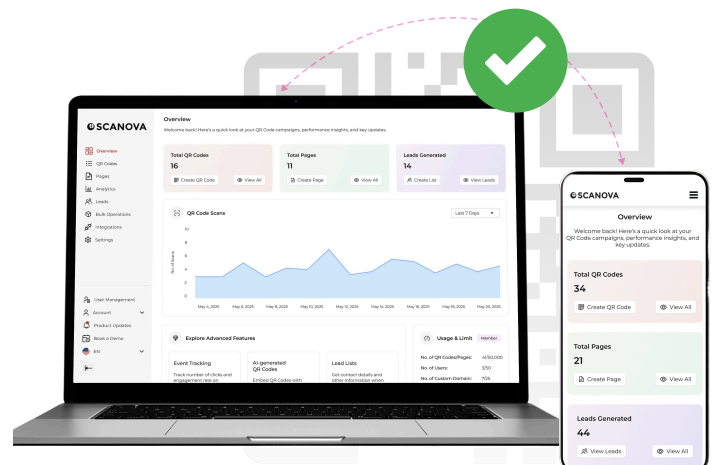
Scanova provided a centralized system that allowed Essity to create branded QR Codes, organize them, and manage all codes within a single ecosystem, ensuring consistency and ease of use.

## 2. Seamless and customizable QR Code creation

The platform enabled the team to design highly customizable QR Codes that performed effectively across multiple formats, channels, and platforms, supporting diverse campaign needs.

### 3. Efficient tracking and oversight

With built-in analytics and smart QR Code tracking capabilities, Essity gained complete visibility into the codes' usage and actionable insights, enabling optimized monitoring and control over all QR initiatives and campaigns.



## RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on Essity's operations and brand communications. Using Scanova, they received **350,000+ scans** from the **280+ codes** that were created — and the count is only going up!

Essity successfully established a centralized QR Code ecosystem, enabling the creation and tracking of every branded QR Code across campaigns, product lines, and channels, from a single platform. This brought consistency, efficiency, and visibility to a process that was previously fragmented.

The wide range of customization options ensured that every QR Code functioned reliably across formats and channels, while remaining consistent with the brand's identity. And with Scanova's smart tracking capabilities in place, the team received clear, real-time insights into how their codes were performing, enabling smarter campaigns and a stronger overall communications strategy.

## THE FUTURE

Essity intends to continue using Scanova as the go-to platform for every QR Code the brand creates.

With a reliable, centralized system already in place, the focus will be on scaling QR Code usage further across new product lines, campaigns, initiatives, and consumer touchpoints.



Scanova Dynamic QR Codes' customization and tracking capabilities will remain central to Essity's brand strategy, ensuring that Essity keeps on delivering seamless experiences to their audience across all life stages.

## CONCLUSION



Essity intends to continue using Scanova as the go-to platform for every QR Code the brand creates.

With a reliable, centralized system already in place, the focus will be on scaling QR Code usage further across new product lines, campaigns, initiatives, and consumer touchpoints.

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# About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at [contact@trycon.io](mailto:contact@trycon.io)