

Powering React's Interactive Advertising and Custom Branding with **Scanova** QR Code Generator

Challenge

React needed a flexible, white-label QR Code solution that could support bulk code creation, custom branding, and reliable redirects at scale without being locked into a platform that restricted their branded domains. Building and maintaining this system in-house was not viable.

Outcome

With Scanova, React established a flexible and scalable QR Code infrastructure for its gamified ad experiences. With enhanced customization, real-time tracking, and simplified campaign management, React improved operational efficiency and strengthened user engagement.



COMPANY SIZE

11-50 employees



COMPANY WEBSITE

<https://react.net/>



INDUSTRY

Advertising Services



LOCATION

Pinellas Park, Florida,
United States

Total QR Codes Created

250+

Total Scans

34,000+

INTRODUCTION



React is a pioneering advertising technology company redefining how brands connect with audiences in the modern media landscape. Through their proprietary Reactive eXPeriential (RXP) Ad Platform and flagship product Super Squares, React helps media companies, agencies, and brands turn passive viewers into active, engaged fans.

React has invested deeply in building technology that captures genuine audience attention and incentivizes their engagement with games. In this way, React helps brands transform ad breaks from mere interruptions into immersive, gamified moments, revolutionizing advertising.

To support this innovative ad engagement model, React partnered with Scanova to integrate Dynamic QR Codes into the advertising ecosystem, turning passive media consumption into interactive participation.

CHALLENGES

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



1. Limited customization and branding flexibility

As a company focused on creating engaging, branded experiences, React needed QR Codes that could reflect its own brand identity. Many QR Code providers in the market imposed restrictions on domain usage and code aesthetics, making it difficult for React to maintain the polished, branded experience their platform demands.

2. Dependence on fragmented tools for URL shortening

React previously relied on a combination of tools, including URL shorteners, which did not provide a unified solution for QR Code creation, management, and analytics. As the platform grew, they needed a robust solution that could handle international scale, offer reliable redirects, reduce the operational burden of self-hosting, and short domain that aligned with their brand identity — one that was fast on redirects and felt intentional, not generic.

3. Lack of actionable insights and campaign visibility

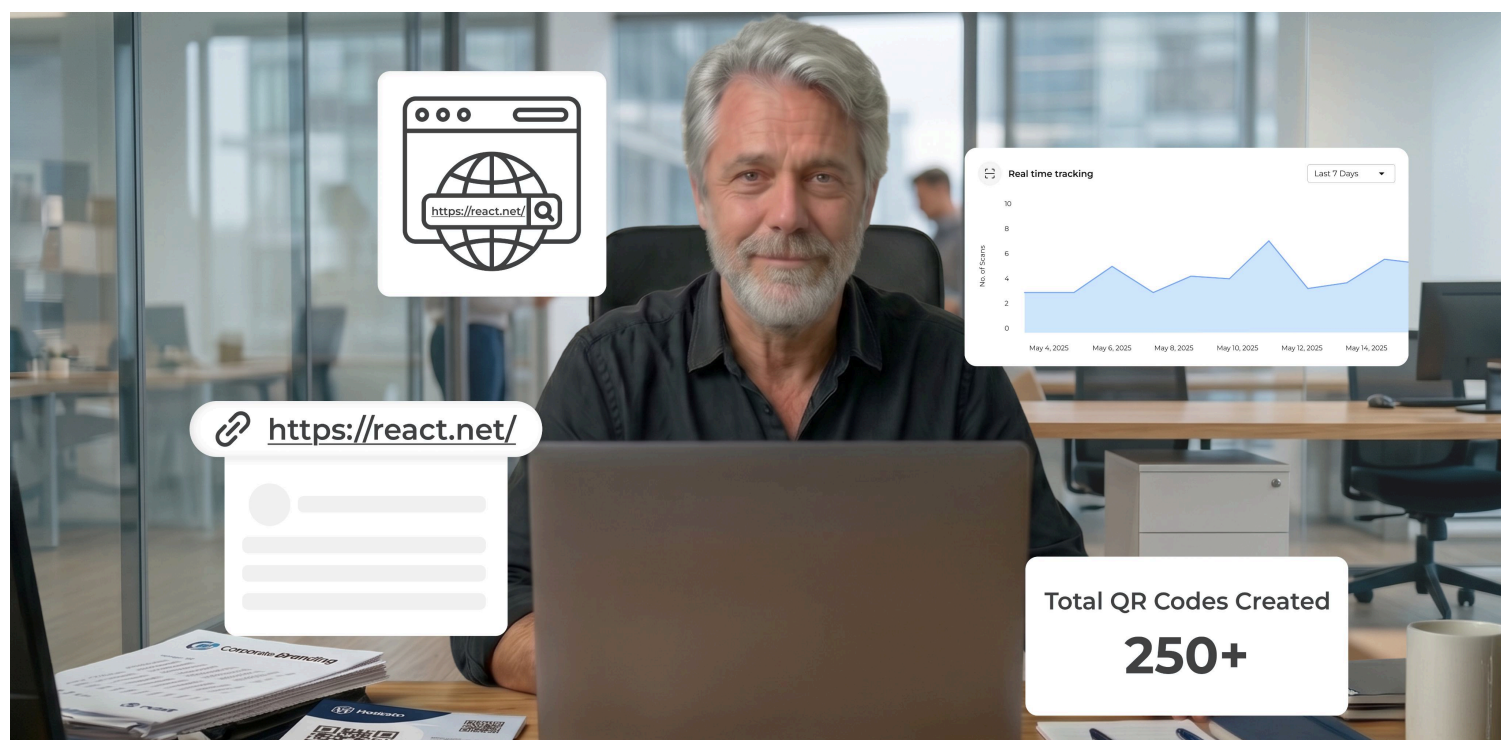
To refine their campaigns and measure audience engagement, React needed visibility into how their QR Codes were performing. Access to scan-level data, performance tracking, a proper dashboard, and reporting infrastructure became essential to evaluate engagement and optimize the campaigns effectively.

4. Finding the right partner built for growth

React evaluated several QR Code providers but found that the larger US-based players came with rigid platform constraints, limited customization, and little flexibility to adapt to React's evolving product roadmap. They needed a partner with the capability to grow alongside them. Managing this in-house would have added complexity, cost, and scalability concerns.

SOLVING THE PROBLEM WITH SCANOVA

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



1. Custom branding and white-label domain hosting

Scanova allowed React to create branded QR Codes and host them on their own domain (q.cr). Moreover, Scanova's customized Bulk QR Codes gave React the operational efficiency they needed. This tailored approach gave React a consistent and professional brand identity across all touchpoints.

2. Integrated React's own short URL — 'Quicker':

Beyond QR Codes, Scanova also enabled React to host QR Code redirects on their own branded short domain, q.cr — read as "quicker" — making it a functional and brand-forward asset. React no longer needed to self-host this infrastructure. Moreover, Scanova's simplified link management eliminated the need for additional tools for a streamlined workflow.

3. A powerful, intuitive dashboard for real-time tracking

Scanova's smart and user-friendly dashboard enabled React to easily create, manage, and monitor QR Codes without requiring extensive training. The team received weekly reports on their most frequently scanned QR codes, giving them clear visibility into what is resonating with the audience.

4. Responsive support and seamless implementation

With 250+ codes created and campaigns spanning multiple media partners, the ability to produce and manage codes at scale without manual workarounds was a significant win. Scanova ensured that any issues were resolved promptly, resulting in a smooth onboarding experience and reinforced confidence in Scanova as a long-term partner.

RESULTS

The implementation of Scanova's QR Codes delivered practical and strategic improvements for React's operations and campaign performance. Using Scanova's QR Code Generator, they received **34,000+ scans** from the **250+ codes** that were created — and the count is only going up!

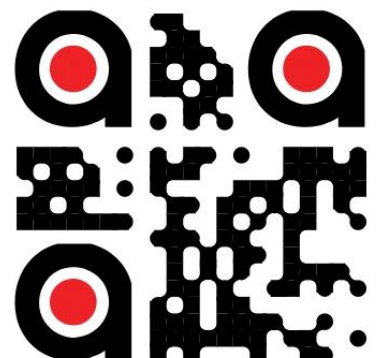
Even during periods without active campaigns, React continued to observe ongoing scan activity on previously deployed QR Codes. This highlighted the lasting value and continued engagement potential of their QR Code-driven campaigns.

Beyond numbers, partnering with Scanova gave React the confidence to make informed decisions about content, campaign design, and platform development. Scanova's flexibility and responsiveness in solving challenges timely and collaboratively reinforced React's belief that they had found a growth partner built for the long haul.

THE FUTURE

React plans to continue leveraging Scanova as a core component of its advertising technology ecosystem.

As the company grows, it aims to further expand its use of Scanova's capabilities, particularly in enhancing customization and scaling its QR Code-driven engagement model globally.



React also sees potential in deeper integrations and advanced functionalities that can further streamline user journeys and enhance conversion tracking, deriving even greater value from its QR Code campaigns.

A key focus for React is to strengthen the branding of its QR Codes by positioning them as functional tools and recognizable elements of its interactive advertising experience. The long-term vision is to establish React-powered QR Codes as a standard for audience engagement in media and advertising.

CONCLUSION



React's partnership with Scanova is a clear example of what becomes possible when the right technology meets an ambitious product vision.

By integrating Scanova into its platform, React successfully built a scalable, branded, and data-driven QR Code infrastructure that supports its mission of converting passive advertising into active engagement. From simplifying operations to enabling real-time insights and ensuring brand consistency, Scanova played a crucial role in helping React deliver meaningful, rewarding experiences to its audience.

Custom branding, bulk code creation, white-label domain hosting, and intuitive campaign management have all played a role in powering React's growth. As React continues to redefine advertising for audiences around the world, Scanova remains a foundational partner.

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