



Terraboost Uses Scanova to Power Interactive Wellness Advertising

How Terraboost utilizes Dynamic QR Codes from Scanova to scale client engagement across over

120,000+

wellness kiosks nationwide.

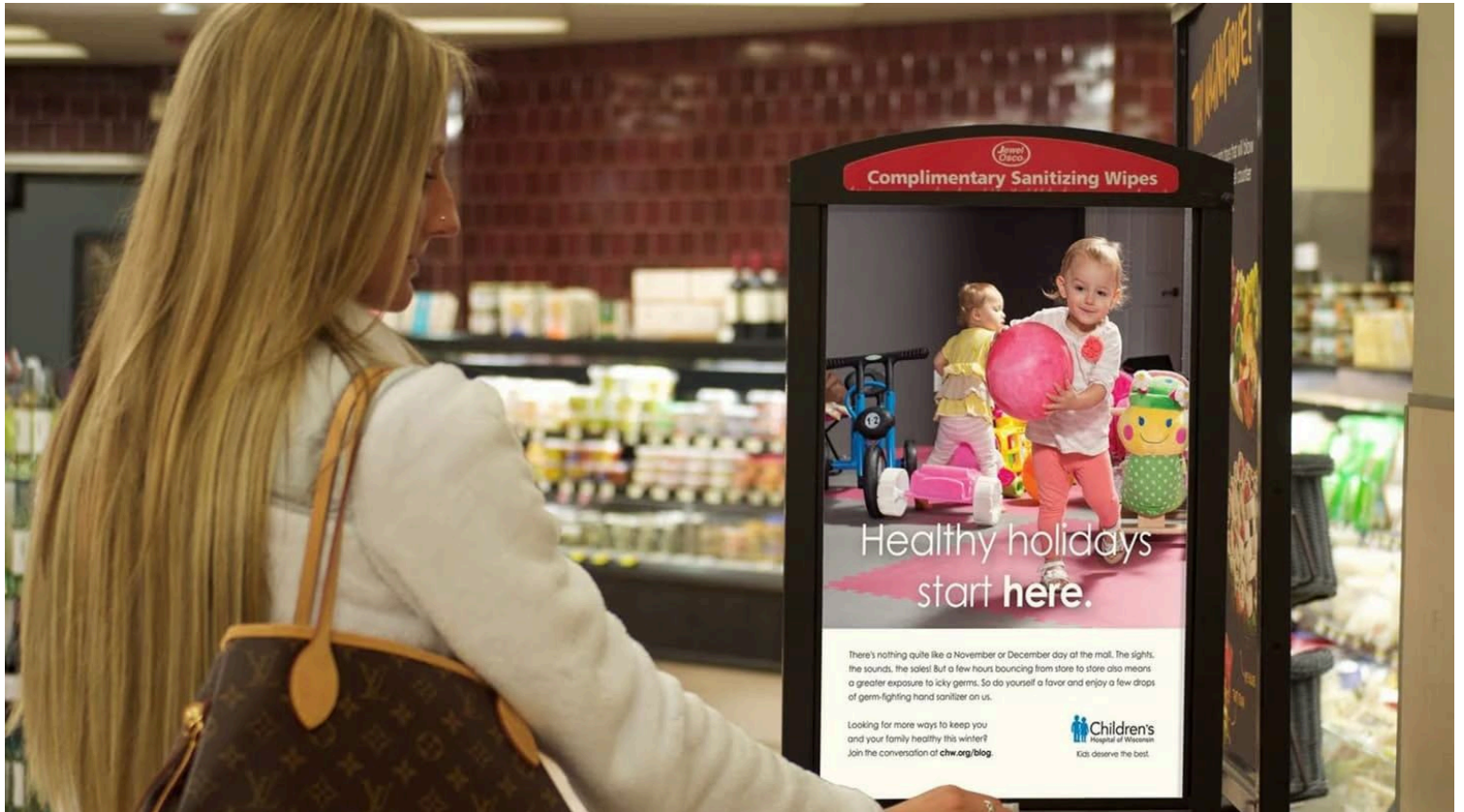
Company Website:
www.terraboost.com

Industry:
Advertising & Media

Company Size:
200+

Location:
2232 Dell Range Blvd, Suite 202
Cheyenne, WY 82009

About the Client



Terraboost Media is a pioneer in **wellness kiosk advertising**, deploying free hand-sanitizing stations (with branded ads) in major supermarkets and retail locations. Since 2007, Terraboost has partnered with leading U.S. retailers (malls, grocery chains, and supermarket pharmacies) to deliver these "wellness billboards" to billions of consumers.

Terraboost's network spans thousands of venues, serving multiple small to mid-sized advertisers.

Over 15+ years, the company has grown to hundreds of thousands of kiosks (reaching over 3.9 billion consumer impressions per month) and maintains around **5,000** active local/business advertisers who use its in-store media platform.

Terraboost's hands-on kiosk media has become a trusted on-site ad channel for healthcare, CPG, and local brands across the country.

Use Case



At each kiosk (typically placed at grocery store entrances and supermarket pharmacy waiting areas), the digital or static ad is paired with a **Scanova Dynamic QR Code**.

Shoppers can quickly scan the code with their phone to claim coupons, view product information, or sign up for offers on a custom landing page.

This bridges the physical and digital channels: shoppers' on-site engagement (taking a wipe and scanning the QR) becomes a lead-generation moment.

In practice, Terraboost runs dozens

of branded campaigns (e.g., product demos, coupons, sweepstakes) that link each QR to an online form or landing page. Independent studies show that these wellness kiosks drive very high engagement – roughly **80% of shoppers engage with the wellness kiosk** (e.g., 50% will grab a coupon or brochure) – so adding QR-based CTAs converts that attention into trackable online actions.

By embedding code scans into supermarket advertising, Terraboost's clients generate new customer leads directly from store kiosks, while giving Terraboost real-time insight into who is engaging with each campaign.

Challenges

Before Scanova, Terraboost struggled with the **limitations of static QR tools** and legacy code generators:

1. Lack of branding

Previous QR solutions were basic (black-and-white, generic squares). Codes could not be customized with Terraboost's logos or brand colors, so the ads appeared unprofessional and resulted in lower scan rates.

2. Inflexible updates

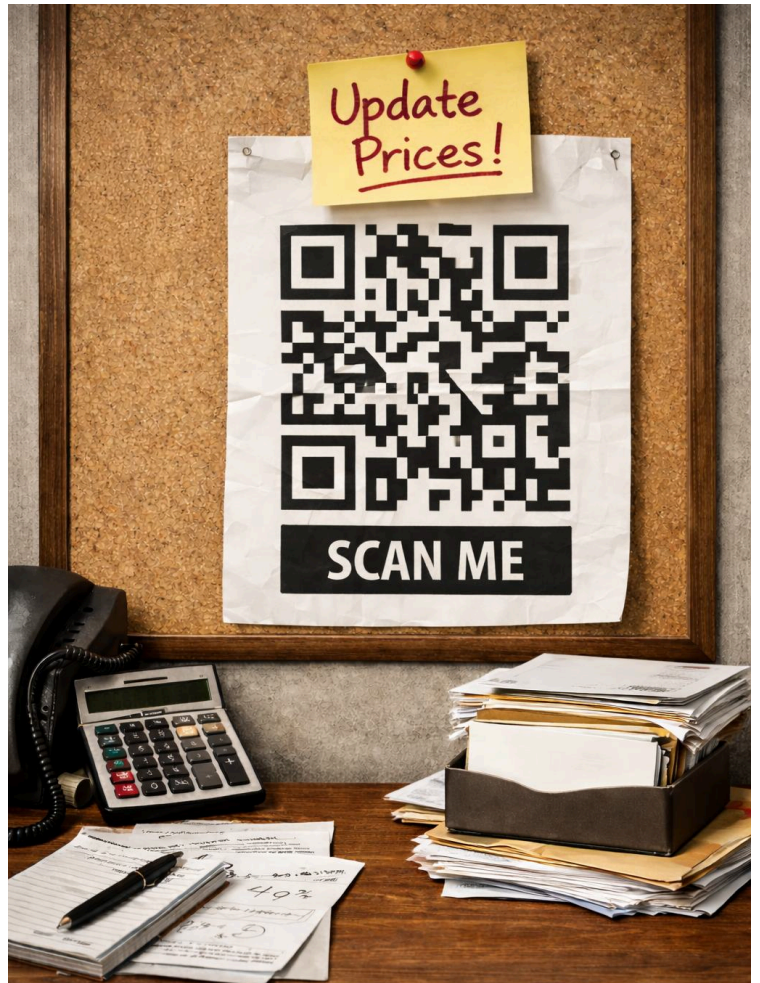
Every change to a QR destination (even a URL typo) required generating a new code and physically reprinting or replacing the kiosk artwork. This made campaigns costly and slow.

3. High costs

The need to reprint and redeploy codes resulted in substantial printing and labor costs for each revision. Clients were wary of wasting budget on new prints whenever a link or offer changed.

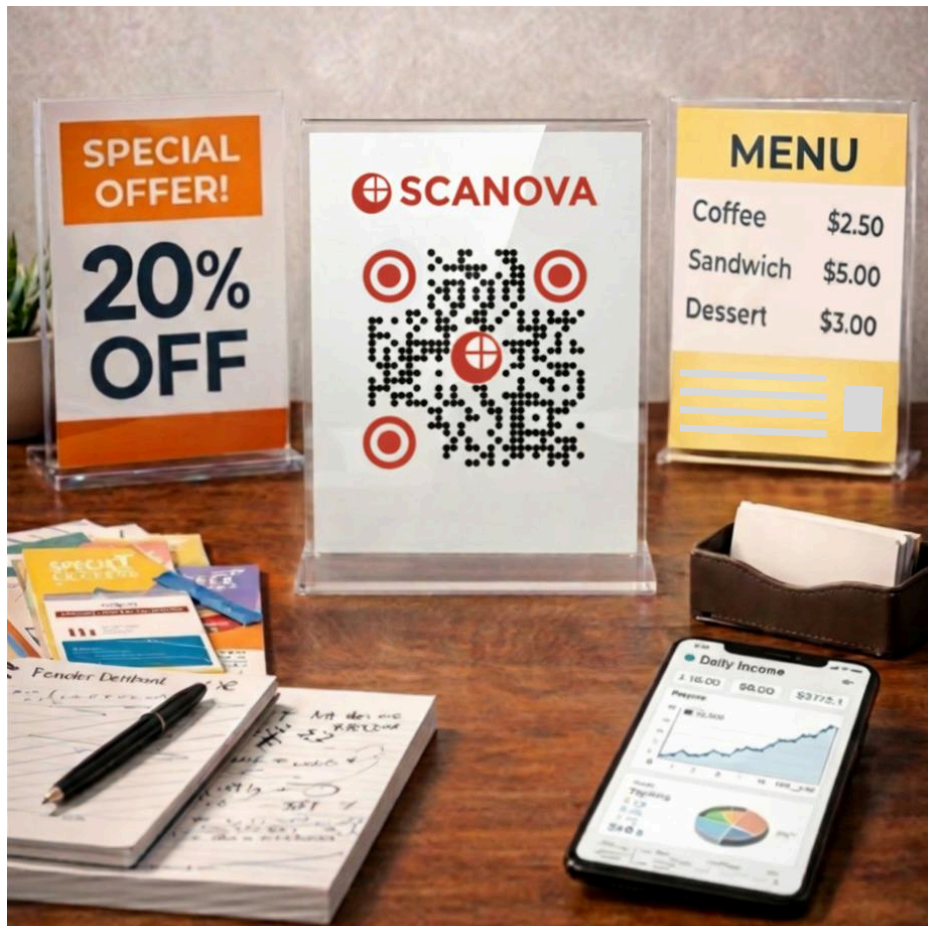
4. Poor analytics

Without dynamic features, Terraboost couldn't track scans, tag campaigns, or integrate pixels. There was no way to tie each QR in a kiosk to a specific landing page, performance, or customer journey. Data on which ads were scanned and by whom was largely missing.



Solution

Terraboost switched to **Scanova's Dynamic QR Code platform**, which provided the needed flexibility, branding, and analytics in one package. Key elements of the solution included:



1. Dynamic, editable codes

Each kiosk uses a Scanova *Dynamic* QR Code, meaning the destination URL (and campaign) can be changed instantly without altering the printed code. As a result, Terraboost can update campaigns “on the fly” – replacing landing pages, offers, or tracking tags at any time – while the same QR image remains in place. This eliminated the need for reprinting and ensured that the content stayed current.

2. Custom branding and design

Scanova allows adding logos, colors, and custom designs directly into the QR Code. Terraboost created on-brand codes (incorporating its logo and campaign imagery) that stand out on the kiosk display. Attractive, branded QR patterns increased scan-appeal and aligned with each client’s creative.

3. Real-time analytics

Scanova provides built-in scan analytics (date, time, location, device) and retention of scan history. Campaign managers can view dashboards that display daily scans per campaign and export data for further analysis. This simplified Terraboost's reporting and ROI measurement – instead of manual logs, the team now has full visibility into engagement with each QR.

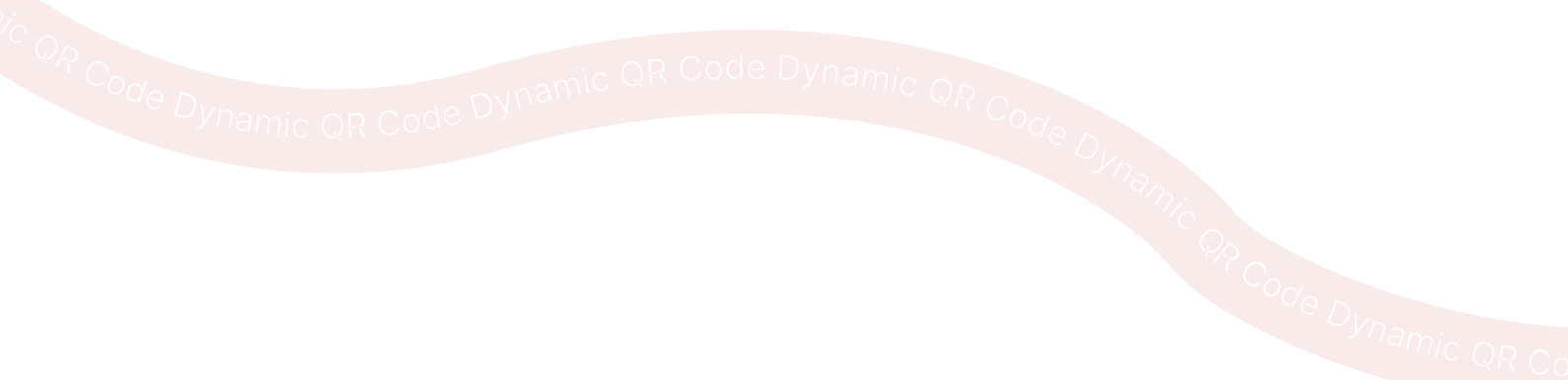
4. Ease of use and onboarding

The Scanova interface and templates are user-friendly, allowing Terraboost's team to design, deploy, and edit codes quickly. As one enterprise user noted, Scanova's templates and code editor make it easy to generate fully-branded Dynamic QR Codes with minimal setup. Terraboost's account team required no coding or IT support to start running Dynamic QR campaigns, so implementation was fast and low-friction.

5. Campaign tagging & tracking

Every Dynamic QR Code automatically embeds campaign identifiers (UTM tags, Facebook pixels, etc.) so Scanova can track precisely which ad drove each scan. This means Terraboost now knows exactly which product, promotion, or kiosk is responsible for generating each lead. The platform's integration with analytics/pixel tools allows marketers to retarget scanners with follow-up ads and track conversions.

Overall, Scanova's feature-rich platform turned QR management into a scalable, self-service process for Terraboost. Codes could be created in minutes, and new campaigns launched instantly, without heavy technical overhead.



Results



By leveraging Scanova's Dynamic QR Codes, Terraboost dramatically **improved campaign performance and efficiency**:

1. Boosted engagement

The interactive kiosks remain highly effective. Third-party data shows about **80% of shoppers engage** with a wellness kiosk ad, and Terraboost reports similar results: in a recent national campaign **55%** of passers-by took the free wipe and viewed the ad. With Scanova-driven CTAs, many of those engaged customers scanned the code, converting window-shopping into measurable leads

2. Instant updates

Campaign content is now refreshed instantly. If a client changes messaging or URL, Terraboost updates the code target in seconds, and the change goes live on all 120,000+ kiosks simultaneously. This agility enabled clients to launch time-sensitive promotions (such as holiday deals and flash sales) without printing delays.

3. Customized CTAs

Every code scan now lands the consumer on a campaign-specific landing page (built in HubSpot/Scanova), often featuring special offers or lead forms. For example, Terraboost added clear “Scan Here” calls-to-action and unique landing pages for each client, which significantly increased scan-through rates. By using Scanova’s campaign tagging, Terraboost also tracked which ads drove coupon redemptions and form submissions.

4. Simplified analytics

Terraboost replaced cumbersome tracking with one-click reporting. The Scanova dashboard displays all scan statistics at a glance; campaigns are tagged, allowing ROI (e.g., coupon codes redeemed) to be directly attributed to specific kiosk ads. The team no longer has to manually correlate paper logs or manual count scans; all data flows through Scanova’s analytics.

5. Cost-effective scale

Critically, the shift to Dynamic QR Codes cut ongoing costs. Terraboost scaled up to maintain **~1,400 active codes** across its national kiosk network. With scan count auto-reporting and unlimited edits, Terraboost has saved thousands of dollars in reprinting costs. In effect, one printed code now supports multiple campaigns over time, making the media program far more economical.

In summary, the Scanova solution transformed Terraboost’s kiosk QR strategy. Engagement from physical ads became trackable online leads, campaigns can evolve in real-time, and comprehensive data drives continuous optimization.



Future Plans

Building on this success, Terraboost plans to deepen its use of Scanova's platform:

1. Custom landing pages

The team will use Scanova's HubSpot and Zapier integrations to create fully customized post-scan experiences. By directing QR scans to branded HubSpot pages (with embedded forms), Terraboost will collect richer lead data and streamline handoffs to advertisers' CRM systems.

2. New QR formats

Terraboost is exploring advanced code formats (for example, video QR Codes or PDF attachments) to offer more engaging content. Scanova's evolving feature set (animated codes, NFC hybrid codes, etc.) will let Terraboost test new interactive ad units in its kiosks.

3. Optimizing engagement

Going forward, Terraboost will utilize scan data to refine targeting and creative strategies. Campaign tagging allows analysis of which offers and designs drive the most action. Terraboost intends to adjust messaging and placement based on these insights, continually improving ad effectiveness across its wellness kiosk network.

Overall, by integrating Scanova's Dynamic QR capabilities, Terraboost has made its wellness kiosk network both more interactive and far more data-driven. This digital upgrade enables Terraboost to scale interactive campaigns nationwide, delivering measurable results for advertisers at a fraction of the cost and effort required by legacy QR campaigns.



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