

Presentation template

Board-Ready QR Attribution Presentation

Slide 1: Business Impact Summary

- **Problem solved:** \$XXX,XXX in previously unmeasurable offline spend now fully attributed
- **Results delivered:** \$XXX,XXX incremental revenue generated
- **Investment efficiency:** X.XX ROAS vs. X.XX digital benchmark
- **Recommendation:** Expand QR attribution to \$XXX,XXX Q1 offline budget

Slide 2: Performance Evidence

- **Control group validation:** XX% incremental lift vs. markets without QR codes
- **Statistical confidence:** 95%+ significance achieved
- **Top performing channel:** [OOH/Print/Events] at \$XXX cost per acquisition
- **Optimization wins:** \$XXX,XXX saved through real-time campaign adjustments

Slide 3: Competitive Advantage

- **Attribution gap closed:** 100% offline touchpoints now measurable vs. 0-20% previously
- **Speed to optimization:** Real-time vs. next campaign cycle
- **Audience building:** XXX new retargeting prospects from offline engagement
- **Cross-channel insights:** Offline drives XX% of digital conversions

Slide 4: Resource Requirements & ROI

- **Platform investment:** \$1,188/year (\$99/month)
- **Implementation cost:** One-time setup vs. ongoing measurement value
- **Break-even analysis:** Pays for itself with X% waste reduction
- **Scale recommendation:** Expand to [specific channels/markets] for Q1

UTM taxonomy template

Campaign Structure:

utm_source=offline

utm_medium=[channel_type]

utm_campaign=[quarter]_[promotion]_[year]

utm_content=[market]_[venue]_[position]_[variant]

utm_term=[cta_type]

Naming Convention:

Placements: [City]_[Venue]_[Position]_[Creative]

Examples:

- NYC_TimesSquare_North_VariantA
- BOS_LoganAirport_Terminal_GetDemo
- CHI_UnionStation_Concourse_FreeTrial