



VS





## THE OFFLINE-TO-ONLINE ENGAGEMENT SOLUTION

Beaconstac talks about its features and benefits that facilitate the seamless transition from offline touchpoints to online engagement.

With a wide range of features catering to various use cases, Beaconstac is built for scale.

## THE DIRECT-TO-CONSUMER COMPANY

Flowcode emphasizes its credibility and trustworthiness by highlighting the world's leading brands and creators who rely on its services.

Flowcode is a better choice for creators and solopreneurs.

# The Essentials



## STATIC/DYNAMIC QR CODES

Static QR Codes



## STATIC/DYNAMIC QR CODES

Static QR Codes



Multi-link QR Code



Only Flowpage

Restaurant menu



Only Flowpage

Dynamic forms



Only Flowpage

Coupon Code QR Code



Business Page QR Code











Only Flowpage









Facebook QR Code



Only Flowpage

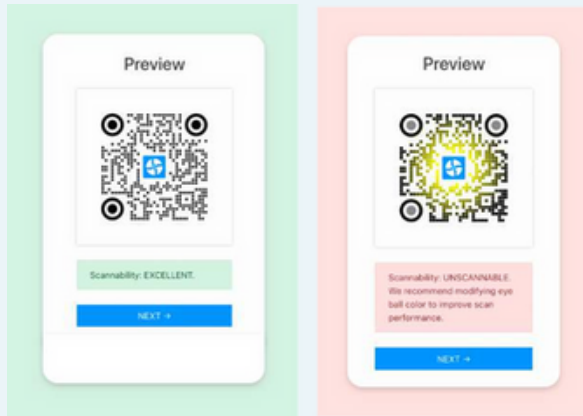
Social media QR Code		 Only Flowpage
App download QR Code (OS based redirection and deep linking)		
Location QR Code		
Geolocation-based redirection		

## EASE OF USE

Save QR Code designs for reuse		
Filters to sort QR Codes		
Custom labels for easy identification		
Step-by-step creation flow		

## QR CODE SCANNABILITY

Realtime Scannability Score



Error-Correction



## ANALYTICS & INSIGHTS

Track Scans/Time Of Day



Track scans/Device type



Track scans/No. of unique users



Track scans/Geolocation

















Pro plan onwards








Weekly email reports



Track scans/location		 Pro plan onwards
Exact GPS location		
Top-performing QR Codes		 Pro plan onwards
End user characteristics with Google Analytics		

## Advanced needs

QR CODE DESIGN CUSTOMIZATION		
Custom QR Eyes		
Add Custom Logo		
Edit Logo Size		
Custom QR Pattern		
Color Gradient Options		
Custom Frames		 Pro plan onwards
Circular QR Codes		

Custom background color		
Add image as background		
Multiple download formats		 No PDF and EPS
Custom QR Code size		
Custom QR Code templates	 13 templates on trial	 2 templates on trial

QR Code Eyes

Pick from a variety of shapes and modify the colors

QR Code Patterns


Pick from a variety of data patterns and modify colors & gradients

QR Code Frames













Pick from a variety of frames and add a text to prompt action

Logo





This goes a long way in reinforcing your branding. Adjust the size for visibility



Logo size: 0 87 193

CAMPAIGN SETTINGS		
Age-Gating		
Custom Domain/URL		
Multilingual campaigns		
Ad free campaigns		
In-built custom parameters		
Schedule campaign time of day		

## Enterprise needs

SECURITY 		
GDPR Compliance		
Two-factor authentication		





Access management		
SSO login		
SOC-2 certification		
Password protection		
Anomaly scan		
Phishing URL detection		

## SCALABILITY

Bulk QR Code generation (upload CSV or XLSX files)	 (up to 2000 QR Codes)	
Bulk-creating QR Codes with Google Sheets		
Static QR Code API		
Dynamic QR Code API	 (2M calls/month)	 (100 API requests/second)

## COLLABORATION

Add multiple users



Configure separate teams



Asset library



Template locking



QR transfer across teams



Slack integration



## CUSTOMER SERVICE AND SUPPORT

Email Support



Phone Support



Live chat



G2 ratings



(4.9/5 based on 363 reviews)

(4.8/5 based on 58 reviews)

## RETARGETING USERS WHO SCANNED QR CODE

Meta Pixel Retargeting



Google Ads Retargeting



## WHITE LABELING

Platform white labelling



## INTEGRATIONS

Zapier



Canva



Google Analytics



Integromat



Workato



Google Sheets Plugin



READY TO GET STARTED  
WITH BEACONSTAC?

[START 14-DAY FREE TRIAL](#)