



MysteryQR

Founded in May 2020

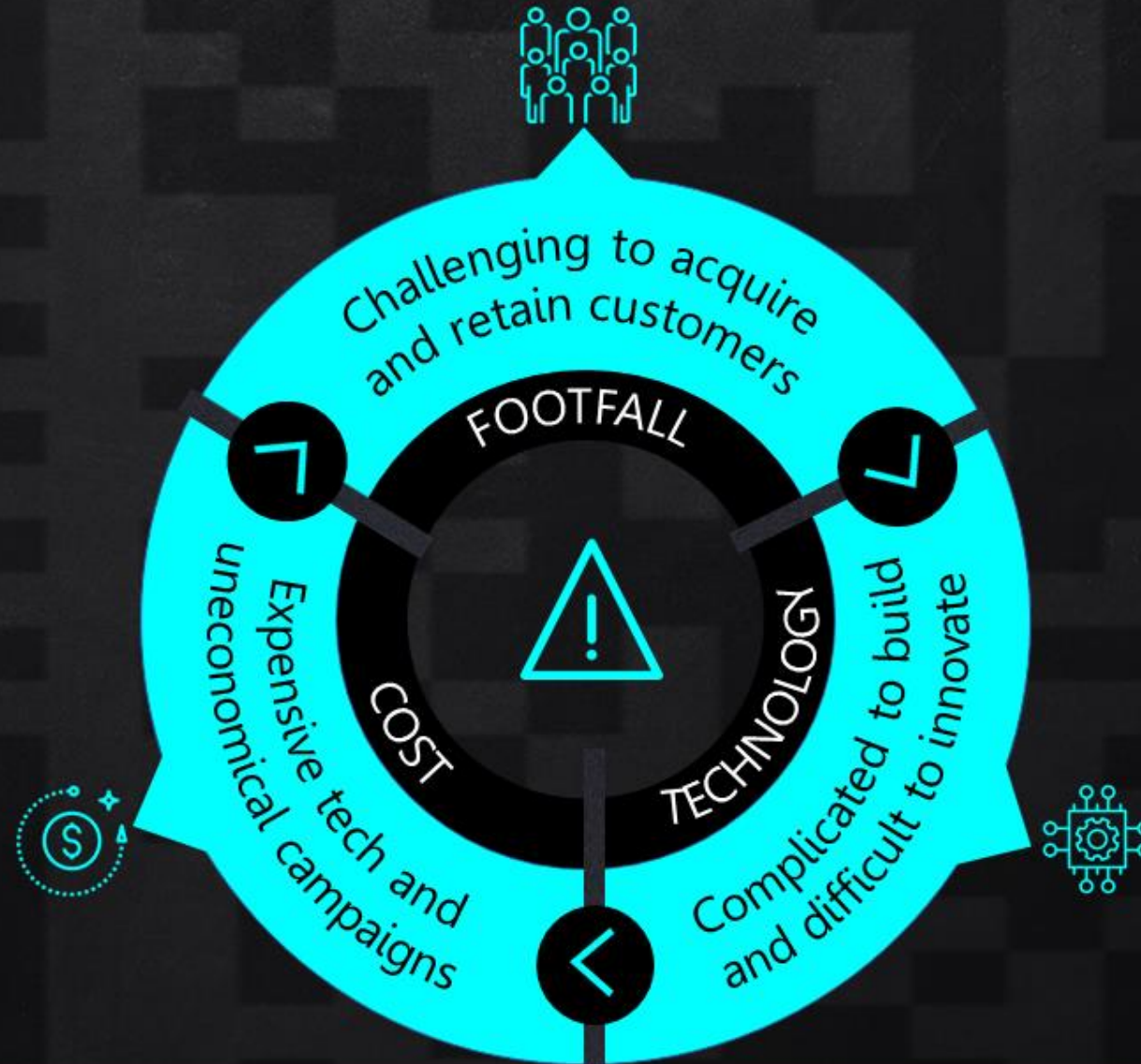
OLD AGE WAYS

Things have not changed much over the years except Facebook and Digital marketing and that also not everybody understand it.



PROBLEMS

3 core issues that SME / early stage tech business face



SOLUTION

MysteryQR is a mobile web application that benefits the merchants by making their marketing campaigns go viral

The logo for MysteryQR, with 'Mystery' in white and 'QR' in red, is centered within a black rectangular box. This box is positioned at the top of a large, light gray triangular shape that points downwards, serving as a visual separator between the header and the main content blocks.

MysteryQR

Build Data

Creating subscription list and leads at fraction of cost by running viral campaigns

Viral Campaigns

Running viral campaigns with existing customers and attracting new customers

Totally Affordable

No need to build and maintain your own tech to do campaigns & burn marketing dollars

APPLICATION ACROSS CHANNELS

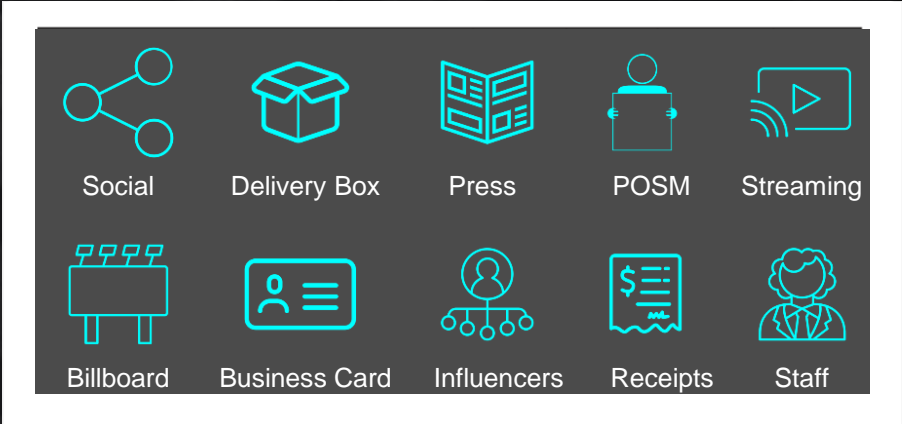
MysteryQR doesn't need any app to scan & user gets mystery promo by the merchant preset in the backend.

Description	Quantity	Claimed	Redeemed	Actions
100% OFF (Max Cap of \$10)	10	0	0	Edit
Free French Fries Before 10AM Daily	200	1	1	Edit
Buy 1 Free 1	50	0	0	Edit
Come Before 10AM To Get Free Merchandize	100	0	0	Edit
Free Drink	20	0	0	Edit
50% OFF Weekdays Only	300	0	0	Edit

Merchant create **offers of their choice** on [mysteryqr.com](#)



Generate QR that can be **scanned without any app**



Share **across channels**, drive **footfall**, **capture data**

EXAMPLES



CAMPAIGN EXAMPLES

Merchants can curate their campaigns as per what fits to their business need and make them engaging to the audience by using MysteryQR

One MysteryQR Code



Set Customized Campaigns to Reduce Cost & Maximize Sales



Offers for Off Peak Hours. Ex – Before 6PM Only



Offers for Off Peak Days. Ex – Monday Only



Offer for Specific Days Ex – National Day



Offer for a Particular Store Only



Grow Social Media. Like The Post To Unlock The Code



Scan To Get Upto 100% off or \$100 Off



Scan To Win Free Merchandize, Drink, Upsize



First 100 People on Sunday get Coffee for RM2

SMARTER WAY TO MAKE THE PROMO GO VIRAL

Engaging way to get the users to attract towards your brand vs disclosing the excitement upfront

我❤️大馬美食 I Love Malaysian Food
22 hrs · 🌐

foodpanda5月份最新Promo Code, 折扣高达50% 🍀!
消息来源:
<https://mypromo.my/foodpanda/>
<https://www.facebook.com/foodpandaMalaysia/>
See Translation



foodpanda
5月Promo Code


我❤️大馬美食!	我❤️大馬美食!	我❤️大馬美食!
 折扣45% Voucher Code: YUMMAY	 新用户折扣50% Voucher Code: NEWPANDA	 指定餐点+4和RM5 Voucher Code: ONLYONPANDA
Value: 45% OFF Valid Time: from 1pm-6pm Minimum Order: RM20 Maximum Discount: RM10	Value: 50% OFF Valid Time: Whole day Minimum Order: RM20 Maximum Discount: RM20	Value: RM5 OFF Minimum Order: RM15

👍👎 265 204 Comments 1.2K Shares

👍 Like 💬 Comment ➦ Share

VS

MYSTERY SCAN
WHAT WILL YOU GET TODAY?



👍 103 73 Comments 89 Shares

SMARTER WAY TO RUN THE MARKETING CAMPAIGNS

Efficient way to amplify the social media campaigns



VS



SMARTER WAY TO ATTRACT THE TRAFFIC

Use pull factor to get the users attracted towards the event

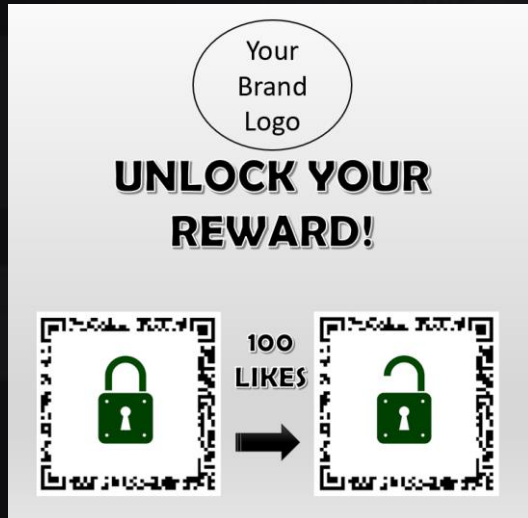


VS



EMPOWERS MERCHANTS TO DRIVE SOCIAL ENGAGEMENT

Optimize the social media usage by doing campaigns that not only drive engagement but also drive sales



Like this post and share it with your friends! Once the post hits 100 Likes we will unlock and release the code here!



Scan the QR code below with any mobile scanner to claim your mystery code! *Limited to first X number of scans.



Like this post and share it with your friends for a reward for yourself and your friend



International Coffee Day Offer! Scan the QR to get a special promo on Coffee

GLIMPSE OF SOME OF THE RECENT CAMPAIGNS



ACCESS TO ESPORTS TOURNAMENTS

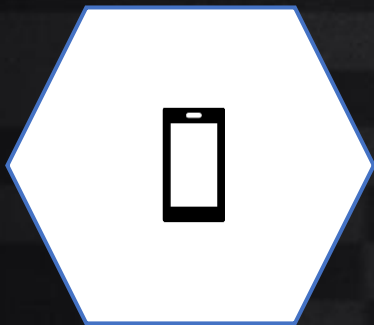
Promote your campaigns within the Esports tournaments to reach out to youth (early adopters of technology)



A promotional banner for the "Playtonia Summer Shield" event. The banner features a central character, a blonde-haired girl with blue eyes and a purple and gold outfit, holding a large QR code. The QR code has the Jocom logo in the center. The text "SCAN & WIN" is prominently displayed in yellow. At the bottom, it says "SHOPPING VOUCHERS & OTHER PRIZES TO BE WON!". The banner is supported by logos for Playtonia, Jocom, and E-PROJECT. On the right side, there is a Facebook post from Playtonia Malaysia, dated 17 mins ago, with 5 reactions. The post text includes: "Mobile Legends Summer Shield gamers MLBB yang juga kaki menang voucher beli belah dari JOCOM? 3 cara yang mu...", "a) LIKE Playtonia Malaysia da...", "b) Download Aplikasi JOCOM loading page dan komen di p...", "b) Scan Kod QR ini atau klik https://www.mysteryqr.com/br ca8ba670-d631-49cc-971e-13 arahan dan MENANG!", "Join hari ini juga gaiz! #mlbbs #playtoniaesports #playtoniar #esportsmalaysia #healthyga See Translation", and "Like Comment Write a comment...".

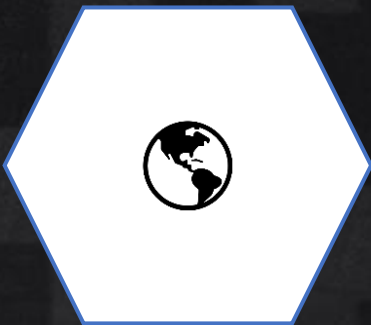
MONTHLY RM150 ONLY TO GO VIRAL

MysteryQR empowers merchants in a gamified manner to lever on multiple ecosystems to make their promotions go viral

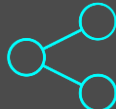


MysteryQR Social Platform


Facebook
+
Instagram




Your Ecosystem




Social




Delivery Box



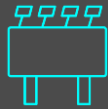
Press




POSM




Streaming




Billboard




Business Card



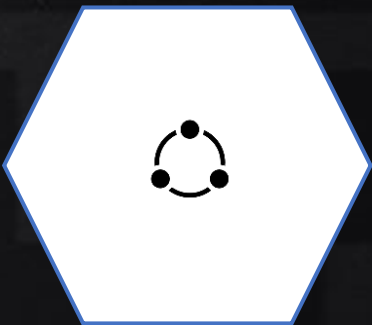
Influencers



Receipts



Staff



Our Alliances

Esports
+
Affiliates

REACH OUT TO NIKHIL FOR MYSTERYQR

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