



Get Started with **Digimarc Barcode for Commercial Print**



Contact

For project support contact: info@digimarc.com





Digimarc Barcode for Commercial Print

Digimarc Barcode is an imperceptible code that can be added to any printed piece and linked to a web page, connecting your print readers to engaging digital content. It's easy to digitally-activate your printed magazine, book and catalog content with Digimarc Barcode. A Target Marketing survey of its readers, found that 80% of respondents think it is important that the publishing industry provides its readers a cohesive omnichannel experience.

Business Benefits

- Increase readership by supporting a reliable and convenient omnichannel experience
- Keep readers loyal with expanded online editorial content
- Connect readers of print publications to your digital properties

Get Your Readers' Attention

Before making your images interactive, it's important to make sure your readers recognize they can scan the image for a digital payoff. You should include instructions for downloading the free Digimarc Discover mobile app as well as how to identify and scan items on the page. The instructions should be clear, concise, and located where your readers can easily find them. For example:



When you see this icon in our magazine the image includes interactive digital content you can scan with your phone.



Include a visual cue and short descriptive text regarding the “reward” for scanning printed content with Digimarc Barcode. Using the same visual cue consistently across all brand touch points helps increase reader engagement.



To create a meaningful post-scan experience rewarding readers for engaging with content. Some of the most compelling publishing content would include videos, additional photos, special offers or more detailed resources.



Here's How to Begin

- 1 Choose a graphic or image you want to have Digimarc Barcode. It should already be sized to 100% for your layout and be high-res, CMYK.
- 2 Go to [Digimarc Barcode Manager \(https://portal.digimarc.net/\)](https://portal.digimarc.net/), our self-service online portal, to add Digimarc Barcode to images. For first time users, you will need to create an account.
- 3 Once inside Digimarc Barcode Manager, it's just a few simple steps:
 - Select "New Project" and create a project folder
 - Select "New Digimarc Barcode" and the "Print" option
 - Upload your image
 - Hit the purchase button...and you are done!

FAQs

Q: Can I change the mobile experience after my material has been published?

A: Yes, you can change the mobile experience at any time via Digimarc Barcode Manager. There is no additional cost to change or update.

Q: How long does it take to add Digimarc Barcode to images?

A: It only takes a few seconds.

Q: Is there special printing involved when using an image with Digimarc Barcode?

A: There is no special printing or ink involved.

Q: Do I have to use the Digimarc Discover mobile app?

A: No, we offer Software Development Kits (SDKs) to add Digimarc detecting capability to new or existing mobile applications (www.digimarc.com/solutions/mobilesdk). However, if you'd like to use our Digimarc Discover app, we can provide a call-to-action artwork file.

Q: How do I measure the effectiveness of these pages with Digimarc Barcode?

A: Digimarc Barcode provides reporting tools to generate activity reports by campaign and/or an individually-purchased Digimarc Barcode.