

# USE CASE - instructions

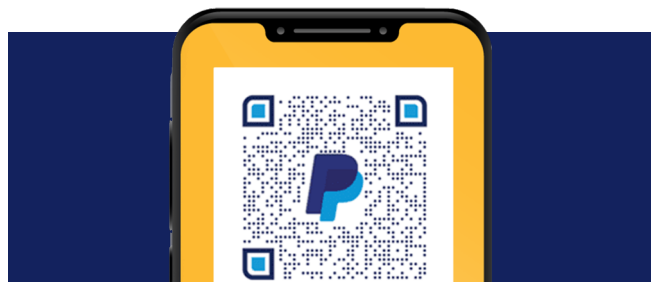
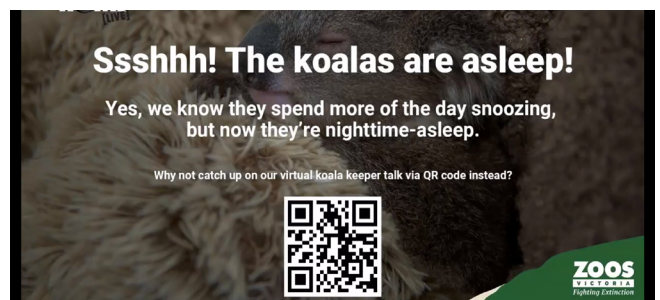
## How easy is it to insert a QR code into your live stream?

Why have a **QR code** directly in your video? It's a great tool to **redirect your viewers** to your website, video or specific product. With a QR code, you can also ask for support, as it can be linked directly to a **paywall**. This solution can be used in **all areas**, for example in zoos or for streaming concerts. In addition, you can get **useful statistics**, as the data can be linked to Google Analytics. We'll show you how to do this.

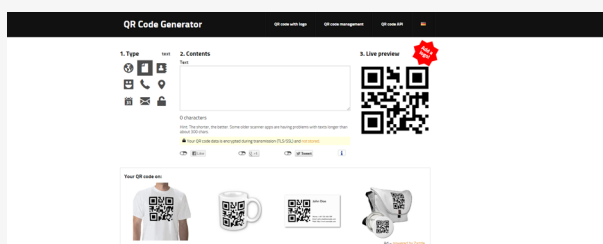
### What do you need?

- The [CamOverlay App](#)
- [QR code generator](#)
- [UTM parametr builder](#)

**Tip:** A **free 30-day license** can be acquired at [camstreamer.com](http://camstreamer.com). Try **everything** out before paying for the license.



**Tip:** If you want to redirect your viewers to a **payment gate**, PayPal will generate a **QR code** for payment, you must set up account [here](#). Then embed the image into the video according to the instructions on **How to add a QR code to a livestream** below.



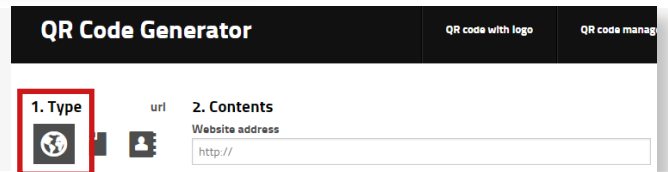
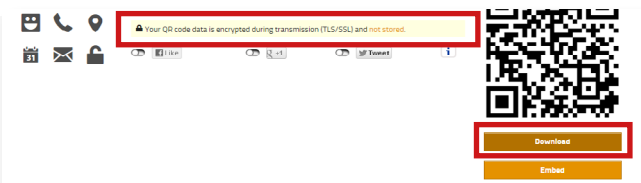
### How to create QR code

**1.** There are many websites that **QR codes** can be created for. Choose one that suits you. We recommend e.g. <http://goqr.me/>

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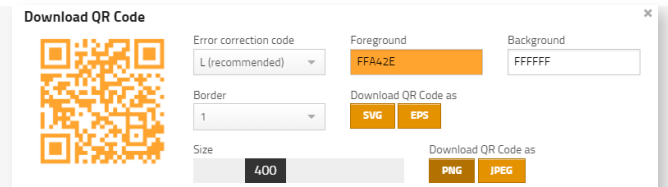
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**2.** Here you can **create a QR code** for free. Just select the option for entering a **URL**.

**3.** Insert the **copied URL** (with optional UTM parameter). Press the **DOWNLOAD** button to save automatically **generated QR code**.

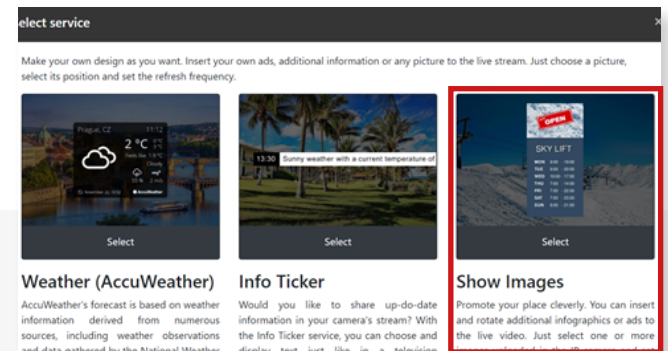
**4.** Set the **requested size** of the image (400 pixels is enough); here you can also select the color of the code. Then download it in **PNG format**.




**2.** In the **CamOverlay App** platform, select the “**Show Images**” widget.

## How to add QR code to livestream

**1.** Sign in to **AXIS** camera's **web interface**. In the **Apps** tab, install the **CamOverlay App**.



**Weather (AccuWeather)**  
AccuWeather's forecast is based on weather information derived from numerous sources, including weather observations and data gathered by the National Weather Service.

**Info Ticker**  
Would you like to share up-to-date information in your camera's stream? With the Info Ticker service, you can choose and display text just like in a television news broadcast.

**Show Images**  
Promote your place cleverly. You can insert and rotate additional infographics or ads to the live video. Just select one or more images from your gallery.

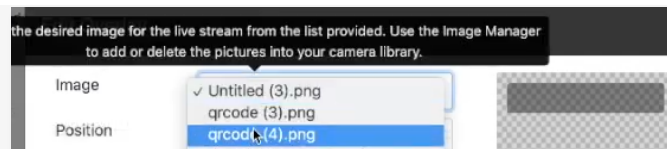
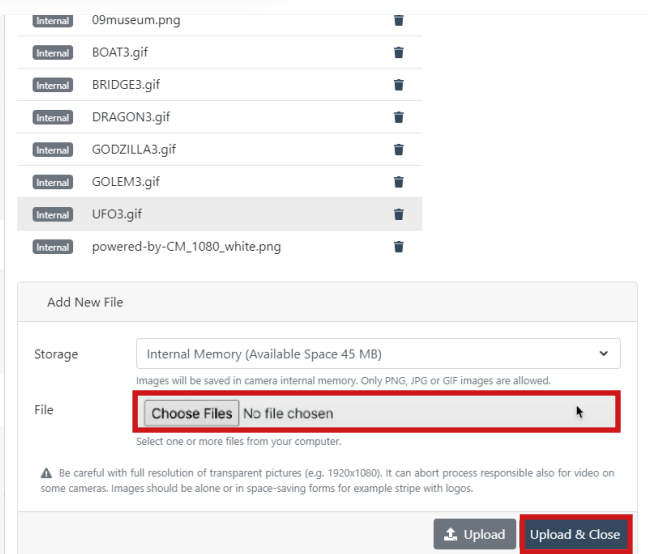
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**3.** Upload your **QR code** using the **IMAGE MANAGER**. Use the **CHOOSE FILES** option and select the required file. Confirm your image selection by clicking on **UPLOAD & CLOSE**.

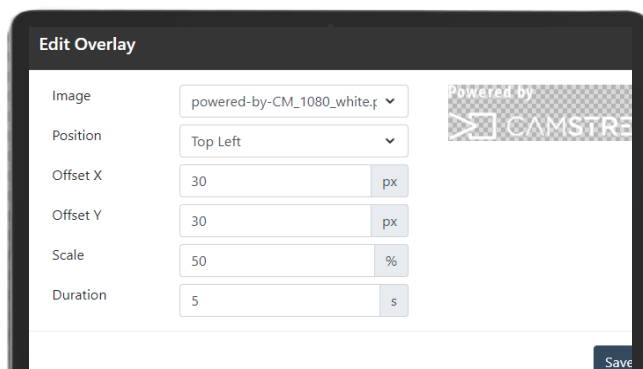
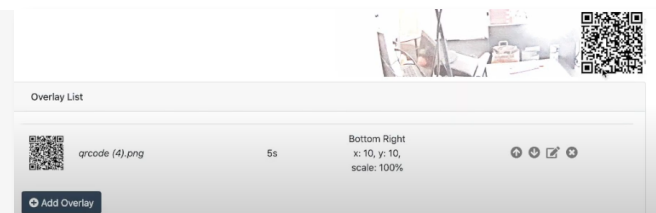
**4.** Close the **IMAGE MANAGER**.

**5.** Now you can embed graphics into the video by clicking on **ADD OVERLAY**.



**6.** Select the current **QR code** from the selection, set a position for it in the video, and **save everything**.

**7.** Once you've saved all changes, the **QR code** will appear directly in the video. Then point your mobile phone at it with its camera turned on, and the **required website** will appear.



**Tip:** You can easily display **QR CODE** and other **elements** (like logo etc.) in you stream by managing picture overlay list. Inserting transparent pixel to the loop with pictures will help you achieve **short-term** displaying of QR CODE if you want to display it alone. Or you can turn it with other elements - you are able to define time, position and other details of chosen elements.

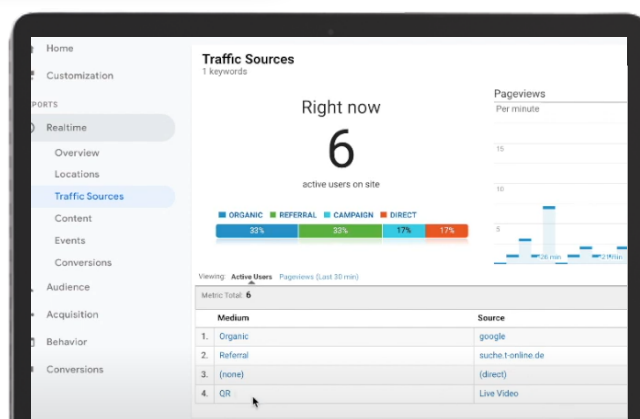
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## Google Analytics

[Google Analytics](#) is one of the most popular **digital analytics software**. It is Google's free web analytics service that allows you to analyze in-depth detail about the visitors on your website. It provides **valuable insights** that can help you to shape the success strategy of your business.

**Tracking code** is a simple element that can be placed inside of QR Code. Thanks to Google Analytics, we can **define audience** redirected from this source and therefore obtain valuable data.



## Track viewers in Google Analytics

**1.** Find a **URL generator** with **UTM parameters** using your browser. For example <https://ga-dev-tools.appspot.com/campaign-url-builder/>

**2.** Fill up the **necessary information**. Fields marked by \* are crucial for **correct function** of Google Analytics.

\* Website URL   
 The full website URL (e.g. https://www.example.com)

\* Campaign Source   
 The referrer (e.g. google, newsletter)

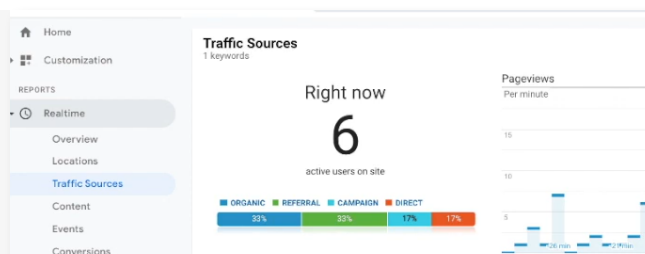
\* Campaign Medium

Use this URL in any promotional channels you want to be associated with this custom campaign

Set the campaign parameters in the fragment portion of the URL (not recommended).

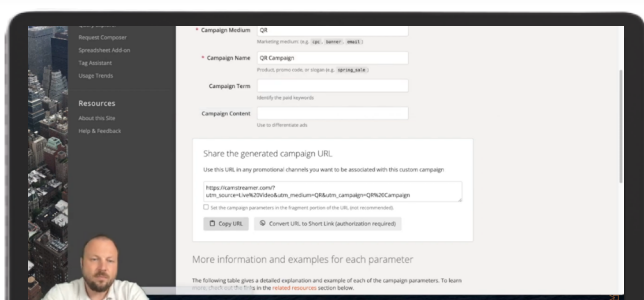
**3.** Copy the link and paste it into the **relevant window** of the **QR creator** webpage. The process is the same.

**4.** Once you've inserted the **QR code** into the video in [CamOverlay App](#), viewers scan it with a mobile phone. QR code will redirect them to your website and viewers are simply **tracked** by **Google Analytics**. Done! Now you know how to use a new function that will **enrich** your livestream.



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**Tip:** If you'd rather watch a **video tutorial**, the whole process is described by our **BDM Pavel Kotyza** in an episode of his [CamStreamer Talks](#). **YouTube channel** CamStreamer Talks is designed to provide better experience and understating of our products.



## Examples of how to use a QR code directly in a live stream

“People from other time zones found themselves watching live streams while the animals were asleep. That’s why we used overlay graphics and a QR code directly in our live stream, which reroutes viewers to a pre-recorded video. The feedback that we’ve received via e-mail has been hugely positive. Our members love the interviews with our keepers.”

**Gigi Silk**  
**Digital Communications Manager**  
**Zoo Victoria, Melbourne**



QR codes were used for both concerts, redirecting viewers to a payment gateway allowing them to support the Zemlinsky Quartet. “The online concerts have several hundred views. Recordings with a payment method will remain saved in YouTube’s archive, so people can make a contribution not only during the concert and after it’s finished, but throughout the year.”

**Petr Holman**  
**a member of the Zemlinsky Quartet**

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How easy is it to insert a QR code into your live stream?

**Need help?**

Contact us at  
[support@camstreamer.com](mailto:support@camstreamer.com)

