

Denny's

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: Denny's

Denny's — The Enterprise QR Playbook

America's most recognisable diner brand has built something no other account on the QRStuff platform has matched: more than 3.7 million QR codes generated since 2019 — over a million of them live today — and roughly 1.3 million scans tracked in 2025 alone. Proof that for a modern restaurant enterprise, QR is not a campaign. It's an operating system.

AT A GLANCE	
Industry	Restaurants (full-service, franchised)
Country	United States
Platform since	2019
QR codes created	~3.76 million generated all-time; ~1.03 million live today (a 2.7M-code 2020 batch campaign was later retired)
2025 scans	~1,298,000 across full-year 2025 (365 active days, deduplicated); peak month September (~343,000)
Primary use case	Guest marketing, loyalty, and internal operations across ~1,500 locations
Content type mix	Batch-generated text codes at campaign scale, plus a governed dynamic estate; destinations split between the guest-facing site and an enterprise ServiceNow instance

The context

Denny's operates approximately 1,500 locations across the United States — one of the country's largest full-service, franchised restaurant systems, open around the clock and serving a customer base that spans every demographic the American highway produces. Like every restaurant brand, it was pushed into QR at speed in 2020, when contactless menus went from novelty to operating requirement almost overnight; industry coverage from that period lists Denny's among the national brands adopting QR menu solutions during reopening.

What distinguishes Denny's is what happened next. While much of the industry's pandemic QR estate was quietly retired, Denny's kept building. The company publicly relaunched its website, app, and “Denny's on Demand” ordering platform in 2021 as part of a long-term digital transformation strategy, and its Booth Rewards loyalty programme enrolls customers in-restaurant by scanning a QR code. The table, the receipt, the window cling, and the crew room all became digital entry points.

The QRStuff account behind this tells the fuller story: it predates the pandemic. Denny's registered in 2019, before contactless menus were a survival requirement — and seven years on, the account runs on an enterprise plan with unlimited scan volume.

The QR strategy

The platform data describes a deployment unlike any other in the cohort. Since 2019 the account has generated more than 3.7 million QR codes, and just over a million remain live today. The shape of that history is telling: in a single week of September 2020 — the height of the contactless-service era — the account batch-generated roughly 2.9 million unique text codes, a campaign-scale print run that was retired from the live estate once it had served its purpose. Systematic batch production continued at hundreds of thousands of codes a year through 2021 and 2022, and a fresh batch wave began in early 2026. Alongside that industrial creation pipeline sits a smaller, governed estate of dynamic codes — and it is this estate that does the scanning: roughly 1.3 million scans were logged across 2025, with every single day of the year recording activity.

The estate's composition reveals the breadth of the programme. Dynamic text codes sit alongside Dynamic URL codes, and the destination data splits between two worlds: **dennys.com**, the guest-facing brand platform, and the company's ServiceNow instance (enterprise workflow software). That destination mix points clearly to a two-sided deployment. Guest-facing codes drive menus, ordering, loyalty enrolment, and feedback; operations-facing codes route crew and franchisees into internal workflows — facilities requests, equipment procedures, and training content — through the same governed platform.

Code creation at this scale is systematic, automated, and tied to locations, assets, campaigns, or print runs. It's not a marketing team making codes by hand.

The numbers

Over 3.7 million codes generated. ~1.3 million scans in 2025. 365 active days out of 365. No other account on the platform combines production scale and daily engagement like this.

- **Creation scale:** QRStuff's platform analysis shows extreme concentration among creators. Denny's has generated more than 3.7 million codes all-time — including a single 2.9-million-code batch operation in one week of September 2020 — and maintains a live estate of just over a million codes, the second-largest on the platform. Batch production resumed at scale in early

2026, a sign the pipeline is still running in year seven.

- **2025 scan profile:** January 2025 recorded approximately 24,000 scans; the estate surged through the year, peaking at roughly 343,000 in September. The ramp from 24,000 to 340,000 in eight months reflects a large deployment going live progressively across the estate — notably driven by existing dynamic codes being activated in the field, not by new code creation.
- **Engagement vs the benchmark:** the median ever-scanned dynamic code earns 5 scans in its first year. Denny's scan volume in 2025 — across 365 active days — reflects an estate operating continuously across ~1,500 physical locations.
- **Durability in context:** the platform half-life of a registered user's 2024-cohort dynamic code is 13 months, up from 5 months for the 2019 cohort, and the report's central finding is that durability gains are driven by governed, multi-year programmes like this one (a selection effect: organisations running QR as infrastructure keep codes alive; registration alone confers nothing).
- **Lifecycle class:** platform-wide, only 30.6% of ever-scanned codes are “evergreen”, yet they capture 74% of all first-year scans. A seven-year account scanning every day of the year is the enterprise embodiment of that evergreen class.
- **Tenure:** customer since 2019, spanning the pre-COVID baseline, the 2020 batch-creation surge, the post-surge normalisation, and the 2025 scan surge.

What this tells the industry

The restaurant industry's QR story is usually told as a pandemic parable: menus went digital in 2020, diners grumbled, paper came back. Denny's data refutes the ending. Seven years of continuous use, daily scanning through 2025, more than 3.7 million codes generated and a million-strong live estate describe a brand that took the forced experiment and industrialised it — extending QR from the tabletop into loyalty, ordering, and the operational back-of-house.

For CMOs and COOs at multi-site brands, the playbook visible in the data has three elements. First, **one platform, both audiences:** guest marketing and internal operations run through the same governed estate, halving the tooling and unifying measurement. Second, **codes as managed assets:** at the scale Denny's operates, creation is systematic, named, and trackable — not a drawer of orphaned PNGs. Third, **permanence:** the brands that win with QR are the ones still investing in year seven, when the novelty is gone and the infrastructure value compounds.

PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

“QR codes stopped being a menu workaround for us a long time ago. They're how a guest joins our rewards programme, how a franchisee reports a broken griddle, and how we connect 1,500 restaurants to one digital experience — the same small square doing very different jobs.”
— [Title], Denny's Inc.

Looking ahead

The next phase for restaurant QR is convergence: the loyalty scan, the payment, and the order merging into a single tabletop interaction, personalised by the guest's history. Denny's — with loyalty enrolment, ordering platforms, and an operations-grade QR estate already running — has the components in place. More broadly, as AI-driven personalisation reaches the physical table, the dynamic QR code is the obvious last-foot delivery mechanism: the table stays printed, the experience behind it gets smarter. The brands that built the estate early will be the ones able to switch that on.

Platform figures are QRStuff internal measurements, verified against the platform database (code counts: all-time generation and live-estate figures from the qrcode table; scans: full-year 2025 window, deduplicated platform scan counts; benchmarks: registered-account cohort, dynamic codes created 2024 H1). Company background is from public sources (dennys.com newsroom, PR Newswire, industry press). App-install, loyalty, and operational outcomes are not measured by QRStuff. Destination reporting is at domain/category level only.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Denny's** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

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We will share the final version with you before publication and remove or amend any detail you flag.

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Return to: declan@qrstuff.com — or reply to the email that accompanied this document.

Questions? Contact Declan at declan@qrstuff.com. We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.

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