ToolGPA

NOVEMBER 2026

Kaywa

The Insider's Guide

QR code management with dynamic codes, tracking and design



Every plan, grade, refund rule and rival among QR code generators, read from Kaywa's own pages.

Made by Kaywa AG · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Kaywa's own pages, its app-store listings and our grades. Every fact in it is on Kaywa's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 1 of the 37 other QR code generators we grade

Kaywa is a QR code generator and management service from Kaywa AG, with offices in Zurich and San Francisco. It makes URL, contact, coupon, text, phone and SMS codes, and its paid plans add dynamic codes, scan tracking and design options, priced by the number of dynamic codes and users.

To get you started, here are **8 things to know about Kaywa**, taken from its own pages and our grades.

1 **Best for QR code management with tracking**

The pricing page lists no free plan, though the site calls itself a free generator.

2 **Paid plans start at $13.75 a month**

As its pricing page puts it: $13.75 per month, billed annually.

3 **It runs on Web**

Web.

4 **Several code types**

The generator offers URL, contact, coupon, text, phone, vCard and SMS codes, including online and in-store coupon types.

5 **Dynamic codes**

Paid plans include a set number of dynamic codes whose destination can be changed after printing.

6 **Tracking and reports**

The plan table lists QR code tracking, campaign tracking and exportable Excel reporting.

7 **A 1.6 GPA, above 1 of 37**

That is against the other QR code generators we grade, on value, the free plan, features, ease of use and platforms.

8 **You could make this**

What Kaywa does at its core is qR codes and reports, and that is the kind of thing an AI app builder makes well.

Kaywa at a glance

PRICING Paid, from $13.75 per month, billed annually	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Kaywa AG	CATEGORY QR Code Generators
OUR GRADE 1.6 GPA, weak	

The report card

Best for QR code management with tracking

Kaywa sells dynamic QR codes with tracking in plans from $13.75 a month. The pricing page lists no free plan, though the site calls itself a free generator.

TOOLGPA REPORT CARD — **Kaywa** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $13.75 a month billed annually for 5 dynamic codes. 50 codes costs $37.50 and 250 costs $75.

SUBJECT	GRADE	COMMENT
Free plan and trial	F	The pricing page lists no free plan and no trial, and the listing says users must be verified before creating codes.
Features	C	Dynamic codes, tracking and design with unlimited static codes and scans. The design footnote could not be read.
Ease of use	C	No store rating is on record. Codes are made in the browser.
Platforms and integrations	C	Web only, with no apps and no integrations listed.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Kaywa is for

- ✓ Fits if you need a handful of dynamic codes with tracking
- ✓ Makes sense if a team of up to 5 shares the codes

Who it is not for

- ✕ Pricey if you need many codes, as 50 cost $37.50 a month
- ✕ Watch out: the page has no free plan, though the site title says free
- ✕ Watch out: more than 500 codes means contacting sales
- ✕ Watch out: users must be verified before they can create codes

Good to know

Good for

- ✓ Teams that want a few dozen trackable dynamic codes
- ✓ Businesses that want coupon or contact QR codes in one tool

Worth knowing

- ⓘ The pricing page shows no free plan, although the site title calls it a free generator.
- ⓘ The page says users must now be verified before creating codes, because of misuse of the free service.
- ⓘ Plans are capped by dynamic code count: 5, 50, 250 or 500; more than 500 means contacting sales.
- ⓘ The page marks custom-made design codes with an asterisk; the footnote could not be read in the page text.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$13.75

A month to start

Kaywa is a paid product, starting at $13.75 per month, billed annually.

> **The pricing page lists no free plan and no trial, and the listing says users must be verified before creating codes.**
>
> From our grade for free plan and trial

STARTER

$13.75

per month, billed annually

1 account user and 5 dynamic QR codes, with unlimited static codes and scans. A monthly price is not shown.

ADVANCED

$37.50

per month, billed annually ($45 billed monthly)

1 account user and 50 dynamic QR codes, with unlimited static codes and scans.

PREMIUM

$75

per month, billed annually ($90 billed monthly)

3 account users and 250 dynamic QR codes, with unlimited static codes and scans.

Read from qrcode.kaywa.com on Nov 13, 2026.

PREMIUM+

$150

per month, billed annually ($180 billed monthly)

5 account users and 500 dynamic QR codes, with unlimited static codes and scans.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

QR code management with dynamic codes, tracking and design. Here is what it does, as its own site describes it, and what it covers: reports, qR codes.

"

Dynamic codes, tracking and design with unlimited static codes and scans.

From our grade for features

Several code types

The generator offers URL, contact, coupon, text, phone, vCard and SMS codes, including online and in-store coupon types.

Dynamic codes

Paid plans include a set number of dynamic codes whose destination can be changed after printing.

Tracking and reports

The plan table lists QR code tracking, campaign tracking and exportable Excel reporting.

Downloads and design

The plan table lists downloads as PNG, PDF and EPS, do-it-yourself design codes and custom-made design codes.

Bulk creation

Bulk code creation and download appears as a row in the plan comparison table, for making many codes at once.

Where it runs

Web

What it works with

Its own pages name no integrations.

Kaywa is made by Kaywa AG.

Where it stands

Its grades against its category, and whether to keep it or make your own

1/37

Other QR code generators it is graded above

Kaywa's GPA of 1.6 is higher than 1 of the 37 other QR code generators we grade, and level with 2.

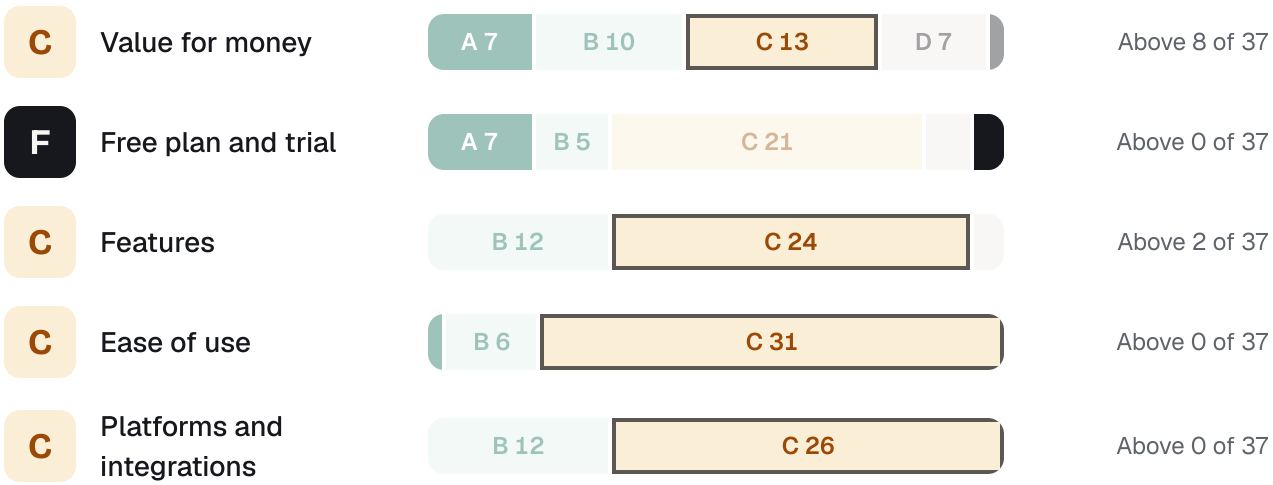
It stands best on value for money (C, above 8 of 37) and worst on free plan and trial (F, above 0).

Its paid plans start at $13.75 a month, against a middle price of $11 for the category: 17 of the 29 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 11 tools score higher and cost less.

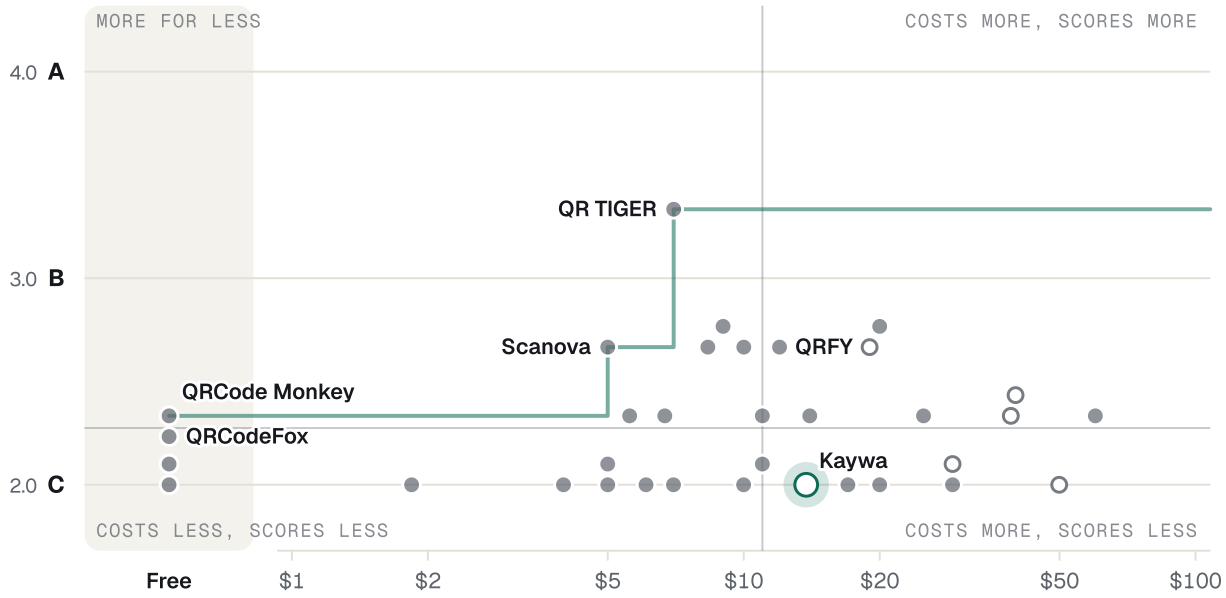
Each grade against the category

Every bar is all 38 QR code generators we grade, cut by the letter each got. Kaywa's own letter is outlined.



Price against what you get

Each dot is one of 34 QR code generators. Further left costs less; higher up scores better on features, ease of use and platforms. Kaywa is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

You could make this

What Kaywa does at its core is qR codes and reports, and that is the kind of thing an AI app builder makes well.

Nothing on its listing is beyond a weekend of building. It costs $165 a year. An AI app builder starts at about $20 a month on our listings, and you only need it while you build.

What you could make

- QR codes and reports: an app builder makes these well.
- It runs in a browser, which is where something home-made would run too.

What this rests on. Kaywa's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



QR Code Generator PRO, Uniqode, QR TIGER, Scanova and QRStuff

The 5 tools Kaywa is most often weighed against, with where each one differs from it.



2.0 GPA

QR Code Generator PRO

Free plan · from $9.99/mo

Editable, trackable QR codes with hosted landing pages, from Bitly.

- QR Code Generator PRO has a free plan. Kaywa does not.
- Kaywa also covers reports.

Kaywa and QR Code Generator PRO compared in full



2.4 GPA

Uniqode

Free plan · from $9/mo

Dynamic QR codes and digital business cards for marketing teams.

- Uniqode has a free plan. Kaywa does not.
- Only Uniqode lists an iOS app.
- Kaywa also covers reports.

Kaywa and Uniqode compared in full

3.0 GPA

QR TIGER

Free plan · from $7/mo

Dynamic QR codes with a free plan, bulk creation and an API.

- QR TIGER has a free plan. Kaywa does not.
- Only QR TIGER lists iOS and Android apps.
- Kaywa also covers reports.

Kaywa and QR TIGER compared in full

2.6 GPA

Scanova

Free plan · from $5/mo

Dynamic QR codes with landing pages, lead capture and scan analytics.

- Scanova has a free plan. Kaywa does not.
- Kaywa also covers reports.

Kaywa and Scanova compared in full

2.4 GPA

QRStuff

Free plan · from $100/yr

QR code generator with free static codes and paid dynamic codes.

- QRStuff has a free plan. Kaywa does not.
- QRStuff also covers digital business card.

Kaywa and QRStuff compared in full

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Kaywa free?

No. Kaywa is a paid product, starting at $13.75 per month, billed annually.

How much does Kaywa cost?

Kaywa lists 4 plans. Starter: $13.75 per month, billed annually.

What platforms does Kaywa work on?

Kaywa is available on Web.

Does Kaywa have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Kaywa is listed for Web.

Does Kaywa have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Kaywa is listed for Web.

Is Kaywa open source?

Kaywa is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Kaywa?

Kaywa is made by Kaywa AG.

What are the alternatives to Kaywa?

The closest alternatives to Kaywa in our directory are QR Code Generator PRO, Uniqode, QR TIGER, Scanova and QRStuff.

How does Kaywa compare with other QR code generators?

Kaywa's GPA of 1.6 is higher than 1 of the 37 other QR code generators we grade, and level with 2.

Is Kaywa good value for money?

ToolGPA grades Kaywa C for value for money. Its paid plans start at $13.75 a month, against a middle price of $11 for the category: 17 of the 29 others that charge start lower.

Could I make my own version of Kaywa?

What Kaywa does at its core is qR codes and reports, and that is the kind of thing an AI app builder makes well.

Where this guide comes from

The prices, plans, platforms and features were read from Kaywa's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Kaywa's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Kaywa AG. Prices change, so check qrcode.kaywa.com before you buy.

qrcode.kaywa.com/page/pricing

qrcode.kaywa.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721
Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Kaywa, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/kaywa

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Kaywa: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/kaywa
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Know someone choosing between QR code generators?

Send them this guide: toolgpa.com/tools/kaywa/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded QR code generators after Kaywa, each with an Insider's Guide of its own.

QR Code Generators Insider's Guide

Every one of the 38 QR code generators we grade, compared

goQR.me Insider's Guide

Free QR code generator and API, with a paid editable-code service

3.0 GPA

QR TIGER Insider's Guide

Dynamic QR codes with a free plan, bulk creation and an API

3.0 GPA

Qrafter Insider's Guide

QR code scanner and generator app for iPhone, iPad and Mac

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Kaywa's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Kaywa is a trademark of its owner, and this guide is not made, paid for or approved by Kaywa AG. Prices and plans change: check qrcode.kaywa.com before you buy.