Business Card Scanner Test

A comparison of the most popular solutions

The range of apps offered for digitally capturing business cards is very extensive, which makes it difficult to select a reasonable solution. In addition, the recognition quality of individual scanners – often the most important selection criterion – varies considerably and can only be evaluated in time-consuming, manual testing.

To create a better overview, we have used scientific methods to evaluate the recognition quality of five popular business card scanners. All tested apps are intended for B2B sales and can export scanned contacts to at least one CRM system.

Data set

150 German business cards

50 international* business cards

* 60 % from the USA, 20 % from Italy and 20 % from France

Overview

	ABBYY Business Card Reader	BCR for Salesforce CRM	CamCard	ScanBizCards	snapADDY Business Card Scanner
Vendor	ABBYY Production LLC	MagneticOne Mobile	INTSIG INFORMATION CORPORATION	ScanBiz Mobile Solutions LP	snapADDY GmbH
Company location	Moscow, Russia	Ternopil, Ukraine	Shanghai, China	New York, USA	Würzburg, Germany
Pricing	3 € per month, 19,99 € per year, 60 € Lifetime	per scan, e.g. 200 scans for 32 €	0,99 € Base account, unlimited scans: 4,49 € per month, 45,99 € per year	Premium: 1,89 €, Enterprise: ~105 € per user per year (for 1-100 licenses)	5 € per month (1 user), 29 € per month (10 user), 160 € per month (100 user)
ODP contract available	✖	✖	✔	?	✔
Platforms	iOS, Android	iOS, Android	iOS, Android, Windows	iOS, Android	iOS, Android
Duplicate check towards CRM	✖	✖	✖	✖	✔
CRM systems	Salesforce	Salesforce (The same app is also available for HubspotCRM, Pipedrive, Capsule CRM and many more CRMs.)	Salesforce	Salesforce, SugarCRM	Salesforce, Pipedrive, SugarCRM, Microsoft Dynamics CRM, SAP C/4HANA

Business Card Scanner Test
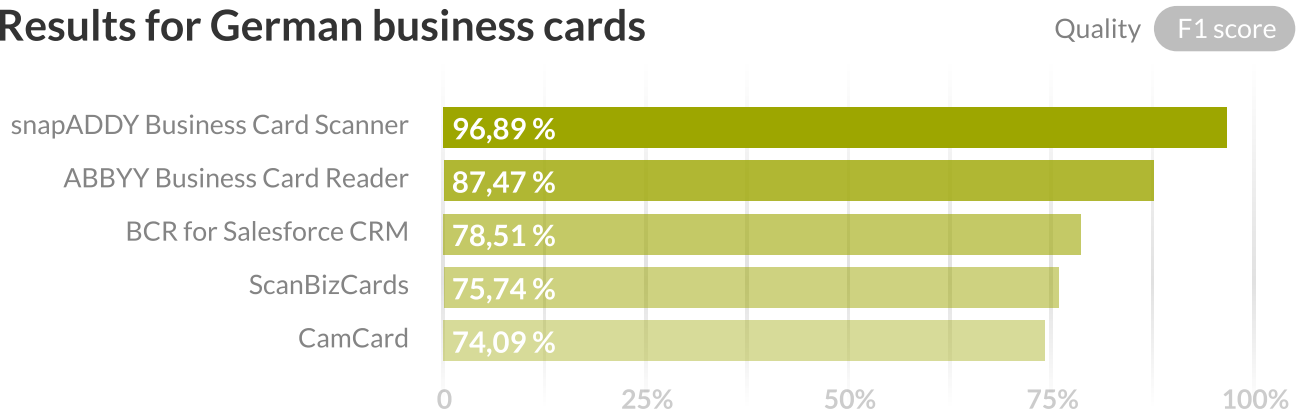A comparison of the most popular solutions
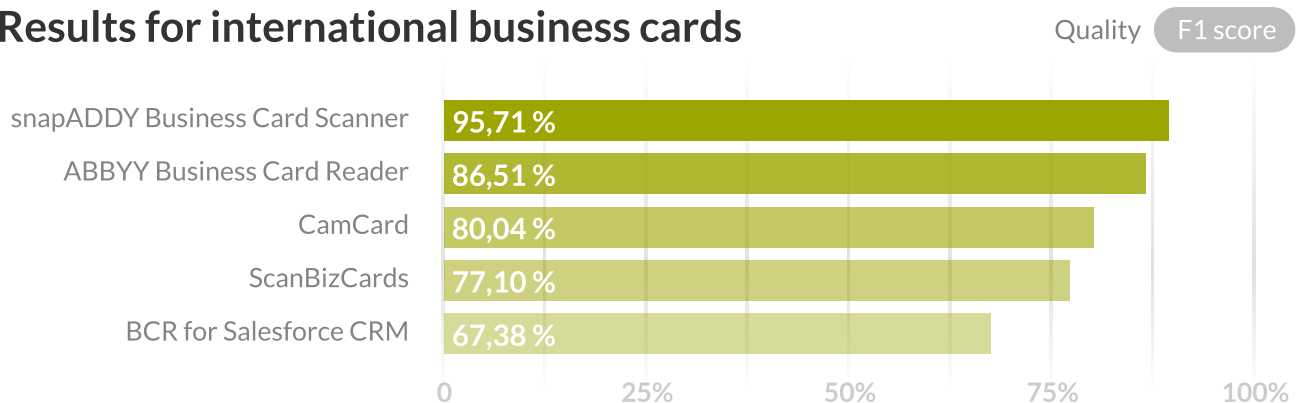
Test setup

To evaluate the recognition quality, the contact data contained in each business card has been divided into (up to) 16 categories such as first name, last name, telephone number etc. These categories correspond well to the contact fields in the tested apps and are also standard in common CRM system.

Based on this ground truth, all 200 business cards have been scanned with each of the five apps and all contact fields have been evaluated in terms of recognition quality. Thus, a total of 1000 scans have been made, and the corresponding 16,000 contact fields have been evaluated for correctness.

Results for German business cards

Quality F1 score

App	Score
snapADDY Business Card Scanner	96,89 %
ABBYY Business Card Reader	87,47 %
BCR for Salesforce CRM	78,51 %
ScanBizCards	75,74 %
CamCard	74,09 %

Results for international business cards

Quality F1 score

App	Score
snapADDY Business Card Scanner	95,71 %
ABBYY Business Card Reader	86,51 %
CamCard	80,04 %
ScanBizCards	77,10 %
BCR for Salesforce CRM	67,38 %

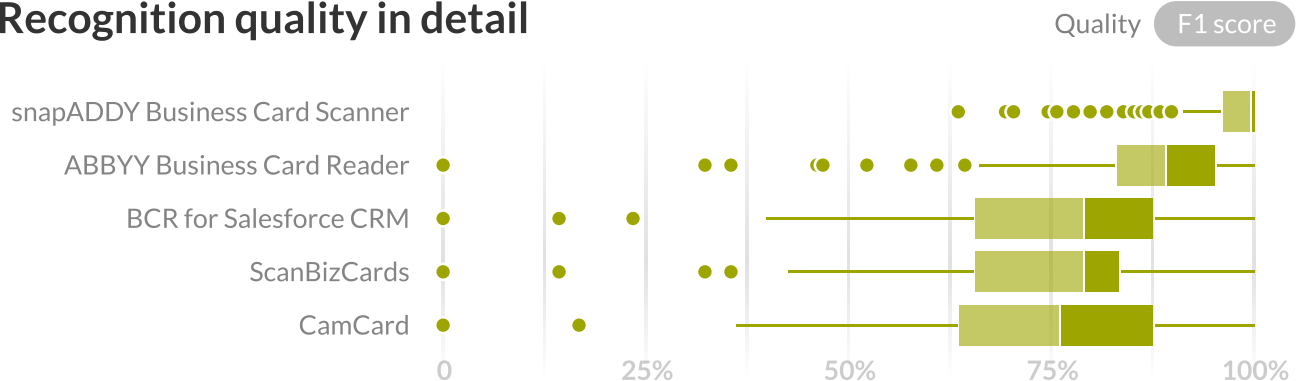**The displayed results show the average F1 score of the respective app that was tested.** The F1 score is an informative measure for the evaluation of the recognition quality as it combines precision and recall. Thus, both the quality of the recognized information as well as the completeness of the extracted contacts is taken into account.

Recognition quality in detail

Quality F1 score

A significance test (Mann-Whitney-U test, significance level 5%) was performed on the test results to ensure they are statistically meaningful. The graph above illustrates the distribution of the recognition quality (F1 score) of the five scanners across all 200 tested business cards.

> **The further to the right a box is drawn and thus approaches 100 %, the better the recognition quality of the respective scanner.**

The individual points represent quality outliers in the recognition of single business cards. The further to the left these points are located, the worse the corresponding business cards were recognized.

Conclusion

The snapADDY Business Card Scanner stands out as its average recognition quality (median, vertical line) has by far the highest value in the test; at the same time its variance is the lowest. The other four scanners show a higher variance, lower average recognition quality and more outliers with poor recognition results.

snapADDY's scanner clearly outperforms the other four scanners. Second place goes to ABBYY's app, which still showed considerably better results than the remaining three apps in our test. Their recognition quality is on a comparable, significantly lower level.