

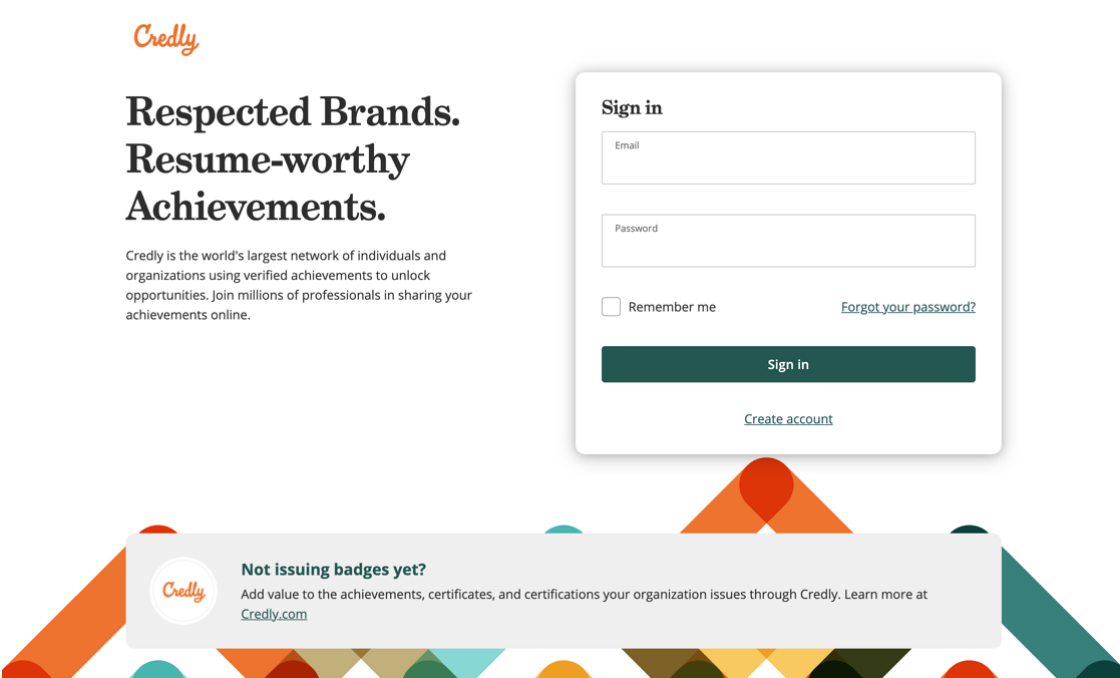
## Product Updates

### Bold and Beautiful

Thank you for your patience as we've worked through our rebranding. We are now 100% Credly and are very excited about this change. If you missed it, we highlighted the [major changes in our Issuer Knowledge Base](#).

At this time there is no action required for integrations or APIs. We'll be in touch when you do need to make changes.

Meanwhile, the **old Acclaim URLs will redirect**.



## Pro Tips

### Reach the Retros

If you are thinking about a scalable way to reach historical earners, you could combine the power of marketing with a form to gather data. By asking potential earners if they are interested in the credential, you can assure up-to-date emails while gauging interest. A post to social media or on your website can direct earners to a simple form.

This also works well for attendance-based credentials if you didn't keep a log.

## Client Spotlight

### Lincoln Leadership Institute

The Lincoln Leadership Institute at Gettysburg has implemented [a form on their website](#) to reconnect with historic earners. Here's how their president, Steve Wiley, describes it.

"Being a history-based group, we then started thinking about the past, and settled upon the idea of offering retroactive badges to the 100,000+ people who have gone through our programs over the past two decades. ... The on-demand form has been a success so far, with **previous attendees** telling us they're thrilled to have this verifiable achievement on their record. The fillable form has allowed us to reconnect with past attendees and ensure that we have updated contact information."



## Marketing/Event Updates

### News You Can Use

If you have been using support videos from either the Credly or Acclaim YouTube accounts, we suggest you shift to our videos hosted on Vimeo. The Customer Success team can help you identify the video URL. The YouTube sites will be retired in the next few weeks.

Our next webinar will be **Wednesday, April 28, 2021** and will focus on designing an employee recognition program with digital credentials. We'll examine the benefits of public recognition for employers and employees and best practices for communicating your program to employees. [Register here](#).

As always, Credly's Customer Success Team is here to answer any questions you may have. Please reach out to your assigned CSM or email [customersuccess@credly.com](mailto:customersuccess@credly.com) with any questions you may have.

Sending our best,  
Credly's Customer Success Team



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