

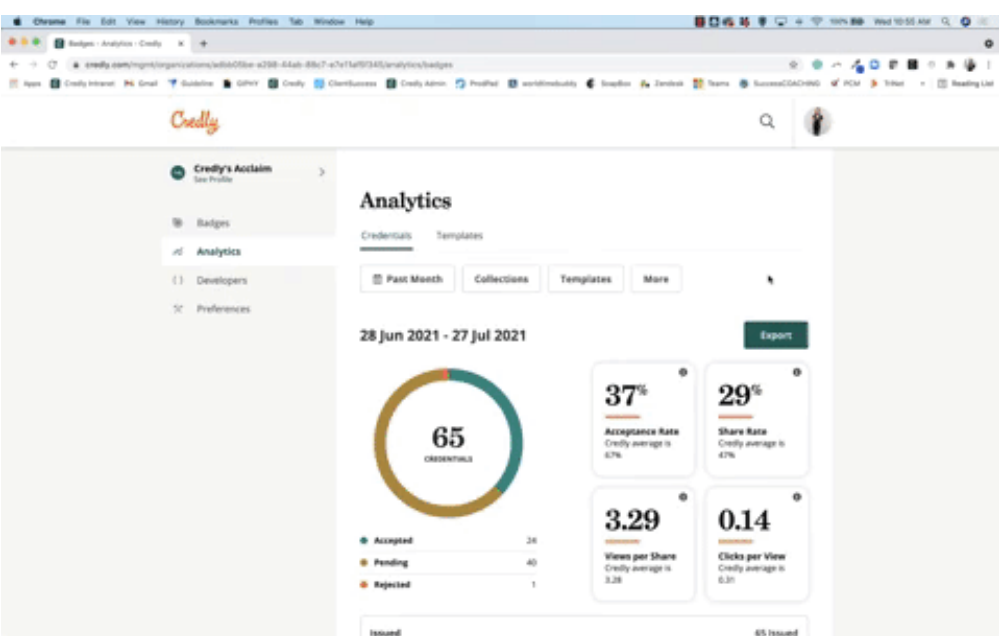


## Product Updates

### Refinements - Analytics

We heard you! Following the enhanced analytics release in June, we received great feedback from many of you and we've already started acting on it.

The overall metrics that display on the dashboard now include [retroactive badges](#). If you want to compare performance between real-time and retroactive badges, use the "More" filter to exclude those.



For those of you who have authorized issuers associated with your account, you can now filter on an individual organization by using the "More" filter. You'll see a dropdown from which you can filter by an organization.

## Pro Tips

### Reach out to pending earners

Ultimately, analytics should give you insights that can drive action! When earners don't act on the initial notification that they have earned a badge, they can receive up to 3 automated reminders from our system. But what if they still don't claim the badge? You could ask us to resend a reminder; however, if the reason they haven't accepted the badge is that the email is caught in a spam filter, the new notification still won't get through.

Plan B is to export a detailed report, filter on pending badges, and send an email from your system. It is more work on your part, but because you already have a relationship with the earner, your email is more likely to be read.

Also, remember that any time an earner says "I can't find the email," they can still claim the badge. Ask them to use this link to [create an account](#) using the exact email to which you issued the badge. It will be waiting for them!

## Client Spotlight

### Bookkeepers.com

Bookkeepers.com is an organization that had enjoyed very high acceptance rates. The admins noticed acceptance hit a slump based on the weekend emails. By digging into the **detailed** analytics, they identified two trends: they had issued fewer badges and more earners set up accounts but forgot to accept the badge!

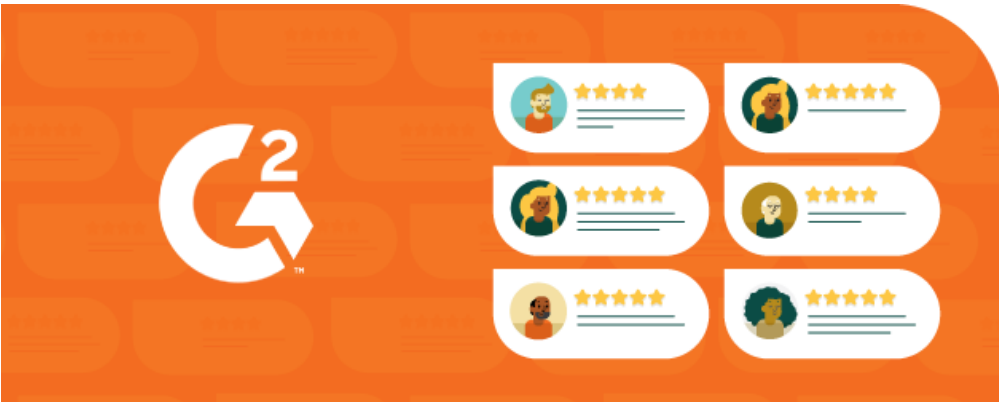
The relationship between issuer and earner was already strong, so it made sense for them to run an email campaign. Voila, a little personal coaching and the overall numbers were back to what they expected.

## Marketing/Event Updates

### Help others make the decision to join Credly's network

Positive reviews from customers like you help others feel confident about Credly, too. Could you take 60 seconds to go to [G2](#) and let us know what you love about working with Credly?

We'll be forever grateful. Thank you in advance for helping us out!



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