

## Shiny New Year!



We have some shiny new features and a big announcement to share!

### Group Tags

Have you ever wished you could segment your earners by tagging them as a group? That way you could see how one cohort might perform against another, or how many badges a group has earned.

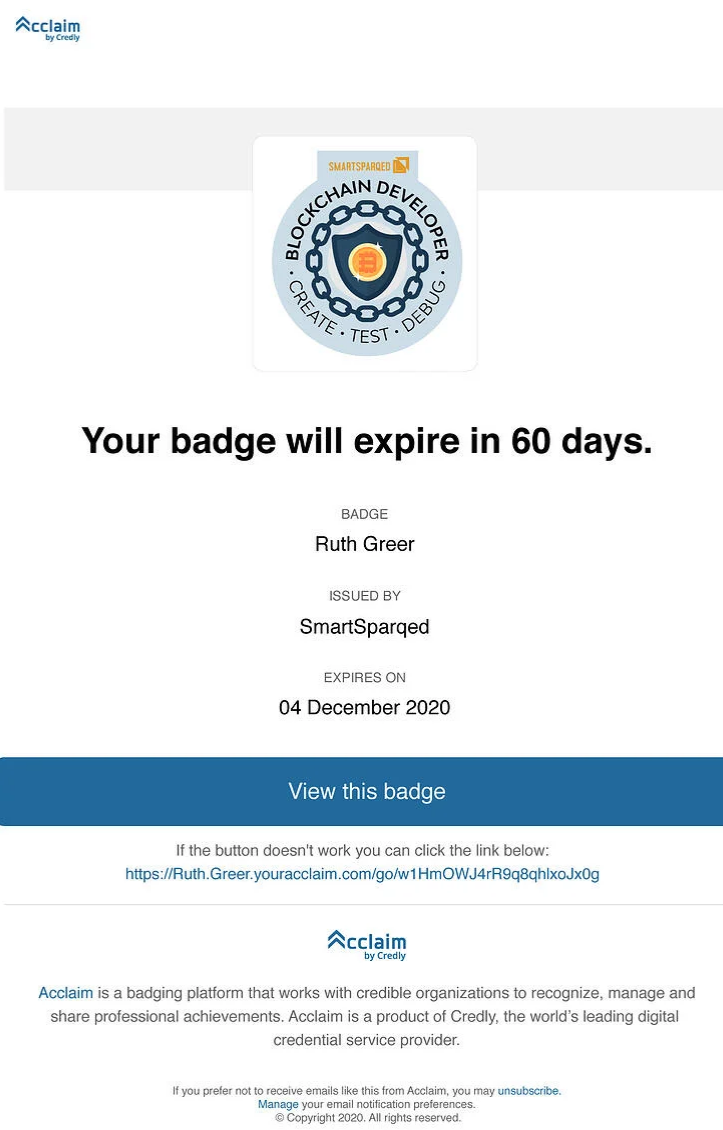
This feature is already live! **You can add a group tag for multiple persons when you issue.** The tag is applied to the individual earner + the specific badge.

Tags do not display visibly on the badge; they are only surfaced through analytics. While you can begin issuing with the group tag, we need to turn on the analytics for you. If you'd like to begin using this feature, let the customer success team know and watch this short video that we've put together for you.

### Expiration Notifications

Wouldn't it be great if you could nudge your earners when their badges are about to expire so they can come back and recertify? This feature is also now available! Let our team know if you would like it turned on for your account.

**The earner receives an email reminder 60 days before the badge expires.** If the earner elects to turn off communications in their personal settings, they will not receive the reminder. Here's a sample email.



### New Branding

In December 2020, we announced that we will be retiring the Acclaim name and branding. Moving forward, all products and applications will be branded with Credly. If you missed our webinar with this announcement, [you can watch the recording](#). (Password: Q4CustomerProduct2020)

There will be subtle updates to colors and fonts throughout Q1 with the plan to fully transition to the Credly brand and the credly.com domain on March 31, 2021. Here are some key items to note:

- During this time, features and functionality will not be impacted.
- All URLs, login pages, and integrations will not be impacted. We will have comprehensive redirects to provide a seamless experience during this transition.
- Overtime, we will retire youracclaim.com which may require some updates to integrations, but a robust timeline and details will be provided well in advance of that.
- Our team will continuously provide updated screenshots and language to help during this transition.

### Upcoming Webinar

Our January webinar theme is **Resolve to Succeed**. On February 3 at 1 pm EST, we will feature a few organizations that have excelled in meeting their goals with digital credentials. If you join us, you will learn proven strategies you can use to reset the bar and succeed with credentialing.

[Register here.](#)

As always, please reach out to your assigned CSM or contact [customersuccess@credly.com](mailto:customersuccess@credly.com) with any questions you may have.

Cheers to 2021,

Your Credly Customer Success Team



Credly, Inc.

349 Fifth Avenue, Suite 726, New York, NY 10016  
800-841-5890 | (212) 420-6052 Outside the US/Canada  
[learn@credly.com](mailto:learn@credly.com)