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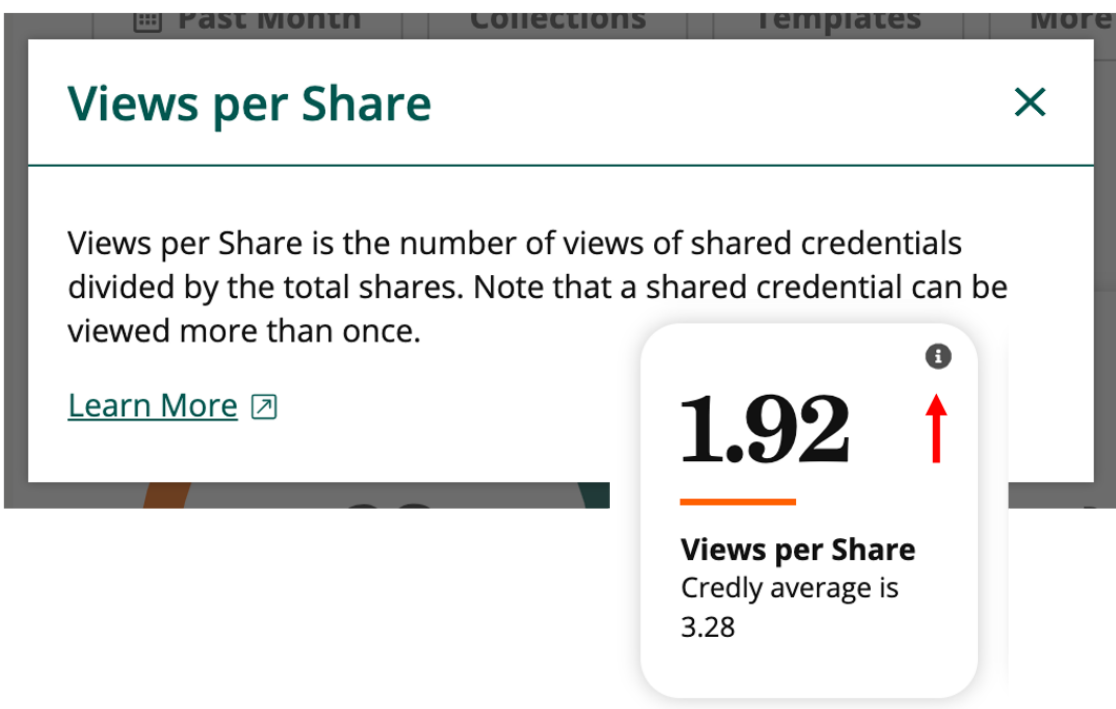
Product Updates

Hello Enhanced Analytics!

If you have logged into Credly in the past few weeks, you have seen messages announcing the updates we made to the analytics feature. Let's take a look at some of the enhancements.

Benchmarks

Immediately, you'll see how your credential program is performing against platform-wide benchmarks. (Benchmarks are calculated using data from real-time badges issued over the past year by organizations that have partnered with Credly for at least one year.) This can help you set expectations and goals for the future. There is a tiny "i" in the upper corner that gives definitions of the metrics. Also, don't forget we have information in the [Issuer Knowledge Base](#).

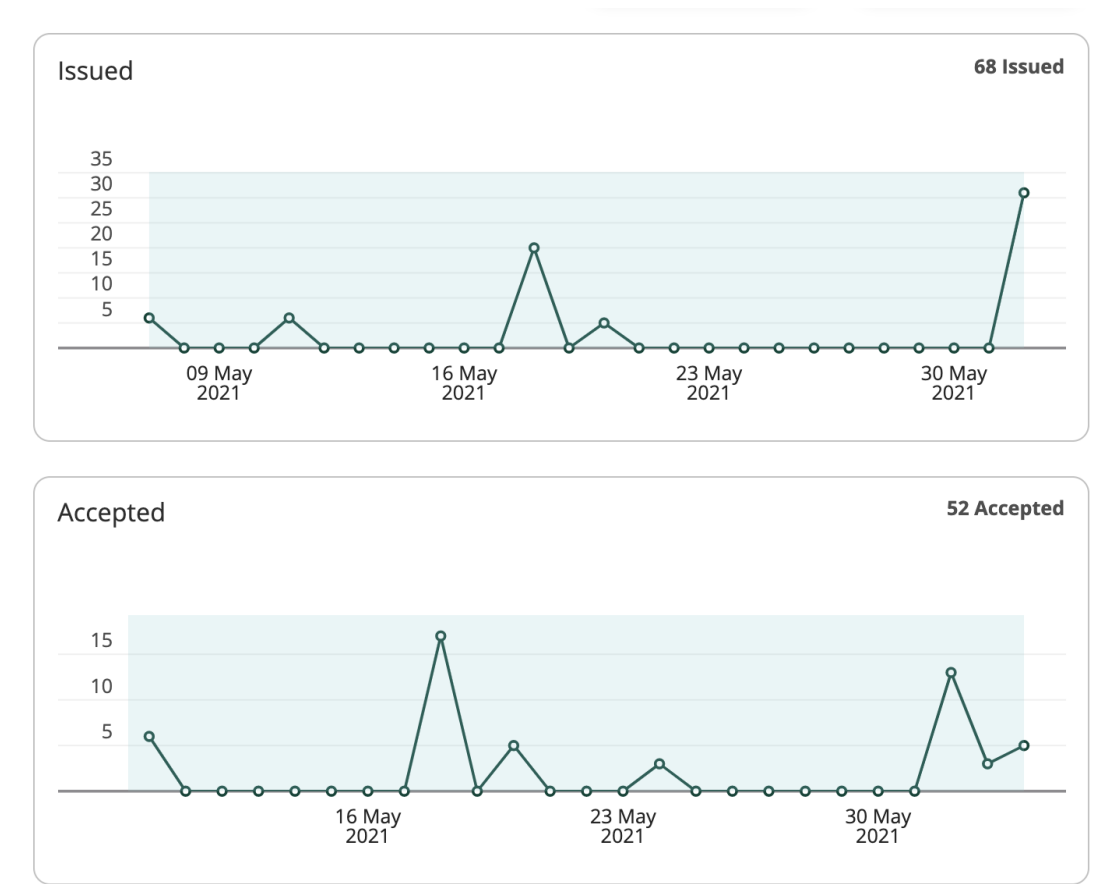


Clicks

Clicks track how frequently a viewer explores the links you've built into your metadata. Using the "additional information" field when authoring a new template or hyperlinking criteria, for example, can boost your marketing reach. Who doesn't want that?

Trends

This new feature charts the trends of your credentials over time. Using the filters, you can display additional timeframes and track performance against some common activities such as reminders and media campaigns. *Pro Tip: Click the "More" filter, and select the basis of "Activity" to view all activities that have taken place during a given time period. Select the basis of "Issued" to display performance only for badges issued within a given time period.*



Template information

Curious about how one template performs over another? You get a quick view under Templates at the top. You can sort the columns so you can easily see what you've issued most frequently and/or what credentials are being accepted. Just click the column headers to sort!

Analytics

Credentials

Templates

Past Month

Collections



Templates

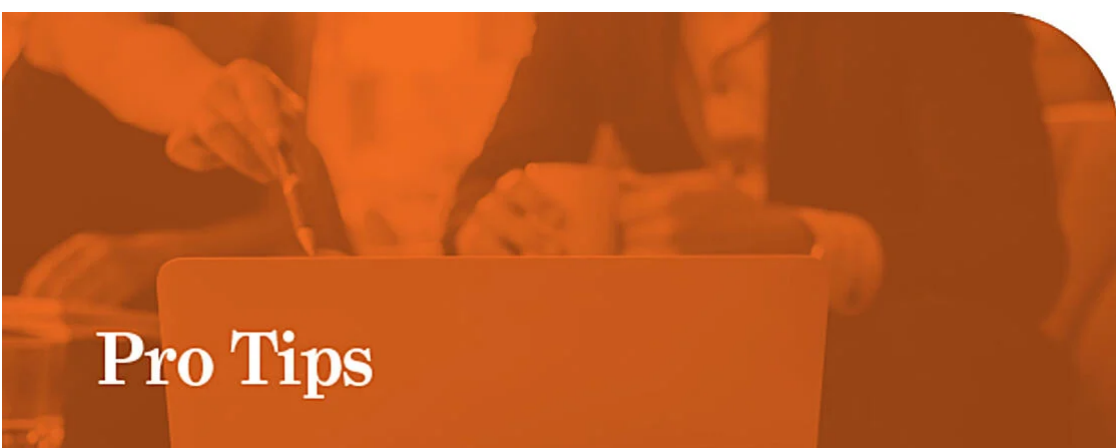
More

7 May 2021 - 6 Jun 2021

Export

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Template	Acceptance Rate	Issued	Share Rate	Views	Clicks
 Credly Ambassador	71.4%	7	0.0%	8	1
 2021 Credly Client Advisory Board Member	100.0%	1	100.0%	1	1



Pro Tips

What to look for in the new interface

Keeping on top of your analytics is a way to see what's working in your program. With our new features, now is the time to look at more than acceptance rates. Take a look at clicks, for instance. Have you authored your credentials so that there are hyperlinks back to your website, or the criteria points toward registration pages for your education or credentialing programs? What campaigns have you implemented to help earners understand the value of sharing?



Tell us your story!

We are always looking for success stories to share with our community. If you have a particularly successful strategy and would like to be featured in a future newsletter, [let us know through this form!](#)



Marketing/Event Updates

News you can use

Our next webinar is **June 16 at 1:00 p.m. Eastern**. *Women in Leadership: How Skills-based Hiring Can Change the Workplace* will feature representatives from Degreed, Erikson, and Credly. [Register and join us!](#)

We will continue to message issuers and admins through in-platform messages and our Issuer Knowledge Base. If you have questions about the updates, please contact your Customer Success Manager or email customersuccess@credly.com.

Our best,
Credly's Customer Success Team



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