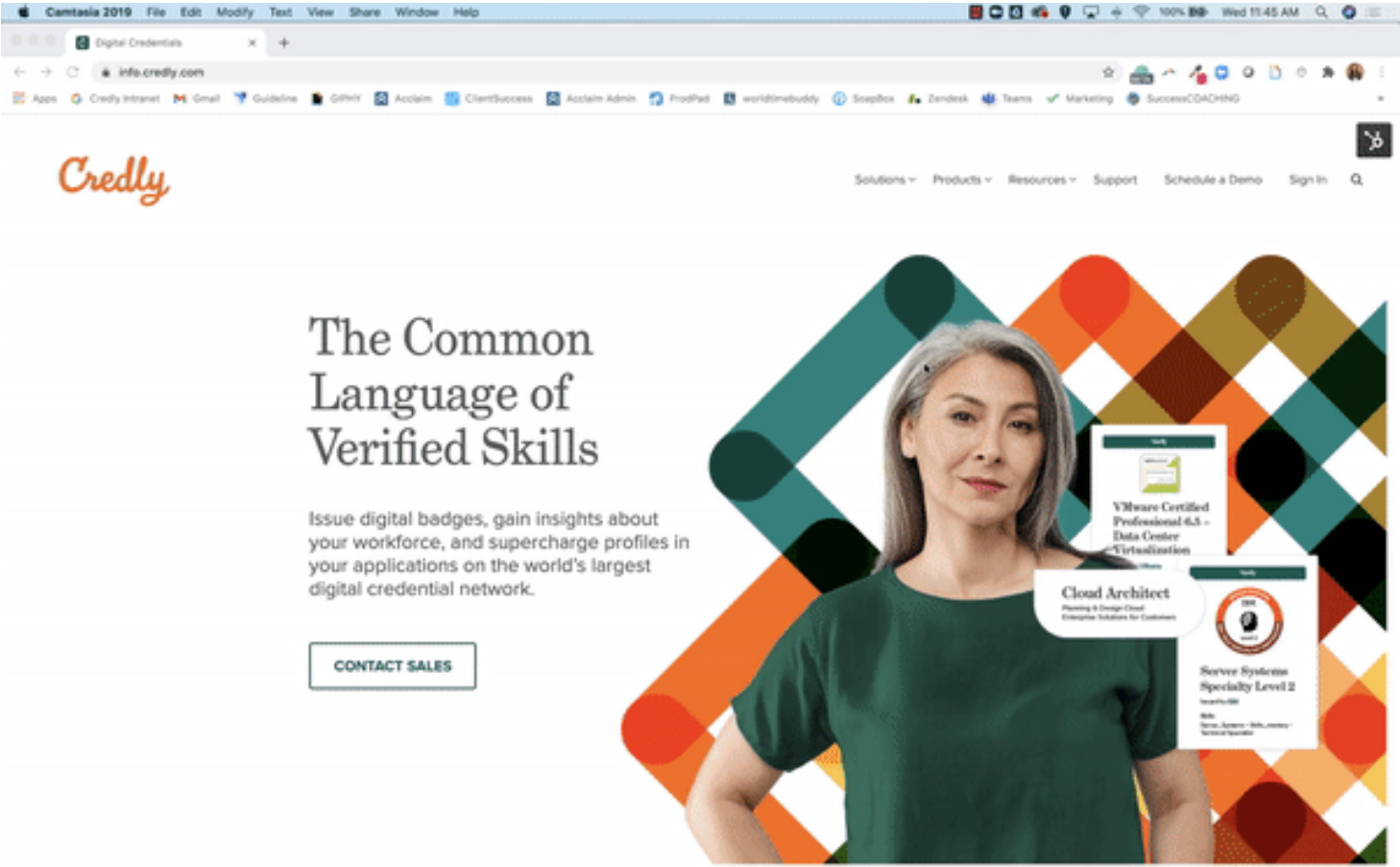




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Have you seen the new website?

We recently launched our new [website](#)! In addition to the attractive redesign, there is quite a bit of information you might want to look through. For example, while you are already a customer, you could check out how others are addressing their challenges based on industries. Or, review the resources available on our blog, plus our library of podcasts and videos.



Welcome classic Credly customers!

Our new branding is also a function of pulling together our legacy platform, classic Credly, with our Acclaim platform. We want to welcome them, especially!

Customer spotlight:

One of the recently “migrated” groups from classic Credly is a small association that has benefited from the features available on Acclaim. PRINTING United Alliance experienced their own rebranding as it changed its name in 2020. They used this time to introduce a new badge for a competition that recognizes manufacturers for excellence in the industry. Using Organizational badging, they’ve enjoyed a 91% acceptance rate!



As lead Ray Weiss says, “*Acceptance of the digital badge that we rolled out this year for our product of the year competition was much better than anticipated. We’ve received tremendous feedback and because of this are looking to implement digital badges even further into our awards and recognition programs as a great complement to our already existing certification programs.*”

What do others do?

We get some interesting data from our platform. Here are some considerations related to recommendations and earning criteria.

- Most badge issuers have one recommendation per template, and the most common types are information and badge. **What if you layered on a couple of recommendations?** For example, drive people to the next badge or the next course, but also provide information around a broad topic or suggest membership or additional opportunities.
- When it comes to earning criteria, about 40% of the templates have some clickable links. **This is a hidden opportunity for a little marketing boost.** For example, if completing training is a criterion, link to a page on your website where others can explore and register!

Remember, the CSM team is here to help you create and issue fabulous badges that meet your unique program goals. If you do not have an assigned CSM, please reach out to [customersuccess@credly.com](mailto:customersuccess@credly.com) or submit a ticket from our [Issuer Help Center](#) - we’d love to help you out!

Thankful for you,

Credly Customer Success Team



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