Getting and Using Data:
Determining ROI on your Credential Program

Credly Masterclass January 18, 2023

5 SEGMENTS

HOW WE WILL UNPACK THIS TOPIC

INTRO

Susan will set the stage for understanding ROI

CARINA

What data is available to you in the platform?

KATIE

What additional data might you need to answer your questions?

EMMA

How can you track activity beyond the platform?

LA'QUATA

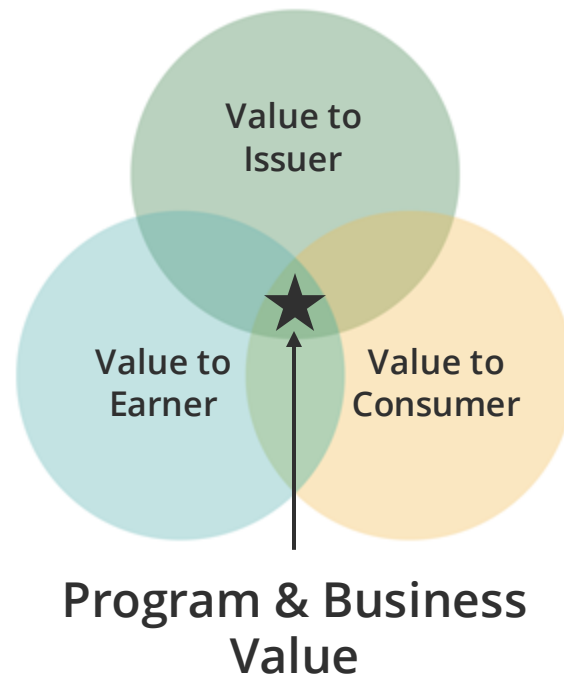What are some ways you can "report up"?

Understanding ROI

Susan Manning
Sr Manager, Customer Education

Why ROI is important

- Make sure you're getting your money's worth

- See where it is smartest to grow

- Communicate your program's value

Value to Issuer

Value to Earner

Value to Consumer

Program & Business Value

POLLS!

For how long have you been a Credly customer?

<1 year
1-2 years
>2 years

What is the perfect cadence for checking your program data?

Every month
Every 6 months
Once a year
Check?

Platform Analytics

What data can you access in the platform?

Carina Christion
Customer Success Manager

How to measure success

- Increase brand awareness: **shares and views**

- Increase volumes & earner engagement: **unique earners**

- Establish database of skills: **acceptance and shares**

- Provide verification: **transcript, shares and views**

- Decrease costs: **total views vs. total issued**

What about ROI?

Analytics Dashboard

The Analytics dashboard gives you a high-level view of your credentials key metrics and performance against the Credly average.

Analytics

Credentials   Templates

📅 All Time   Collections   Templates   More

All Time   Export

6,799
CREDENTIALS

- ● Accepted   3,208
- ● Pending   3,347
- ● Rejected   244

47% ⓘ
___
Acceptance Rate
Credly average is 67%

37% ⓘ
___
Share Rate
Credly average is 47%

5.73 ⓘ
___
Views per Share
Credly average is 3.28

0.07 ⓘ
___
Clicks per View
Credly average is 0.90

Credly

Down Analytics road

What are the Trends overtime?
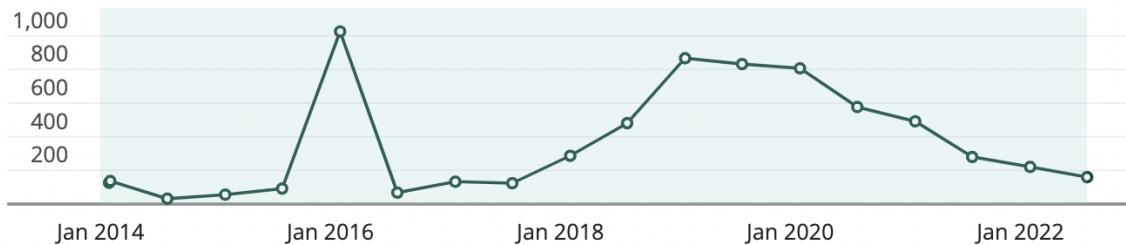
Template level metrics

Analytics

Credentials   **Templates**

| 🗓 All Time | Collections | Templates | More |

All Time

Export

Showing 1-50 of 174

Template ∧	Acceptance	Issued	Shares	Views	Clicks
3SkillsTest	0.0%	4	0.0%	8	0
Acclaim Ambassador - Blackboard Demo	23.7%	59	35.7%	69	8
Acclaim Ambassador - Hubspot Demo	50.0%	26	7.7%	257	7
Acclaim Demo User - Test	30.0%	20	100.0%	32	1

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Off-Platform Metrics

Tying badging program success to business impact

Katie Sievers
Sr Manager, Professional Services

Pre-Requisite

Understand your **credential types** and **value props** for earners, your business, and consumers

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Examples:

Learning Completion

Signal knowledge and interest

Experience Recognition

Signal value contribution

Professional Certification

Signal job readiness

Foundational

Low-hanging fruit: engagement metrics

Sample metrics

- Enrollment volumes
- Completion rate
- Assessment re-take rate

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Intermediate

Level up with earner surveys

Sample questions

How has earning a digital credential from [org] influenced your confidence in the knowledge and skills verified by the badge?
[more / less / no impact]

How has earning the badge influenced your plans to continue learning?
[more / less / no impact]

Please indicate your level of agreement with the following statements *[Likert]*:
- Sharing the badge socially helped me show my network what I know and can do
- As a result of sharing my badge socially, I have received recognition from...
- I feel a stronger sense of pride in my own achievement after sharing my badge socially.

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Advanced

Leverage the Kirkpatrick model

Kirkpatrick Level	Translation in credentialing context	Sample metrics
Level 1: Reaction	Do earners like it?	NPS
Level 2: Learning	Do earners acquire intended skills?	Assessment pass rates, Post-completion survey results
Level 3: Behavior	Do earners apply what they've learned?	Manager reviews, follow-up surveys
Level 4: Results	How does the program impact your business?	Retention, productivity, revenue

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Additional Resources

- Article on off-platform metrics Grant Thornton tracks and attributes to their credentialing program: https://www.forbes.com/sites/kevinkruse/2022/09/08/how-grant-thornton-llp-proved-the-value-of-their-digital-badges/?sh=4f0b04e7726d

- Information about the Kirkpatrick model: https://www.kirkpatrickpartners.com/the-kirkpatrick-model/

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Measuring Your Program's Success

How to track and measure ROI via link clicks on your badge templates

Emma Peacha
Product Manager

Measuring ROI

- Via link clicks

- Website traffic

- Program sign-ups

All of this can be tracked and measured via website analytics platforms like **Google Analytics**

About Google Analytics

Google Analytics is a web analytics service that most organizations have embedded on their websites to **track overall traffic** and **user actions**.

A **UTM** code can be used with Google Analytics to **track website visits that come from specific locations**… like your **badging program** on the Credly website!

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How? Its easy!

1. Confirm your organization using Google Analytics on your website

2. Create UTM code URLs for any external link on your badge template metadata

3. Start tracking!

Credly Demo User

Issued by Credly Demo

Earners of this designation are aware of the Credly offering and looking to experience the platform first-hand. They have an awareness of digital credentials, or badging technology and can discuss the Credly platform at a high-level.

Learn more ← **UTM-able!**

Learning | Foundational | Hours | Free

Skills

Advertising Analytics | Customer Service | Data Analysis | Digital Credentials

Instructional Design | Leadership | Open Badges | Service Management | Unreal Engine

Web Development

Earn this Badge

↑ **UTM-able!**

Earning Criteria

Complete an application form with the Credly team in order to initiate a discussion ← **UTM-able!**

Complete the steps necessary to create an account on Credly and accept your digital credential

Standards

IMS Open Badge Standard

Open Badges started as a collaborative project between MacArthur Foundation, HASTAC and Mozilla and has continued to grow through an open, collaborative approach.

Where can I put UTMs?

Badge Template Details

❑ "Learn More" link

❑ Criteria links

❑ Standards links

❑ "Earn this Badge" link

Organization Profile

❑ Org website link

Reporting your success

- Work with your marketing team to set-up and confirm your UTM is created correctly

- In Google Analytics you can now see site visits associated with any one of your links

- You could even link those visits to key site actions/events (ex. sign-ups)!

Want more details? Check out <u>this article</u> in our Issuer Help Center.

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When & How to Tell Your Data Story

Using data tools to show
and tell the ROI story

Dr. La'Quata Sumter
Customer Education Associate
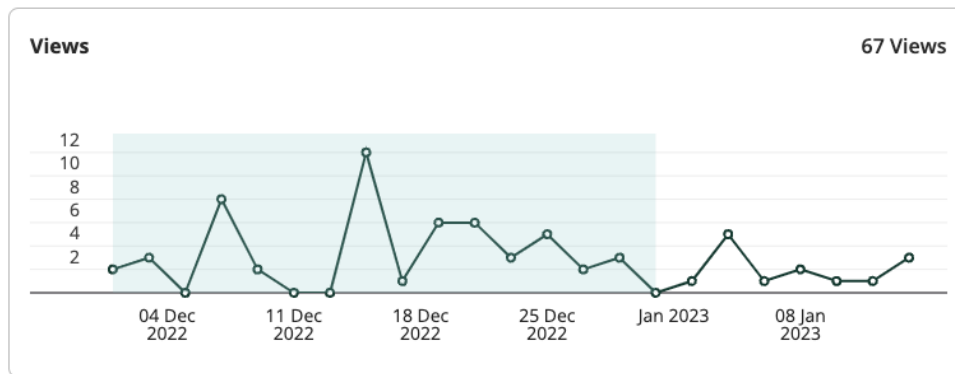
When to tell your data story

- When there is new and relevant data

- When there is a decision to be made

- Regularly scheduled meetings

- When there is a need to demonstrate impact

- When there is a need to adjust or improve

Examples of story times:

Needing to show:

- Increased learner engagement

- Effectiveness of learning activities

- Improved workforce development

- Areas of improvement

- Cost savings

May depend on many factors such as the level of adoption and usage of the platform and the specific goals and objectives of the organization.

How to tell your data story

1. **Start with a clear and compelling headline that summarizes the main findings of your analysis.**

2. **Use visualizations to clearly and effectively communicate the data.**

3. **Provide context for the data by explaining how it relates to the company's overall strategy and goals.**

4. **Use storytelling techniques to make the data more engaging and memorable.**

5. **Provide actionable recommendations based on the data.**

Keep in mind that executives may not have as much technical expertise as you do, so it's important to present the data in a way that is easy for them to understand.

Things to use to tell your data story

▫ **Simple Dashboard View**

▫ **Custom Excel Reports**

▫ **Data Visualization**

Overall, you can use the Credly analytics data in a variety of ways to demonstration progress and success to executive leaders and stakeholders.
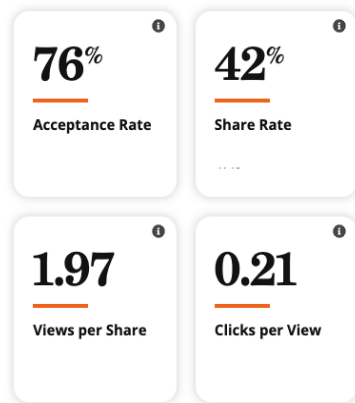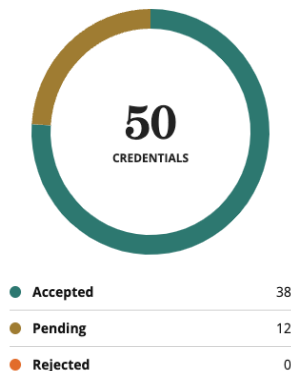
Analytics

Credentials   Templates

| 🗓 Custom | Collections | Templates | More |

1 Dec 2022 - 31 Dec 2022   Export

50
CREDENTIALS

- ● Accepted   38
- ● Pending   12
- ● Rejected   0

76%
Acceptance Rate

42%
Share Rate

1.97
Views per Share

0.21
Clicks per View
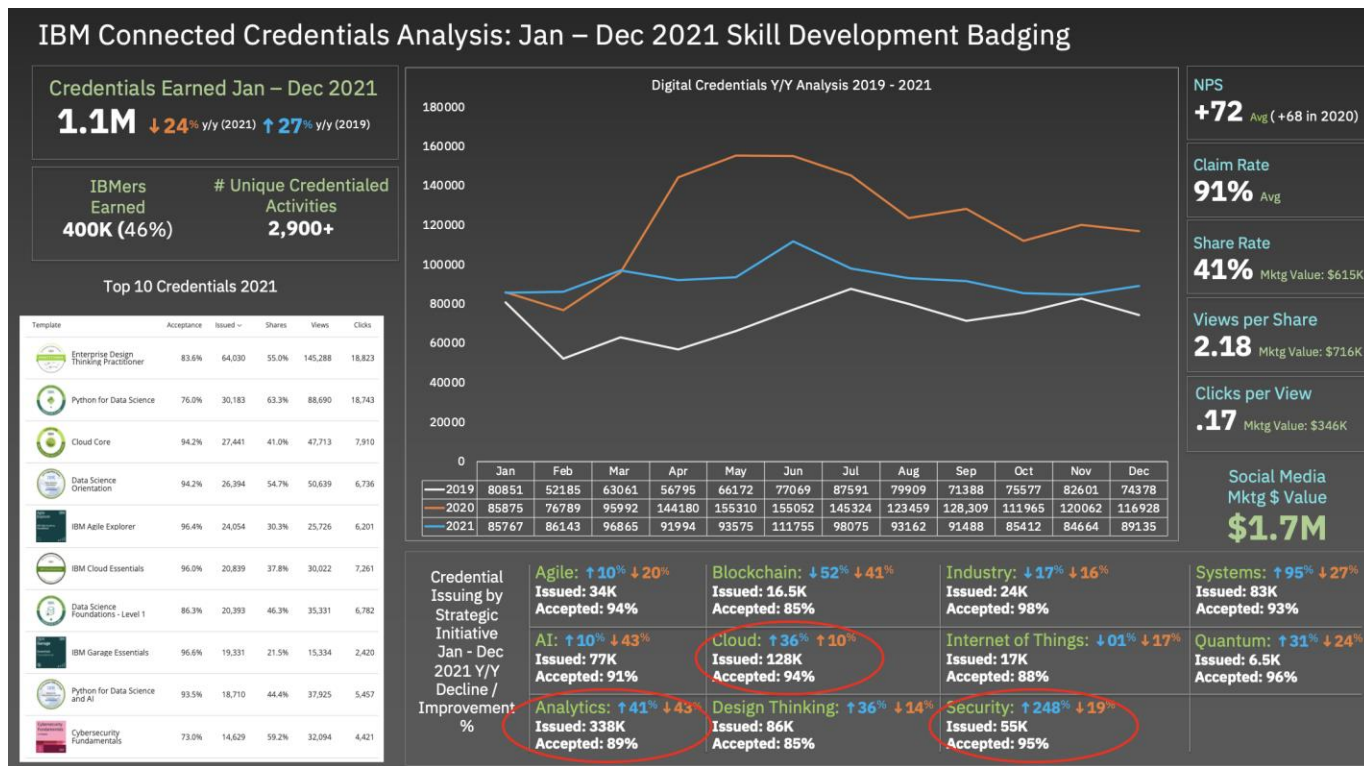
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Data Visualization Tools

- **Microsoft Excel**

- **Tableau**

- **Power BI**

- **Plotly**

- **R and gplot**

These are just a few examples of the many visualization tools that are available. The best tool for you will depend on your specific needs and technical skills.

Custom Excel Report Sample

Badge Name	Issued By	Country	State	Region	Sub-Region	Issue Date	Date Accept	Total Share
Certified Credly Employee	Credly	United States		Americas	Northern America	16-Dec-22	16-Dec-22	0
Credly Ambassador	Credly	United States	Minnesota	Americas	Northern America	22-Dec-22		0
Credly Ambassador	Credly	United States		Americas	Northern America	16-Dec-22	16-Dec-22	2
Credly Ambassador	Credly					27-Dec-22		0
Credly Ambassador	Credly					15-Dec-22		0
Credly Ambassador	Credly	United States		Americas	Northern America	8-Dec-22		0
Credly Ambassador	Credly					15-Dec-22		0
Credly Ambassador	Credly	United States	Ohio	Americas	Northern America	21-Dec-22	21-Dec-22	2
Credly Ambassador	Credly					15-Dec-22		0
Credly Ambassador	Credly	United States	Virginia	Americas	Northern America	22-Dec-22	22-Dec-22	0
Credly Ambassador	Credly	United States		Americas	Northern America	21-Dec-22	22-Dec-22	3
Credly Ambassador	Credly					16-Dec-22		0
Credly Platform Practitioner	Credly	United States		Americas	Northern America	15-Dec-22	15-Dec-22	1
Credly Platform Practitioner	Credly	Australia		Oceania	Australia and New Zealand	19-Dec-22		0
Credly Platform Practitioner	Credly	United States		Americas	Northern America	27-Dec-22	27-Dec-22	0
Credly Platform Practitioner	Credly	United Kingdom		Europe	Northern Europe	13-Dec-22	13-Dec-22	0
Credly Platform Practitioner	Credly	United States		Americas	Northern America	29-Dec-22	29-Dec-22	0
Credly Platform Practitioner	Credly	United States		Americas	Northern America	23-Dec-22	23-Dec-22	2
Credly Platform Practitioner	Credly	United States		Americas	Northern America	8-Dec-22	7-Dec-22	0
Credly Platform Practitioner	Credly	United States		Americas	Northern America	19-Dec-22	19-Dec-22	2
Credly Platform Practitioner	Credly	United States		Americas	Northern America	15-Dec-22	15-Dec-22	2
Credly Platform Practitioner	Credly	United States		Americas	Northern America	14-Dec-22	28-Dec-22	0
Credly Platform Practitioner	Credly	Australia		Oceania	Australia and New Zealand	21-Dec-22	20-Dec-22	0
Credly Platform Practitioner	Credly	United States		Americas	Northern America	8-Dec-22	8-Dec-22	1
Credly Platform Practitioner	Credly	United States	California	Americas	Northern America	13-Dec-22	14-Dec-22	1

Expert Excel Example

IBM Connected Credentials Analysis: Jan – Dec 2021 Skill Development Badging

Example Tableau Visualization
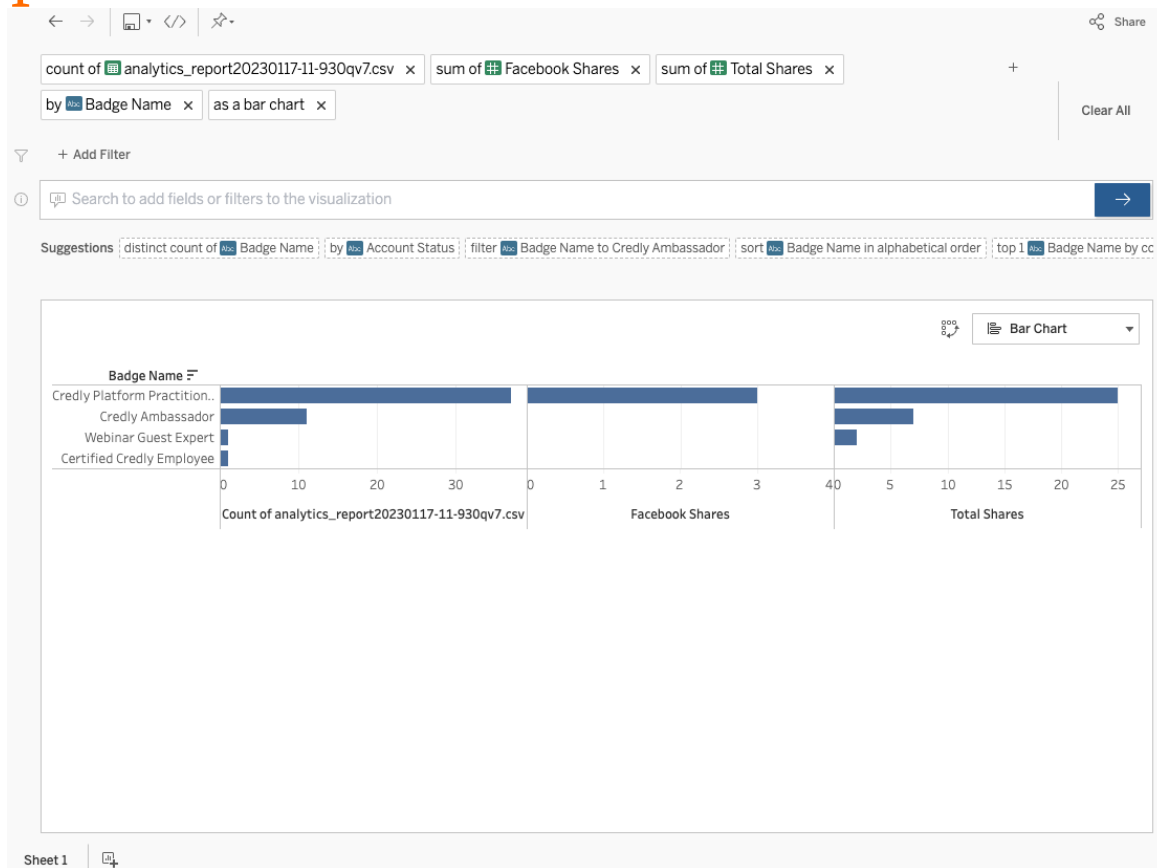
Questions?

Thank you!

ASK US! TELL US!

Feel free to use your voice.

We are counting on your to talk to us, ask questions, and challenge everyone's thinking.

Chat's OK, too!

Thank you. Please give us feedback.

Credly

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