



2024

Wrapped

Sertifier 2024 Wrapped

A Year In Review

As 2024 draws to a close, we take a moment to reflect on a year of **remarkable growth** and **innovation**. This year, we've witnessed the power of collaboration, creativity, and dedication in advancing the digital credentialing landscape. Together, we've achieved **incredible milestones**, forged new paths, and continued to shape the future of credentialing. Let's celebrate the highlights of 2024 and look ahead to another promising year of progress and success with Sertifier.

Credential Insights

A Year of Growth & Impact

Discover the impact we've made together in 2024. From an impressive number of credentials issued to recipients across even more countries, to the **far-reaching influence** through social shares – it's a testament to a year of remarkable achievements and growth.



3.5M+
Credentials



3M+
Recipients



250K+
LinkedIn Profile Updates

Top Product Updates

Continuous Innovation

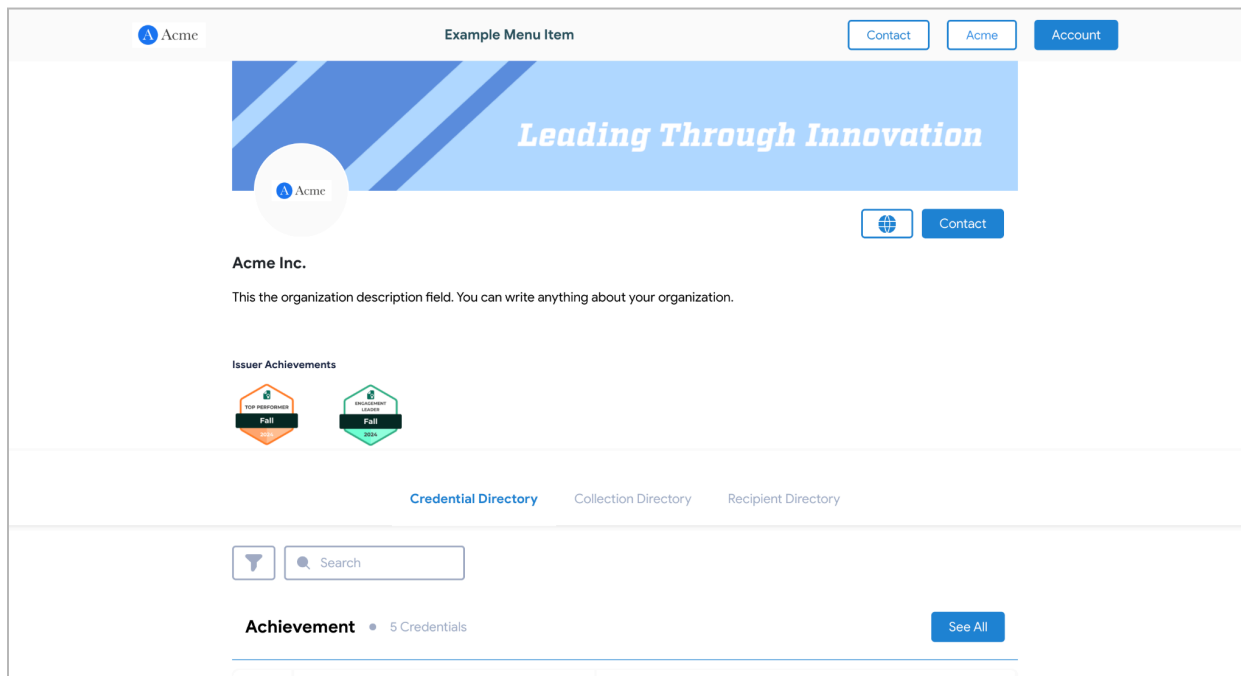


94% Net Promoter Score

Our dedication to **outstanding customer service** continues to shine. This year, we've enhanced support with even more comprehensive video tutorials and insightful Help Center articles, making it easier for you to find the assistance you need.

Issuer Profile

2024 has been the year of personalization, and we've been a leading voice. The Issuer Profile feature allows you to create a **personalized profile** that showcases your organization's credentials, collections, and recipient directory in one centralized location.





New Integrations

New integrations, now featuring **RingCentral**, **Absorb LMS**, and **Degreed**, provide seamless experiences across a variety of learning and communication platforms. We are proud to be the credentialing vendor of Degreed, supporting its mission to foster skill development and learning innovation.

Credential Details

Fast & simple. We've streamlined the Credential Details feature for a quicker, **more efficient setup**. With an improved layout and fewer steps, managing your credentials is now simpler and faster than ever.

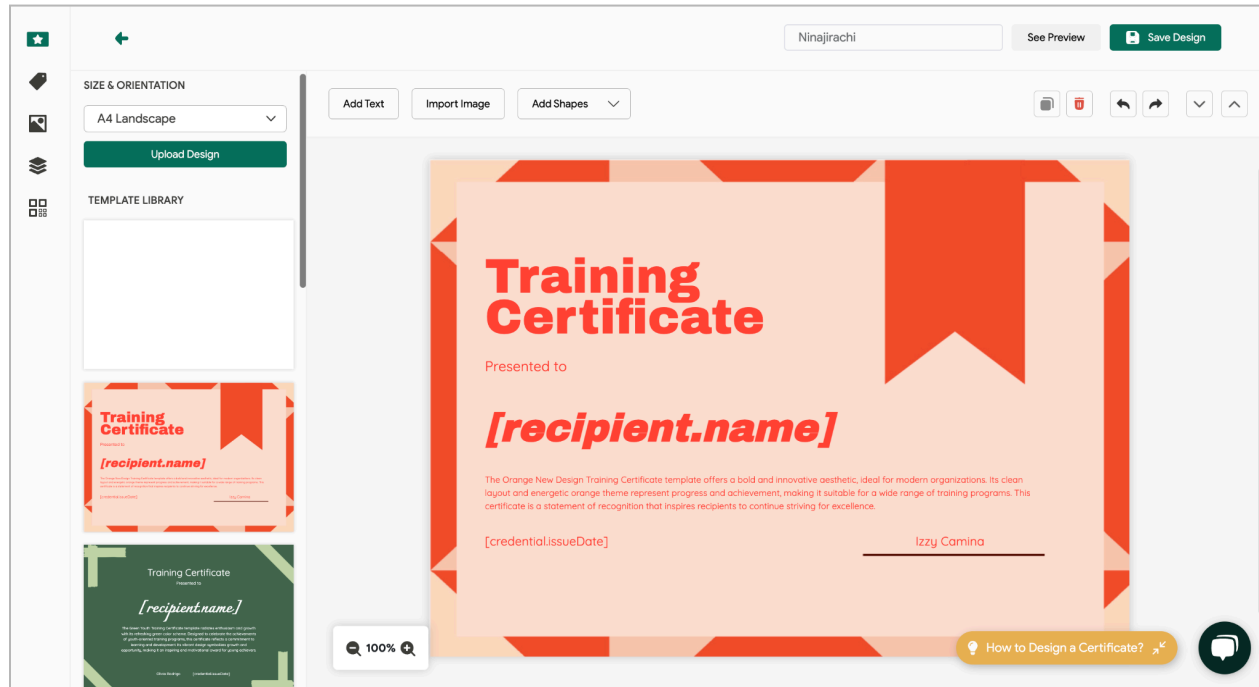
The screenshot shows a web interface for editing a credential. At the top left is a back arrow, and at the top right is a "Save & Continue" button. The main form is divided into several sections:

- Credential Title:** A text input field containing "Sample Credential" and a dropdown menu for "Attributes".
- Credential Description:** A rich text editor with a toolbar for font family, size (13px), bold, italic, underline, link, and unlink. Below the toolbar is a text area containing "This is a credential description." and an "Attributes" dropdown.
- Skills:** A search input field labeled "Search Skill". Below it, a note states "This information will be displayed on your credential page."
- Related Skills:** A collection of skill tags with plus icons, including "Presentation Programs", "Presentations", "Post-Production", "Online Producer", "Art Portfolio", "Digital Painting", "Low Poly", "Web Design", "User Experience Design (UX)", and "Visual Design".
- Add optional fields:** A sidebar on the right with a list of optional fields: "Duration", "Level", "Earning Criteria", "Expiry Date", and "Supporting Documents", each with a toggle switch.

A chat icon is visible in the bottom right corner of the interface.

New Shortcuts

Even faster, simpler. We've updated the Credential Designer to be more user-friendly, adding new shortcuts for **faster navigation**. This makes creating and customizing credentials more efficient, saving you time and improving your workflow.



Credential Title ?

 ?

Credential Description ?

Font Family [v] 13px [v] **B** *I* U **A** [pencil] [link]

[img] [list] [list] [list] ?

Skills

This information will be displayed on your credential page.

Personalized Emails and Credential Details

Your Sertifier, your choices. Custom Attributes are now more flexible, allowing you to create and apply them **across the platform**, including email templates and credential details.

Proud Member of The Community

Where Growth Meets Purpose

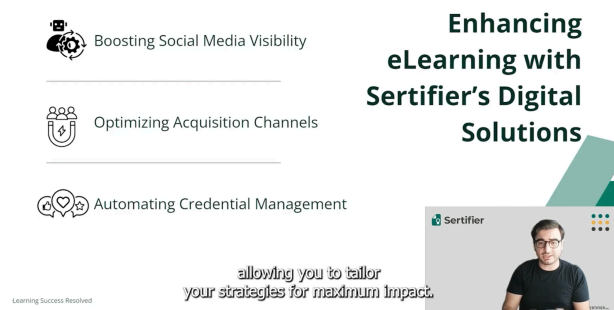
Velocity Network Foundation



Sertifier's integration with **Velocity Network Foundation™** enables customers to easily become verified issuers on a **secure, blockchain-powered** digital credentialing platform, enhancing trust and authenticity.

Resolved Webinar Series

The *Resolved Webinar Series* featured 6 insightful sessions on key topics such as eLearning, Higher Education, and IT Services. Each session offered valuable insights and **practical strategies** for leveraging digital credentialing across various industries.



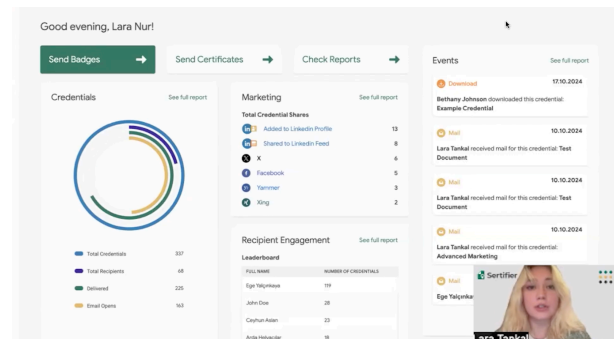
- Boosting Social Media Visibility
- Optimizing Acquisition Channels
- Automating Credential Management

Enhancing eLearning with Sertifier's Digital Solutions

allowing you to tailor your strategies for maximum impact.

Power^Up Thursdays

Power^Up Thursdays: Jumpstart with Sertifier featured 8 engaging sessions throughout the year, providing valuable training and insights to help participants maximize their use of Sertifier. Each session included expert-led discussions, hands-on tips, and a 15-minute Q&A to **address specific needs**.



Good evening, Lara Nuri

Send Badges → Send Certificates → Check Reports → Events

Category	Value
Total Credentials	337
Total Badges	14
Delivered	225
Email Opens	163

Platform	Count
Added to LinkedIn Profile	13
Shared to LinkedIn Feed	8
X	6
Facebook	5
Twitter	3
Xing	2

Individual	Number of Credentials
Ege Yigitkaya	11
John Doe	20
Christian Adam	22
Andy Himmelscher	36

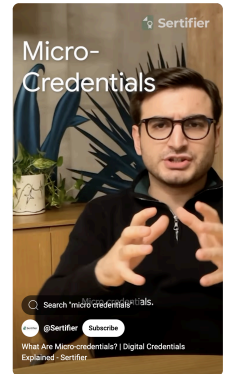


Issuer Achievement Badges

Issuer achievement badges are our way of celebrating your organization's milestones and successes in the digital credentialing journey. These badges are a testament to **your dedication and progress**.

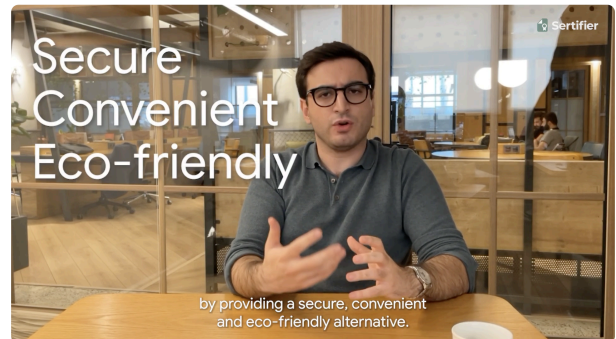
[Digital Credentials Explained](#)

Our LinkedIn newsletter, *Digital Credentials Explained*, has become a hub for industry insights and Sertifier updates, surpassing **1,500 subscribers** this year! It's your go-to resource for staying informed, engaging with the community, and exploring the **latest trends in digital credentialing**. If you're not following us yet, join the conversation and be part of this thriving network.



[Digital Credentialing Academy](#)

The *Digital Credentialing Academy* video series offers a **comprehensive introduction** to the world of digital credentials. From understanding their purpose and significance to exploring how they streamline issuing, managing, and sharing achievements, this series provides valuable insights. Learn about digital badges, certificates, and real-world applications that highlight their impact on professional and academic growth.



Reflecting on 2024

A Heartfelt Thank You

As we close out the year, we express our deepest gratitude for your invaluable contribution to our collective achievements and progress. Here's to the milestones we've celebrated together, and to the exciting opportunities that lie ahead.