

2022 Wrapped



Sertifier

Sertifier's 2022 Wrapped: A Year in Review

Hello and welcome to Sertifier's 2022 Wrapped newsletter! It has been an exciting and productive year for our squad, and we want to reflect on our achievements and share some updates with you. There's a lot to celebrate, from new feature launches and integrations to exciting partnerships and customer success stories. We hope you enjoy reading about what we've been up to and what we have planned for the coming year.

We made it! Thanks to you!



5M+
Credential



2.2M+
Earners

Sertifier's Renewal: A New Beginning

It would not be a lie to say that we have entirely renewed Sertifier this year! We've changed our branding, introducing a new logo and giving Sertifier a fresh, modern look!



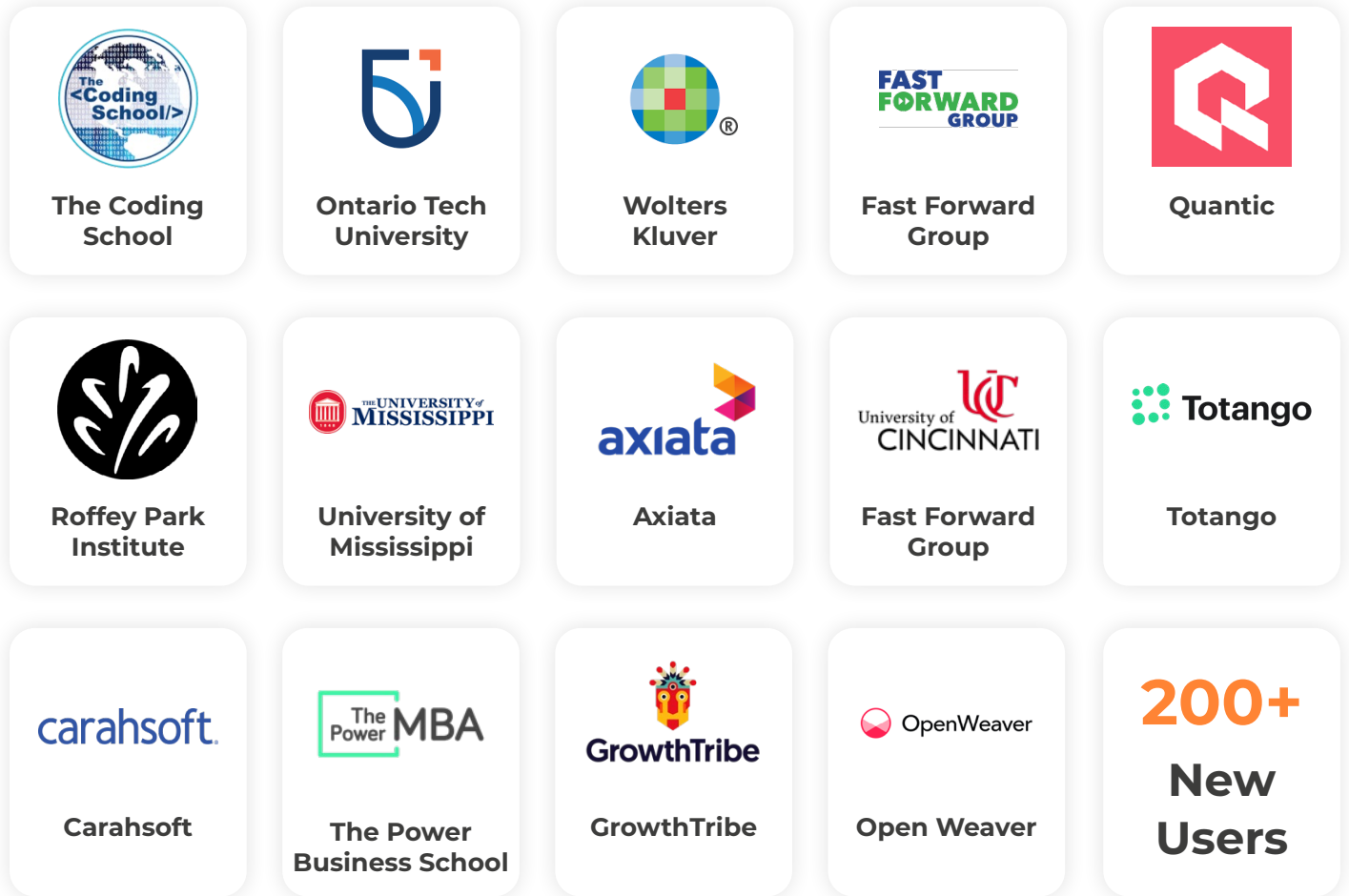
Sertifier

We've also completely renewed our website with [solutions and features](#) pages. Thanks to that, customers can get information about the different solutions we offer and the industries we serve.

In addition to the website updates, we've also updated our [pricing plans](#) to make them more suitable for a wide range of needs. Whether you're a small business owner or a large enterprise, we have a pricing plan that's right and scalable for you.

Overall, the renewal of Sertifier is an exciting step forward for us. We're excited to continue providing our users with the best possible experience and helping them achieve their goals.

A Warm Welcome to All New Certifier Users



Thank you and hundreds more valued users for their contribution to digital transformation in education!

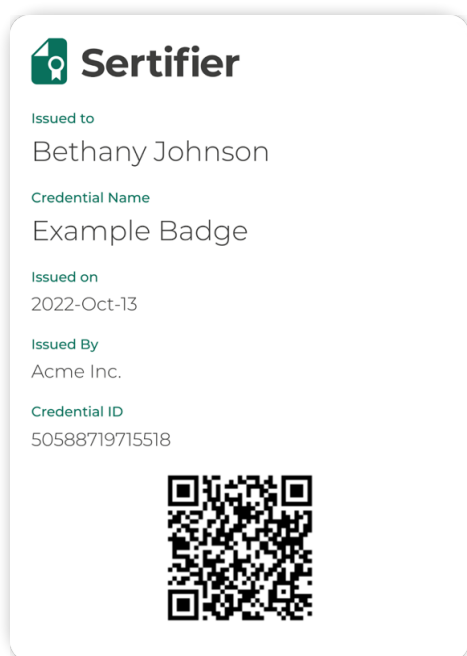
Expanding Horizons: Certifier's New Integrations

We've certainly made some progress on the [integration](#) front this year! We completed the [Hopin](#) integration, allowing users to issue credentials automatically for their Hopin events. We also added integrations with [Mini Course Generator](#) and [Vedubox](#), expanding our reach and making it easier for users to access our platform within their preferred tools. In addition, we listed our Moodle plugin in the [Moodle marketplace](#), making it even easier for users to access our platform!



We also published a Zoom integration, which allows users to easily access our platform from within the [Zoom Marketplace](#). And we finalized our WordPress plugin, which allows users to easily access our platform from within the WordPress content management system. We've started with [Tutor LMS](#) and look forward to increasing our WordPress integrations in the coming year!

Sertifier's Latest Product Updates: Something for Everyone



We've made a number of updates to our product offerings this month. We added a **QR code** option, allowing users and earners to verify their credentials quickly and optionally add their digital credentials to their digital wallets with **QR Cards!**

Speaking of wallets! The updated **Verified** will now be your interactable and shareable credential wallet! This way, you will have a credential wallet, display all your certificates and badges, transcripts and skill sets on your profile, share your profile, and engage with others!

We launched the **Live Credential** feature, which allows you to display your up-to-date credentials in real time on their websites or social media profiles.

We also renewed the **analytics pages**, adding new features and functionality to make them even more helpful for you. We understand the importance of staying informed about the performance of your digital badges and certificates. That's why with our analytics, you can track the metrics of your campaigns, measure earner engagement, and calculate the marketing contribution of your credentials. This information is crucial for staying on top of your credentialing efforts and making informed decisions about your strategy. With Sertifier, you'll have all the data you need to succeed.

We also developed and published the Content Discovery feature, allowing you to discover new and relevant content within our platform quickly. We also designed and published the **"What's New?"** feature, which keeps you updated on the latest updates and changes on Sertifier.

We made significant improvements to the Credential Designer and Email Template Designer, adding new features and functionality to make them even more powerful and user-friendly. We also added the Xing share option, which allows you to easily share your credentials on the Xing social media platform.

We added **selectable preview** and **custom CSS** options, allowing you to customise your credentials' appearance.

Committed to Staying Connected with Our Community



360%
**Business
Growth**



240%
**User
Growth**

We've made some great product improvements! But we didn't stop there.

We've updated the [Sertifier Blog](#), which now serves as a learning hub for EdTech enthusiasts. The blog is a great resource for anyone interested in digital credentialing, with articles covering many topics, including best practices, industry trends, and case studies.

We held **webinar sessions** with [SAGA Wisdom](#) & [Totango](#), discussing the role of digital credentials for different business needs! Webinars were well-attended and received positive feedback from attendees!

This year, we've made several partnerships, including the [eLearning Industry](#) and [EdSurge](#). These partnerships allow us to reach new audiences and share our expertise in digital credentialing.

We participated in the [1EdTech Europe Leadership Summit](#) with our presentation titled [“The Role of Digital Credentials in Democratizing Opportunities and Creating Well-Established and Identified Societies”](#). This was an important gathering for professionals in the education technology field, and we're excited to be a part of them!

We made a new initiative that excited us in the last months of the year! We've launched our new LinkedIn Newsletter, [Skill Up](#), and we're posting weekly on LinkedIn!

A Milestone for Customer Success



75%
NPS



ISO27001
Certified

We emphasize customer success at Sertifier, and we've made several updates this month to ensure that our users get the most out of our platform.

One of the critical updates is the launch of **1-1 feedback sessions**, which allow users to speak directly with a squad member about their experiences with our platform. We're committed to listening to our users and using their feedback to continuously improve our services.

We've also created onboarding guides, which will provide users with step-by-step instructions on how to get the most out of our platform.

In addition to these updates, we also renewed the [Help Center](#) with extended and detailed articles, making it even easier for users to get the support they need.

Last but not least! Sertifier proudly became **the top-rated digital credentialing platform** on [G2](#)!



Looking Ahead: What the Future Holds for Sertifier

We have a lot of exciting plans for the coming year, including continuing to improve and expand our product offerings and marketing efforts. We also look forward to sharing more customer success stories and hosting webinars and events to engage with our community.

We're committed to providing our users with the best possible experience, and we're excited to continue helping them achieve their goals. We hope you join us on this journey as we grow and evolve. Thank you for your support, and we can't wait to see what the future holds.

Thank you for reading!