

Overview

This document will provide instructions on how to run analytics on digital badges. Digital badge analytics provide information on acceptance rates, pending rates and share rates.

Understanding the analytics helps badge owners quantify the value of their credentials

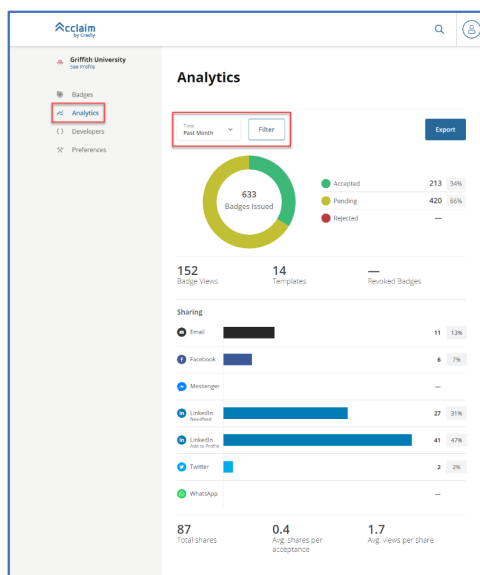
IMPORTANT NOTE: Access to the analytics is provided on request. Badge owners (this is usually the person submitting the documentation for a credential) will receive access to their digital badge analytics on request. If access is required to a wider range of badges e.g. a particular collection of badges, a request must be submitted in writing from the approving authority e.g. Dean Learning and Teaching or Head of Element. The request must provide the reason this access is required. All access (except for badge issuers and administrators) is 'read-only'. Send requests for access to credentials@griffith.edu.au. It is the responsibility of the Approving Authority to update the Credentials team when a person with access no longer requires the access e.g. They have left the organisation or have moved to a different role etc.

Types of analytics

The Acclaim platform provides three options for viewing analytics:

- 1 Dashboard Analytics** - provides a snapshot of analytics at the badge level across predefined date ranges or based on custom filtering options that you choose
- 2 Summary Report** - allows you to create and export a CSV report that provides a high level of information with no earner data
- 3 Detailed Report** - allows you to create and export a custom CSV report based on badge status, badge template or group of templates, and date range. Detailed reports return analytics on email behaviour, account behaviour, and more

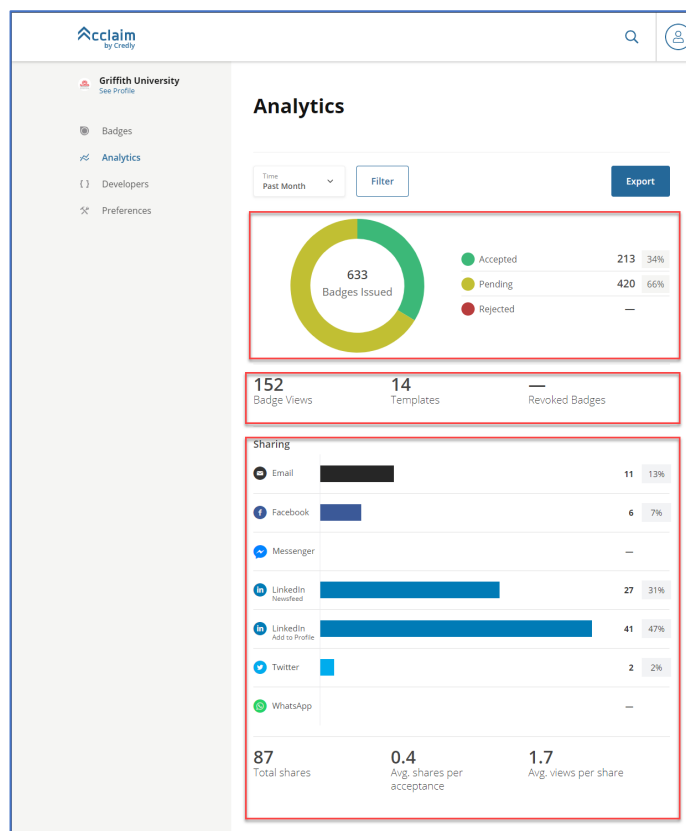
Dashboard Analytics



- 1 Analytics** – Access dashboard analytics by clicking 'Analytics' from the left-side navigation panel
- 2 Dashboard** – the dashboard provides a snapshot of the analytics at a badge/collection/organisational level (depending on your access) across predefined timeframes e.g. Past Month
- 3 Timeframe** – All data shown refers to the badges created during a specified timeframe

There are 3 sections to the Acclaim platform's analytics page

- 1 Badge by status** – This tells you the number of badges issued, the number and percentage accepted, the number and percentage pending and the number rejected.
- 2 General statistics** – This provides information on the number of views the badge has received, the number of badge templates (in a collection or overall) and the number of revoked badges
- 3 Sharing** – This section shows you how your badge earners are sharing their badges, which platform they are using and how many of your earners are sharing the badges. x



Applying filters



By default, the Analytics Filters are set to 'All'

By default, the Calendar filter is set to 'Past Month'

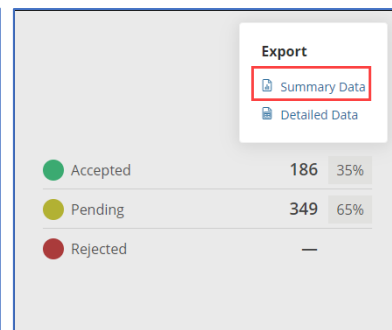
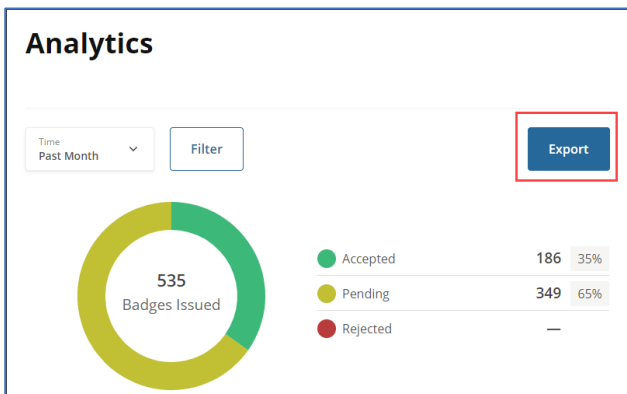


Once all the filters have been selected, click 'Apply Filters' to view Dashboard Analytics

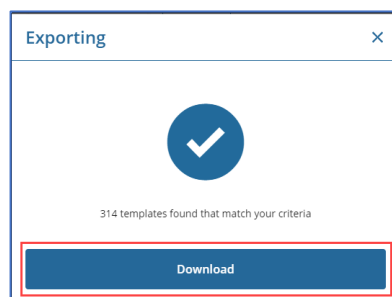
- 1 Badge status** – This filter allows you to view badges based on whether they have been accepted, are pending, have been rejected or revoked
- 2 Expired badges** – This filter allows you to view badges based on their expiry data
- 3 Templates** – This filter allows you to select to select which badges you want to view e.g. view the analytics for one badge in particular or for a full collection e.g. GBS digital badges
- 4 Earner location** – This filter allows you to select filter by the location of the badge earners
- 5 Calendar filter** – This filter allows you to specify a date range using the custom link. Filters can also be applied for the past month, past 6 months, past year, or all

Running a Summary report

- 1 The **Summary Report** allows you to create and export a CSV report that provides a high level of information with no earner data
- 2 Click the **Export** button
- 3 Select **Summary Data** from the list
- 4 Click the **Download** button to view the summary data report
- 5 The report provides the badge name, the acceptance/pending/revoked/rejected rate, and how the badge is being shared on social media



Use the Summary Report when looking for overview information e.g. How many badges issued for a particular badge template etc. when reporting

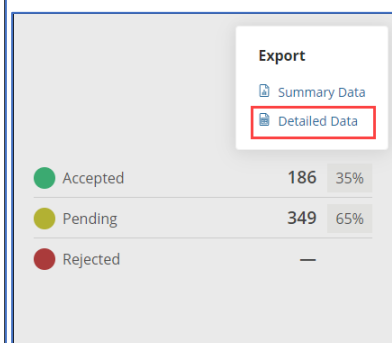
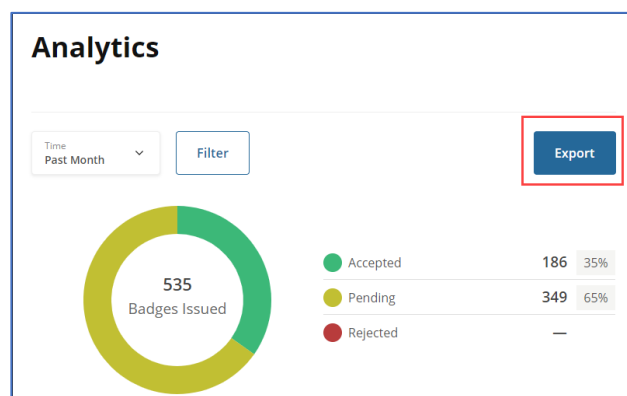


A	B	C	D	E	F	G	H
Badge Template Name	Badge Template ID	Total Issued	Rejected	Accepted	Pending	Accepted	Revoked

I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Total Expiry	Total Views	Total Shares	Email	LinkedIn	Facebook	Twitter	WhatsApp	Shares per	Views per	Share			

Running a Detailed report

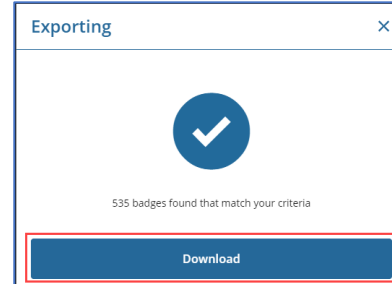
- 1 The **Detailed Report** provides a CSV report with individual badge and earner information
- 2 Click the **Export** button
- 3 Select **Detailed Data** from the list
- 4 Click the **Download** button to view the detailed data report
- 5 The information in the report includes the badge name, badge earner details, issue dates, expiry dates and how the badge has been shared on social media



Use the **Detailed Report** to identify badge earners who have not accepted their badges and to contact them directly

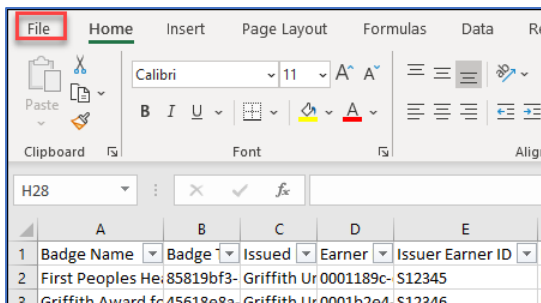
The Detailed Report also helps identify badge earners who have partially completed the account creation process and may need assistance

Acceptance rates are higher with badges where the badge owner has followed up with earners directly



Badge Name	Badge Template ID	Issued By	Earners Badge ID	Issuer	Earners ID	Badge URL	Issued to First Name	Issued to Last Name
Country	State	Region	Sub-Region	Account Status	Issued to Email	Status	Expired	Issue Date

Analysing your Detailed report



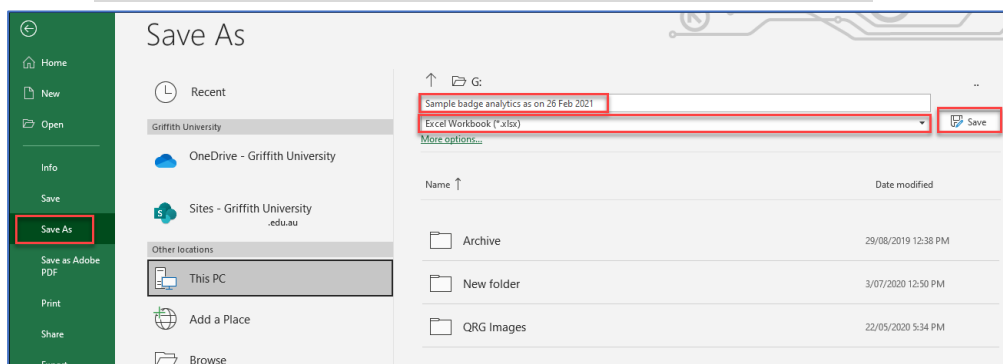
1 Once you have downloaded the CSV report, go to **File > Save As**

2 Give the report a name e.g. **[Badge name] badge analytics as on [Date]**

3 Save the file as an **Excel spreadsheet**



Saving the file as an Excel spreadsheet ensures no formatting is lost when the file is closed and reopened



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Badge Name	Badge Ter	Issued By	Earned By	Issuer	Badge URL	Issued	Last Name	Country	State	Region	Sub-Regio	Account Status	Issued to Email
2	First Peoples He	85819bf3-	Griffith Ur	0001189c-	S12345	https://www.yourac	Perry	Scope	Australia		Oceania	Australia	Confirmed	perryscope@griffith
3	Griffith Award fc	45618e8a-	Griffith Ur	0001b2e4-	S12346	https://www.yourac	Franken	Stein	Australia		Oceania	Australia	Confirmed	frankenstein@griffith



4 Open the Excel spreadsheet

Delete the columns you do not need and keep the ones you will need

The most frequently needed columns are

Badge name, Issuer Earner ID, Issued To First Name, Issued to Last Name, Account Status, Email address, Status, Issue Date, Created Date, Date Accepted

5 Select **Row 1**

6 Go to **Sort and Filter** and Select **Filter** to add filters to the list

7 To view Accepted badges, go to the **Status** Field and Select '**Accepted**' from the listed filters

The spreadsheet now shows you all the earners who have accepted their badge

8 To identify earners who have not accepted their badges, go to the **Status** Field and Select '**Pending**' from the list

This will show you all the earners who have not yet accepted their badges

1	Region	Sub-Region	Account Status	Issued to Email	Issued to Email Domain	Status	Expired	Issue Date	Created Date	Date At	Expires	Latest E	La
2	Oceania	Australia	Confirmed	perry@griffith.edu.au	griffith.edu.au			July 28, 2020	July 30, 2020	July 31, 20 July 27, 20	Notification	CI	
3	Oceania	Australia	Confirmed	frankenstein@griffith.edu.au	griffith.edu.au			February 28, 2020	March 02, 2020	March 03, 2020	Notification	CI	
4	Oceania	Australia	Confirmed	royalcommission@griffith.edu.au	griffith.edu.au			February 28, 2020	March 02, 2020	March 02, 2020	Notification	Og	
5	Americas	Northern	Confirmed	gathettick@griffith.edu.au	griffith.edu.au			January 01, 2020	January 07, 2020	January 07, 2020	Notification	CI	
6	Oceania	Australia	Confirmed	perry@griffith.edu.au	griffith.edu.au			April 30, 2019	April 30, 2019	May 05, 2019	1st Remin	CI	
7			Not Created	rooknee@griffith.edu.au	griffith.edu.au			March 08, 2020	March 12, 2020	March 07, 3rd Remin	De		
8	Oceania	Australia	Confirmed	hankarchief@griffith.edu.au	griffith.edu.au			February 05, 2020	March 24, 2020	May 30, 2nd February (3rd Remin	De		
9	Oceania	Australia	Confirmed	bride@griffith.edu.au	griffith.edu.au			August 01, 2020	August 05, 2020	August 10 August 01 1st Remin	De		
10	Oceania	Australia	Confirmed	patent@griffith.edu.au	griffith.edu.au			March 30, 2020	May 06, 2020	May 06, 2nd April 04, 2 Notification	De		
11	Oceania	Australia	Confirmed	karen@griffith.edu.au	griffith.edu.au			March 30, 2020	May 06, 2020	May 07, 2nd April 04, 2 Notification	CI		
12			Not Created	colfays@griffith.edu.au	griffith.edu.au			December 17, 2019	December 17, 2019		3rd Remin	Og	
13	Oceania	Australia	Confirmed	favdaway@griffith.edu.au	griffith.edu.au			February 28, 2020	March 02, 2020	March 02, 2020	Notification	Og	
14			Not Created	jovay@griffith.edu.au	griffith.edu.au			February 28, 2020	March 02, 2020		3rd Remin	De	
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The next step is to identify why earners have not accepted their badges

9 Keeping the Status filter at Pending, go to the Account Status field – the filters shown here are Confirmed, Unconfirmed and Not Created

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10 Select the Confirmed filter

The earners displayed have completed all the steps except the last one i.e. They have set up accounts and confirmed the accounts - however they have not gone into the accounts and accepted their badges



Select all these records > Copy > Paste into a new worksheet for easy reference



Contact these earners first as they have nearly there and have just one step left to complete

The earners displayed have created their Acclaim accounts. However they have not confirmed their accounts by clicking on the email they receive from noreply@digitalbadges.griffith.edu.au

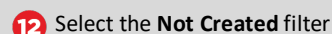


Select all these records >
Copy > Paste into a new
worksheet for easy
reference



When reaching out to these earners, remind them to check their junk email folder in case they have missed the email.

If they have not received the email, then they need to contact the Acclaim support (<https://support.youracclaim.com/hc/en-us/requests/new>) team to get it re-sent.



The earners displayed have not responded to any of the emails sent out to them.



Often an email from the course convenor (or appropriate authority) reminding them that they have received a digital badge and to claim it, produces results as it lends a personal touch to the process (see sample email screenshot)

DRAFT – Post Notification Email
Sent from Course Owner to Badge Earner

Subject Line: Don't forget to claim your (Badge name) badge

Dear [first name]

You haven't claimed your **(Badge name)** digital badge yet.

The **(Badge name)** digital badge will give you a digital, verifiable version of your accomplishments through the [Acclaim](#) badging platform. This will allow you to showcase your skills and capabilities to employers.

Share your achievement

You'll be able to manage your **(Badge name)** digital badge through your [Accclaim](#) account and share your achievement on LinkedIn, Facebook and Twitter, over email or embedded in your digital resume, personal website and email signature.

Match your skills to live employment listings

Through your [Acclaim](#) account, you'll also have access to labour market insights derived from live job advertisements. You can search job listings based on the skills you've earned in your [\[Badge name\]](#) award and see which employers are hiring, salary ranges and more.

What's next?

All you need to do is check your email for a notification from Acclaim asking you to claim your badge. Follow the instructions, set up your Account profile and claim your badge.

For more information, visit griffith.edu.au/griffith-credentials and if you have any queries or have not received an email, please contact credentials@griffith.edu.au.

We hope you take advantage of this new way to showcase your accomplishments and gain professional recognition through the Griffith Credentials digital badging program.

[Course Owner (or appropriate authority)]

Issue Date	Created Date	Date Accepted	Expires	Latest Email Type	Latest Email Status	Dropped Email Reason
July 28, 2020	July 30, 2020	July 31, 2020	July 27, 2025	Notification	Clicked	
February 28, 2020	March 02, 2020	March 03, 2020		Notification	Clicked	
February 28, 2020	March 02, 2020	March 02, 2020		Notification	Opened	
January 01, 2020	January 07, 2020	January 07, 2020		Notification	Clicked	
April 30, 2019	April 30, 2019	May 05, 2019		1st Reminder	Clicked	
March 08, 2020	March 12, 2020		March 07, 2025	3rd Reminder	Delivered	
February 05, 2020	March 24, 2020	May 30, 2020	February 05, 2023	3rd Reminder	Delivered	
August 01, 2020	August 05, 2020	August 10, 2020	August 01, 2025	1st Reminder	Clicked	
March 30, 2020	May 06, 2020	May 06, 2020	April 04, 2021	Notification	Delivered	
March 30, 2020	May 06, 2020	May 07, 2020	April 04, 2021	Notification	Clicked	
December 17, 2019	December 17, 2019			3rd Reminder	Opened	
February 28, 2020	March 02, 2020	March 02, 2020		Notification	Opened	
February 28, 2020	March 02, 2020			3rd Reminder	Delivered	
February 12, 2020	February 12, 2020			3rd Reminder	Clicked	

13 The detailed report also provides information on the badge **Issue Date, Created Date, Date Accepted, Expiry, Latest Email Type** sent, **Latest Email Status** and **Dropped Email Reason**



HANDY HINT!
In the case of bounced or dropped emails, it is best to find alternative email addresses for the earners. Once you have the new email address, contact [Griffith Credentials](mailto:credentials@griffith.edu.au) and request for the email addresses to be updated and notifications to be re-sent

Total Badge Page Views	Total Badge Embedded Views	Total Shares	LinkedIn Newsfeed Shares	LinkedIn Profile Shares	Twitter Shares	Facebook Shares	Facebook Messenger Shares	Email Shares	WhatsApp Shares	Claim Badge URL
0	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	
3	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	https://www.youraccla
1	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	https://www.youraccla
0	0	0	0	0	0	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	https://www.youraccla
0	0	0	0	0	0	0	0	0	0	https://www.youraccla
0	0	0	0	0	0	0	0	0	0	https://www.youraccla

14 The report also shows how earners are sharing the badges with their networks, the platforms they are using and the number of times their shared badge has been viewed (**Total Badge Page Views, Total Badge Embedded Views, Total Shares, LinkedIn Newsfeed Shares, LinkedIn Profile Shares, Twitter Shares, Facebook Shares, Email Shares, WhatsApp Shares**)



HANDY HINT!
If you have any queries regarding access to digital badge analytics, please contact credentials@griffith.edu.au