

ACCREDIBLE CREDENTIAL FRAMEWORK

Activity C9

Identification of Credential Program Metrics

Description: Development of metrics and tracking compared against industry standards

Inputs: Credential Program Objectives

Outputs: Program Metrics

Accredible Analytics Glossary

- **Credential Visit Rate:** The percent of unique credentials opened by the respective owner out of total credentials issued
- **Credential Share Rate:** The percent of owners that shared their credential out of total credentials issued
- **Credential Referral Rate:** The percent of referral clicks back to your website out of total credential views

Industry Averages:

	Credential Visit Rate	Share Rate	Referral Rate
Awarding Body	60%	21%	6%
Bootcamp	68%	33%	9%
CPD	66%	6%	3%
Events	47%	8%	0%
Government	65%	13%	5%
Higher Education	63%	18%	6%
Internal Corporate Training	55%	5%	2%
Language Training	61%	6%	5%
Online Courses	61%	18%	7%
Platforms	62%	32%	7%
Product Training	58%	27%	10%
Professional Associations	61%	18%	9%
Professional Certifications	61%	19%	7%
Professional Development	57%	24%	5%