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| https://s3.amazonaws.com/com.basno.static/emails/logo_text.png?cache_asdfg |
| What story will your badge tell?Basno is the best place to create and collect digital badges. |
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| http://s3.amazonaws.com/com.basno.static/emails/drip4_usecase/logo_nyuscps.gif | **NYU SCPS recognizes graduates of their certificate programs** Graduates stand out on LinkedIn by displaying and linking to their badges with a description of their coursework.  |

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| http://s3.amazonaws.com/com.basno.static/emails/drip4_usecase/logo_rf.gif | **Rodan + Fields recognizes employee accomplishments and tenure** Sales associates share their badges to grow and promote their team, celebrate milestones, and discuss progress.  |

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| http://s3.amazonaws.com/com.basno.static/emails/drip4_usecase/logo_nyrr.gif | **New York Road Runners recognizes registrants, finishers, and volunteers** Runners and volunteers share their badges, and write quotes, dedications, photos, and stories about what this means to them.  |

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| http://s3.amazonaws.com/com.basno.static/emails/drip4_usecase/logo_llsusa.gif | **The Leukemeia and Lymphoma Society recognizes supporters** Supporters help further a cause they support by sharing their badges and writing stories of what this cause means to them.  |

What story will your badge tell? |

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| **Issuer** | **Narrative** | **Distribution Method** | **Results** |
| Tough Mudder<https://toughmudder.com> | The Tough Mudder Orange Headband is the coveted award for finishing what is "Probably the Toughest Event on the Planet." Since 2011, Tough Mudder has sent every finisher a digital badge featuring the Orange Headband, allowing them to proudly display their toughness to friends and family online. | Tough Mudder uses the invitation-only distribution model to ensure that only real Tough Mudder finishers may claim their badge | With 35% of Finishers choosing to claim and share a badge, Tough Mudder unlocked over 200,000 organic Facebook News Feed stories and saw some 75,000 Finishers create Facebook profile pictures that incorporated their badge. |

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| **Issuer** | **Narrative** | **Distribution Method** | **Results** |
| Equinox<http://www.equinox.com/> | Ever notice the same person at the gym every time you are there? Equinox does. Equinox issues badges to their most prolific members and equips them with a certified acknowledgement of their dedication. | Equinox uses the Basno API to integrate its internal check-in platform for automated behavior measurement and badge invitation distribution. | EQ members claimed 6,000 badges in 60 days which generated over 4,000 social media engagements and 250 qualified leads. |
| Virgin America<https://www.virginamerica.com/> | Virgin America treats their frequent flyers like airline royalty. Along with breezing through check-in lines and other exclusive perks, new members of their Elevate frequent flyer program a receive a digital badge that certifies their status as Virgin America elite. | Virgin America integrates their badges into the main Elevate frequent flyer program invitation process, creating timely and immediate distribution of badges. | 100% of badge claimers used their badge to share their new status, creating over 20,000 referral page visits in three days. |
| HBO | In order to strengthen the bond between fans and the characters of HBO's Boardwalk Empire, HBO created a personality quiz to uncover the gangster in all of us. The result: a badge that pairs fans with a character they most closely identify with, allowing them to flaunt their inner gangster to friends online. | HBO created a quiz to control the distribution of their badges: once someone completed the personality quiz, they received their badge! | 20% of personality quiz takers chose to claim their badge and display it on Facebook, yielding over 150k native news feed impressions. |