

About tracking technologies

Tracking an opened email can basically only be achieved through 2 technologies:

- Read-receipts
- Tracking Images

Read-receipts: Some email applications, such as Microsoft Office Outlook and Mozilla Thunderbird, employ a read-receipt tracking mechanism. This technology is not supported by any web based mail client or any mobile device. However, requesting a receipt does also not guarantee that you will get one, for several reasons:

- Users can generally disable the functionality if they so wish
- Even if it is not disabled, a user may be forced to click a notification button before they can move on with their work
- Even if a user is not forced to click the read receipt, he can simply ignore it and the sender will get no notification

As this technology is perceived very intrusive, limited in its use and does not give any reliable results it is not used by us or any other company in the internet to track opened email.

Tracking Pixels

Tracking pixels (also known as beacons) let you track email opens. Once imbedded in an email, a tracking pixel connects to a 1x1 pixel GIF file stored on LUCY. When the tracking pixel is viewed, it pulls the GIF file from the web server, creating a logged event that lets you know if the user opened the message.

Restrictions with tracking pixels


If the mail client has turned off automatic image loading, then the image will not be loaded from LUCY and therefore you will not be able to track if the user opened the email. Most mail clients (Outlook etc.) today have disabled automatic image loading. As a result you won't see if users opened the emails. But you still will be able to track clicked links within the email.

Configuration

Email tracking can be enabled in the scenario settings within the campaign:

[Summary](#)
Scenario Settings
[Landing Page Template](#)
[Message Template](#)
[Errors](#)



Template

Technical Malware Test /  English [Change/Select Template](#)


Name

Test


Domain


phishing.services  


Subdomain


track 


Languages

 English
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☐ Use SSL 

☐ Send Tool In Attachment 

☐ Anonymous Mode 

☒ Track Opened Emails 

Attachments

☐ Compress Executable Attachments 

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