

## LYRIS TRACKING

Delivery tracking lets you know who received your mailings and Opens Tracking lets you know who opened your mailings.

### **Types of Tracking**

#### Delivery Tracking

This is done automatically every time you send out a mailing. Nothing needs to be enabled. You may view the results in Reports, Mailings Delivery Statistics.

#### Opens Tracking

This tracks who opened a particular mailing. This feature is enabled when you create your content.

1. Create a new mailing, but before you save your message, click on the Tracking Tab
2. Select YES for Track Opens
3. Click on OK

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