

# Getting Started with Lytho Tracks

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Track images across the web for easy digital rights compliance, even if they are downloaded, cropped, and then reshared. Discover new markets or protect your brand when reshared assets are discovered in unexpected places.

Interested in learning more about [Lytho Tracks](https://www.lytho.com/tracks/) (<https://www.lytho.com/tracks/>)? Let us know! We would love to show you.


## Getting Started

Within the Lytho DAM, click into the asset details section of the asset you want to track. In the **General** tab, you will find a new section, **Asset Tracking**. Check **Track external usage** to activate asset tracking. Once activated, Lytho will ensure comprehensive tracking when downloaded in its original form, through download presets, and via cropper presets.











Lytho generates a unique fingerprint for each download and cropper preset to enhance asset tracking efficiency. When a user downloads an asset in a specific dimension, a fingerprint is created for that dimension. Subsequent downloads of the same asset in identical dimensions won't require additional fingerprints.

palmtrees-2020-sb-graded.jpg



> Hide

**GENERAL**
MANAGE
PROTECTION
META
USAGE


**Description**










Pellentesque pellentesque nunc congue faucibus dolor, id eget in massa. Id vestibulum enim amet hac vel, massa, cum suspendisse pellentesque. Et amet imperdiet lacus nisl a. Tellus massa consectetur nulla sem amet, quis id tortor non. In quis massa elit feugiat aenean at eget libero, velit. Magna phasellus porta ultrices tincidunt.

Uploaded by	Downloads	Versions
@SandervdB	0	0



File type	File size
Jpeg	998 KB

**Variants (3)** ▾

 Add variant

	Facebook post	 
	Instagram post	 
	LinkedIn	 

**Asset tracking** ▾

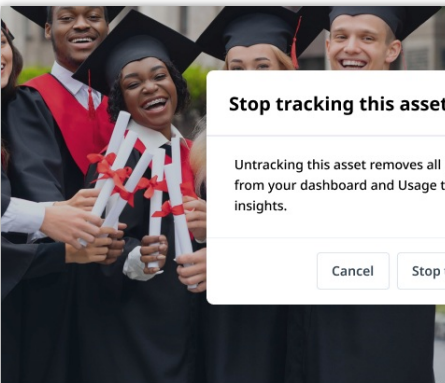
☐ Track external usage
 
 Track asset's usage on the web and view usage insights under the Usage tab.
 

**Embedded link** ▾

If you no longer need to track an asset, uncheck the **Track external usage** checkbox. Select **Stop tracking** to confirm your choices.



Tracking history is preserved for record keeping even if you choose to stop tracking that specific asset.



Uploaded by

@SandervdB

Downloads

0


File type




Jpeg

File size


998 KB

**Variants (3)** ▾

 Add variant

	Facebook post
	Instagram post
	LinkedIn

**Asset tracking** ▾

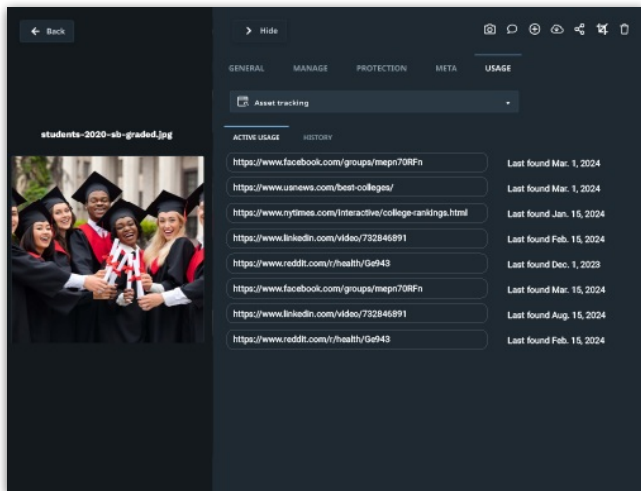
☒ Track external usage
 

**Stop tracking this asset**

Untracking this asset removes all past data from your dashboard and Usage tab insights.

## Monitoring Your Tracked Assets

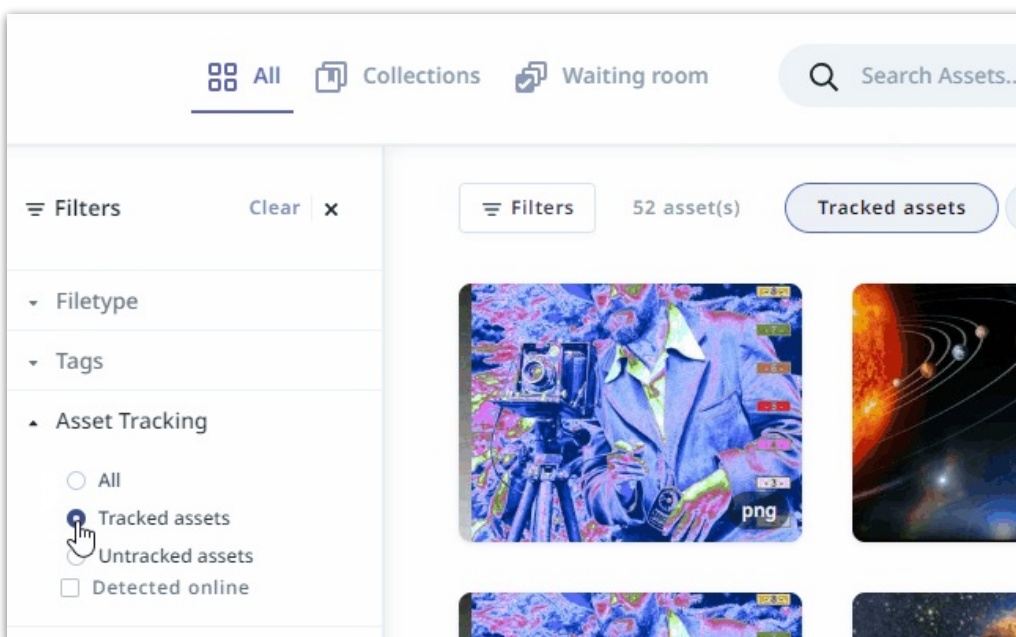
Lytho will conduct scans of your tracked assets on the 1st and 15th of each month. Navigate to the Usage tab within the asset details to monitor the URLs where the asset has been detected. You have the ability to copy these URLs for further investigation or action.



## Filtering for Tracked Assets

Filters within the Lytho DAM will allow you to easily manage which assets are being tracked. Within the filters menu select Asset Tracking.

- Select **Tracked Assets** to view all of the assets that are currently being tracked
- Select **Detected Online** to view the assets that are being tracked and have been detected by the tracking feature
- Select **Not Tracked** to view your assets that are not currently being tracked.



## Tracking FAQ's

### How is a source asset defined?

- A source asset is the original file added to the DAM and flagged for tracking. When a source asset is flagged for tracking, versions and presets will receive fingerprints automatically.

### How often does scanning occur? Can scanning be prompted any time?

- Scanning occurs 26 times per year, on the first and 15th of every month. It is done at the same time for all tracked asset files, and scans can not be prompted on demand.

### Where does Tracks scrape for asset usage?

- The tracking functionality relies on Google and Bing indexes.

### What file types are supported by tracking?

- Tracks supports jpeg files. Best practice for preparing images for web publishing is to export as a jpeg.

### Does Tracks support files with transparent backgrounds?

- Tracks does not support files with transparent backgrounds, commonly saved as png files. Best practice for preparing images for web publishing is to provide a solid background for the artwork.

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(<https://www.lytho.com/share-the-lytho-love/>)