

Release Notes - March 25, 2024

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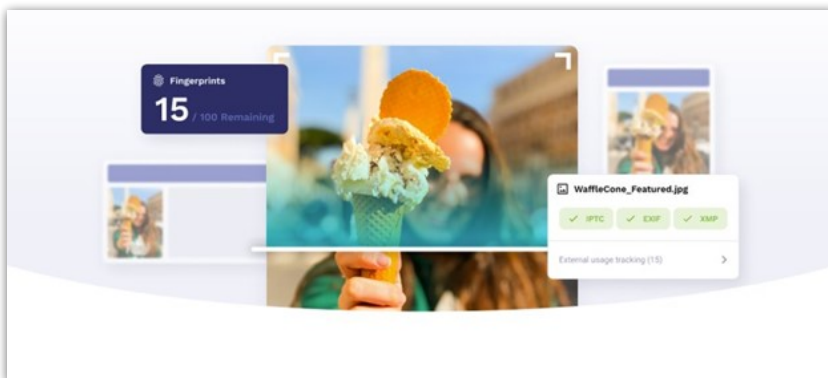
New Features

Protect your brand against expired, stale content with Lytho Tracks

If you aren't monitoring your digital assets once they're published online, you're at risk... Risk of licensed images staying in circulation after consent agreements expire. Risk of outdated content eroding your brand's reputation. Risk of not knowing where your assets are being shared with new audiences.

With [Lytho Tracks](https://guide.lytho.com/help/getting-started-with-lytho-tracks) (<https://guide.lytho.com/help/getting-started-with-lytho-tracks>), you'll know how, when, and where your assets are used to ensure compliance, keep messaging current, and discover new markets. Tracks digitally fingerprints assets in your Lytho DAM so that they can be traced around the internet — even if they're re-shared after being downloaded and cropped — so you know exactly where your assets are when you need to take action.

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.



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