- Filename: eccouncil-ceh31250-v12-2-8-1-email-tracking.md
- Show Name: CEHv12 (312-50)
- Topic Name: Footprinting and Recon
- Episode Name: Email Tracking

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Email Tracking

Objectives:

- Utilize email communications to gather target information like IP addresses, geolocation, and end point details

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- We're sitting here in the Footprinting and Recon domain for CEH, and we need to take a look at Email Tracking. Just a quick question before we continue. What is email tracking? :)

    - Verify that an email was successfully delivered and opened

        - Proxy use
        - IP address
        - Geo-location
        - How long it took to read
        - Were links clicked
        - OS type
        - Browser type
        - Host device type

- How can these tracking programs get all this information?

    - Read Receipts

        - Users opt-in to reporting email status

    - Tracking Pixels

        - Tiny Image embedded into the email

            - 1 pixel x 1 pixel generated by code built to track user activity

    - Trackable Links

- How does one utilize email tracking?

    - Many different tools

        - Linkly - https://linklyhq.com/create-tracking-links
        - bitly - https://bitly.com/blog/tracking-link/

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