Introducing Market Leader Email Tracking!

**Ever wonder if your contacts are opening your emails?**
Now, in addition to lead insight, which tells you what your contacts are looking at, you now have insight into what emails your contacts are interested in!

**Know Who is Most Engaged**
From welcome emails and listing alerts, to campaign emails now you can track every email that is being opened, and which links they’re clicking on to see what interests your contacts most.

**Track Every Email**
You can view the date an email was opened, and if contact clicks a link in your email – Best of all, you can view this for *any* email sent to a contact from your Market Leader system, including:

- Welcome Email
- Listing Alerts
- ICW Emails
- Property Blasts
- Campaign Emails
- Marketing Emails
- Single Email Templates
- Any individual emails

**Stay One Step Ahead!**
When you’re working closely with a contact, or you’re researching a contact prior to reaching out, you can review their email history to see which emails they have opened, and if they have clicked any links in your emails.

This valuable insight can help you gauge how interested the contact is in the information you are providing, so you can tailor your follow-up accordingly. You can also use this information to determine what email or campaigns are most effective – The more emails that get opened, the more successful the campaign!

**Where do you Find This Information?**
All emails sent to a contact from your Market Leader system, as well as the open and click information can be viewed on the contact summary page, under Email. Here you can see when an email was opened, and if a contact clicked in the email.

Additionally, sent Listing Alerts have been moved – They are now stored in the Listing History tab. Here, you will be able to see more details around listing alert emails, including the details on opens and clicks.