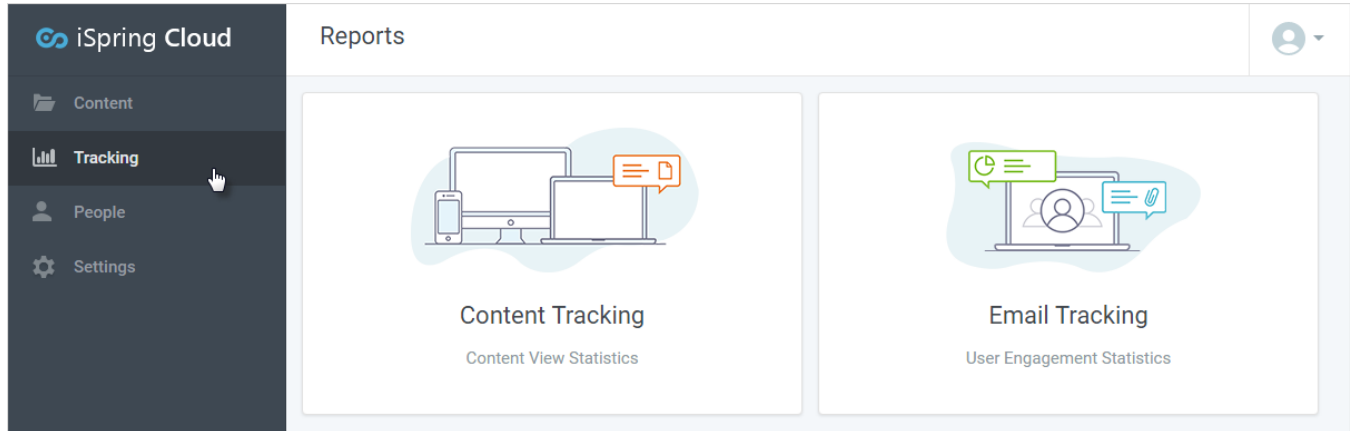


# Tracking

iSpring Cloud is all about sharing content and tracking users' viewing activity.

Reporting is the most useful feature of the [iSpring Cloud Business Plan](#). As soon as you upload your content to iSpring Cloud and your users have viewed it, it's time to take a look at the recent viewing activity.

To start working with the reports, open the **Tracking** tab in the main menu.



There are two types of reports in iSpring Cloud:

- [Content Tracking](#)
- [Email Tracking](#)

Depending on your purpose, you can view the detailed stats for any content item in your account or track each email recipient activity. You can export both *Email* and *Content Reports* to a **CSV** file or create a **printable version**.