Genesys Predictive Engagement Administrator's Guide

8/29/2025

Table of Contents

Contents

Configure and administer Genesys Predictive Engagement for your organization.

Get started

Get started implementing Genesys Predictive Engagement in your organization.

- Genesys Predictive Engagement overview
- Genesys Cloud CX
- Genesys Engage on-premises
- Genesys Multicloud CX
- PureConnect

Track journey events

Learn how to start tracking visitors on your website with Genesys Predictive Engagement. Then, learn about the tools for identifying and organizing types of visitors and their trackable behaviors.

- Tracking with Predictive Engagement
- Segments
- Outcomes
- Attributes
- About journey data
- Live Now
- About event tracking with tag managers

Create actions and action maps

Learn about the types of actions available in Genesys Predictive Engagement. Learn how to create action maps that use actions to engage visitors and further your business goals.

- Actions

- Action maps
- Create a web messaging offer
- Create a web chat offer
- Create a content offer
- Configure a content offer action map
- Integrate with an external system using an Architect flow

See results

Learn about the analytics capabilities that Genesys Predictive Engagement provides.

- Analytics
- Availability of analytics data
- Action map performance
- Visitor Activity

Third-party integrations

Use an Architect flow action to send journey context data information to third-party systems using a special type of Architect workflow.

- Salesforce lead creation and campaign attribution

Solutions, best practices, and business scenarios

Review these articles to improve and extend your use of Genesys Predictive Engagement.

- Predictive Engagement with advanced chat routing
- Use Google Tag Manager with Genesys Predictive Engagement
- Use Adobe Launch with Genesys Predictive Engagement

Pre-configured settings

Learn about the pre-configured settings that Genesys Predictive Engagement contains. The settings cannot be edited.

- Maximum entities allowed for an organization
- Maximum web tracking entries allowed for an organization

Glossary

Learn Genesys Predictive Engagement terminology.

- Genesys Predictive Engagement Glossary

Get started with Predictive Engagement for Genesys Cloud CX

Contents

To use Genesys Predictive Engagement, Genesys Cloud CX customers complete these initial tasks.

Related use cases:

Genesys Predictive Engagement

Important

Predictive Engagement works with web chat; however, we encourage you to use the new web messaging feature to replace web chat.

Get started with Predictive Engagement and web messaging

Complete the following procedures:

1. Fulfill prerequisites for Genesys Predictive Engagement feature enablement, license, and permissions.
2. Review the supported web browsers listed in the Genesys Cloud CX system requirements.
3. Prepare the required Genesys Cloud CX domains.
4. Configure messenger and deploy it to your website.

   ### Tip

   After you configure the allowed domains, use Live Now to verify that Genesys Predictive Engagement is tracking events.

5. Configure web tracking.
6. To use Predictive Engagement commands and events to track website activity, do the following:
   1. Load the Genesys( ) Global function.
   2. Subscribe to the Journey.ready event and then verify in your console log that the Journey plugin is working correctly.
   3. To track page views, use the Journey.pageview command.
   4. To record custom web events, use the Journey.record command.
7. Create segments.
8. Create outcomes.

9. Create action maps.

Get started with Predictive Engagement and web chat

1. Fulfill prerequisites for Genesys Predictive Engagement feature enablement, license, permissions, and widget configuration and deployment on your website.
2. Review the supported web browsers listed in the Genesys Cloud CX system requirements.
3. Prepare the required Genesys Cloud CX domains.
4. Update your web pages with the Predictive Engagement tracking snippet.
5. Configure web tracking.

> **Tip**
>
> Initially, configure only the allowed domains. Then use Live Now to verify that Genesys Predictive Engagement is tracking events. After basic tracking works, configure the rest of the web tracking settings.

6. Create segments.
7. Create outcomes.
8. Create actions.
9. Create content offers
10. Create action maps.

For more information

- About Predictive Engagement
- Video: Predictive Engagement for Genesys Cloud CX
- FAQs
- Glossary
- Compliance

Get started with Predictive Engagement for Genesys Engage on-premises

Contents

To use Genesys Predictive Engagement, Genesys Engage on-premisess-based customers complete these initial tasks.

Complete the following procedures

1. Provision Genesys Multicloud CX hybrid integrations.
2. Fulfill prerequisites for Genesys Engage on-premisess Deployments.
3. Review the supported web browsers listed in the Genesys Cloud CX system requirements.
4. Prepare the required Genesys Cloud CX domains.
5. Deploy the Genesys Predictive Engagement Plugin for Workspace Desktop Edition.
6. Configure the Agent Pacing Service.
7. In the Genesys Cloud CX **Admin** menu, assign permissions to your users.
8. Update your web pages with the Predictive Engagement tracking snippet.
9. Configure Web tracking.

> **Tip**
> Initially, configure only the allowed domains. Then use Live Now to verify that Genesys Predictive Engagement is tracking events. After basic tracking works, configure the rest of the web tracking settings.

10. Create segments
11. Create outcomes.
12. Create actions.
13. Create action maps.
14. Use LiveNow to see visitor activity on your website.

For more information

- About Predictive Engagement
- FAQs
- Glossary
- Compliance

Get started with Genesys Predictive Engagement for Genesys Multicloud CX

Contents

To use Genesys Predictive Engagement, Genesys Multicloud CX-based customers complete these initial tasks.

Overview

1. Work with your Genesys Support team to complete the initial integration with Genesys Multicloud CX.
2. Fulfill prerequisites for Genesys Multicloud CX Deployments.
3. Configure permissions and routing logic.
4. Log in to Predictive Engagement.
5. Create segments
6. Create outcomes.
7. Monitor web activity with LiveNow.
8. Configure your web pages.
9. Create actions.
10. Create action maps.
11. Receive chats in Agent Workspace.

For more information

- About Predictive Engagement
- FAQs
- Glossary
- Compliance

Get started with Predictive Engagement for PureConnect

Contents

To use Genesys Predictive Engagement, PureConnect customers complete these initial tasks.

Complete the following procedures

1. Verify prerequisites for PureConnect.
2. Configure Predictive Engagement in PureConnect.
3. Review the supported web browsers listed in the Genesys Cloud CX system requirements.
4. Prepare the required Genesys Cloud CX domains.
5. Update your webpages with the Genesys Predictive Engagement tracking snippet.
6. Configure Web tracking.

> ### Tip
> Initially, configure only the allowed domains. Then use Live Now to verify that Genesys Predictive Engagement is tracking events. After basic tracking works, configure the rest of the web tracking settings.

7. Create segments
8. Create outcomes.
9. Create actions.
10. Create action maps.
11. Use LiveNow to see customer activity on your website

For more information

- About Predictive Engagement
- About Predictive Engagement in PureConnect
- FAQs
- Glossary
- Compliance

Video Gallery for Genesys Predictive Engagement

View administrator videos.

Selected Videos

Create content offer overview

From:

Example: Create an action map for a web chat offer

From:

Example: How to create an action map

From:

Example: Link a content offer to an action map

From:

Prepare an action map to use an Architect flow action

From:

Prepare the Salesforce Lead Creation and Campaign Attribution example workflow

From:

Prepare the Salesforce integration and data actions

From:

Segment based on how a visitor searches

From:

Site search settings

From:

Contents

About global settings

Learn how to configure Genesys Predictive Engagement at a global (organizational) level.

Contents

Tracking settings

Configure how to track visitors as they move through your website. For example, you can specify the domains to track and configure web-related tracking settings, such as whether to exclude query parameters and track URL fragments.

- Configure web tracking

Tracking snippet

Start tracking visitors on your website using the tracking snippet.

If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat. To start tracking visitors on your website, configure and deploy messenger instead.

- Copy and deploy the tracking snippet

Action settings

Configure frequency capping for presenting web chats and content offers to visitors during a single session.

- Configure frequency capping

Web tracking

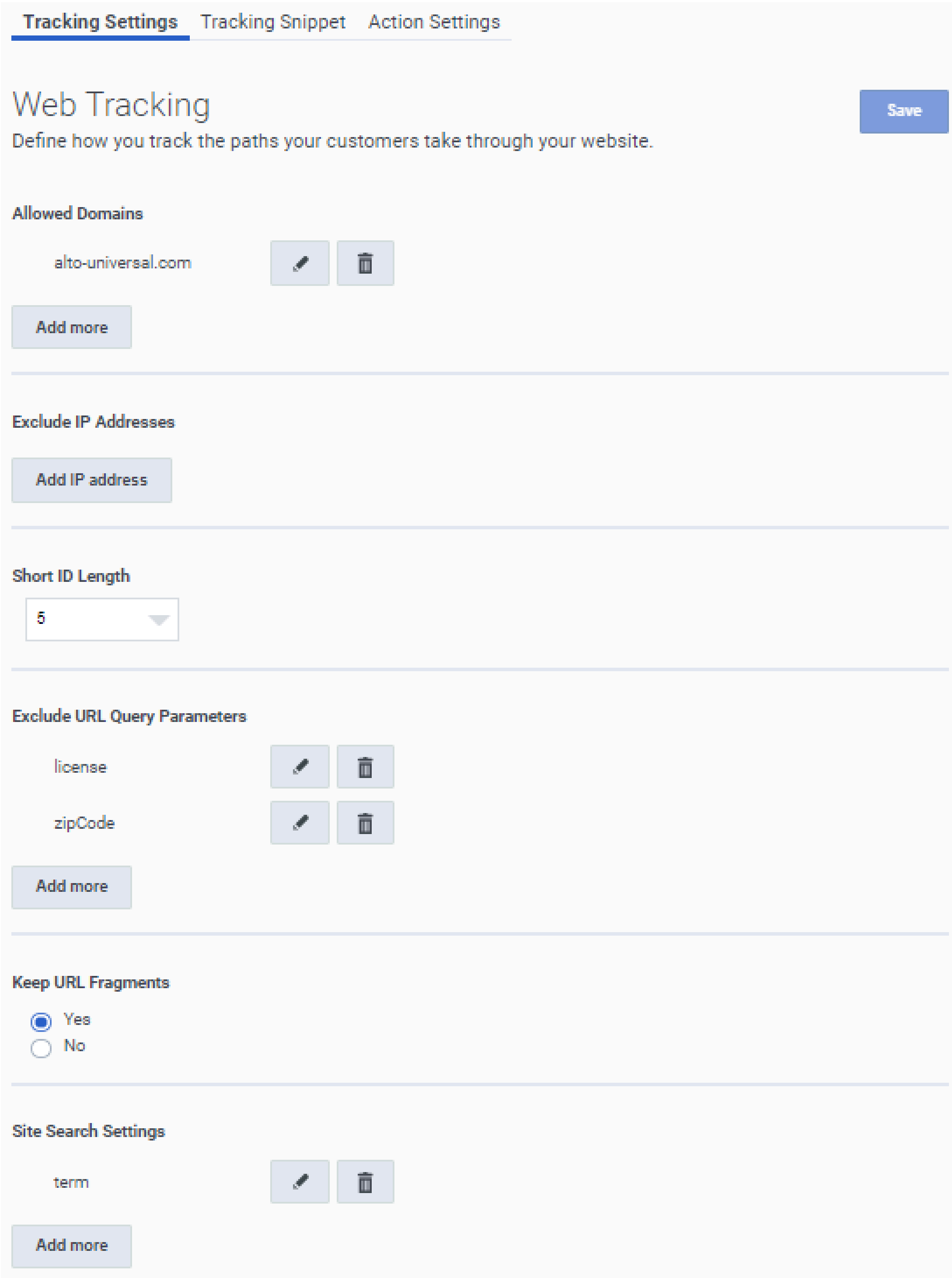
Contents

Configure how Genesys Predictive Engagement tracks visitors as they move through your website.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
    - **Journey** > **Settings** > **Edit**, or **View**
- Deploy one of the following:
    - For Genesys Cloud CX customers using web messaging, configure and deploy Genesys Messenger.
    - For all other customers, deploy the tracking snippet.

Configure web tracking



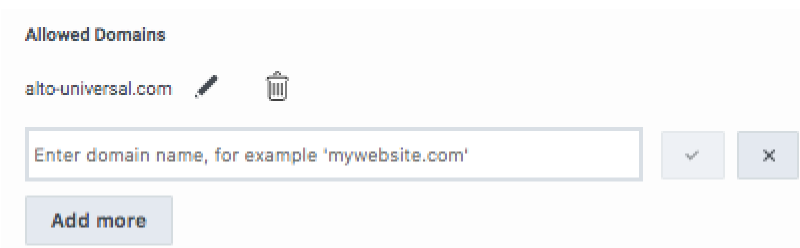
1. In Admin in Genesys Cloud CX, open the **Global Settings** page and then click the **Tracking Settings** tab.
2. Specify the allowed domains.

Tip

Initially, configure only the allowed domains. Then use Live Now to verify that Genesys Predictive Engagement is tracking events. After basic tracking works, configure the rest of the web tracking settings.

3. Specify any excluded IP addresses.
4. Specify the short ID length.
5. Specify any URL query parameters for Genesys Predictive Engagement to ignore.
6. Indicate whether Genesys Predictive Engagement should keep URL fragments.
7. Specify any site search settings.
8. Save your changes.

Allowed domains



Important

To configure the allowed domains if you are a Genesys Cloud CX customer using web messaging, see "Restrict domain access" in the Deploy Messenger article in the Genesys Cloud CX Resource Center.

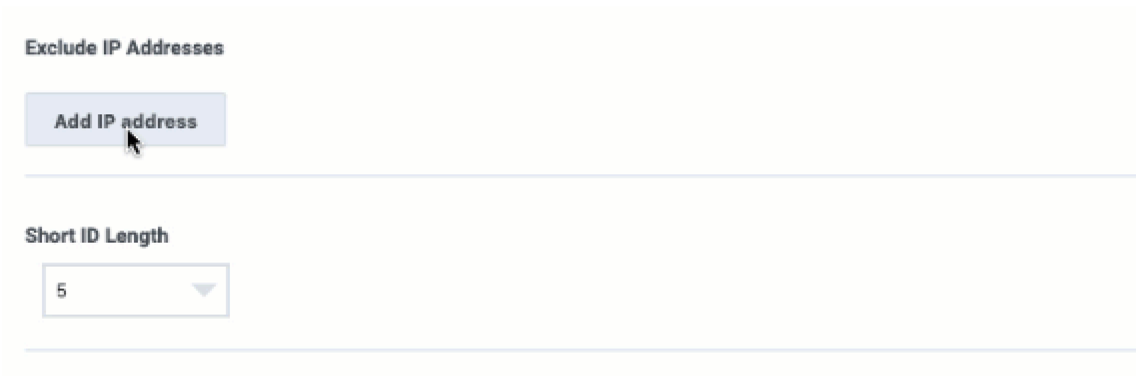
Identify the website domains from which to accept web traffic.

Important

- Include only domain and sub-domain labels. Do not include other "/paths" after the domain.
- Genesys Predictive Engagement validates your domain entries and, if any are incorrect, displays an error message.

- **NEW:** This list of allowed domains should match the list of allowed domains for the widget.

Exclude IP addresses



You can designate IP addresses for which you don't want Genesys Predictive Engagement to generate web events. For example, when you don't want to track visits from internal users.

Important

- This feature works in addition to whatever blocking your corporate IT department does to block external traffic (for example, from competitors, robo-spammers).
- You can add up to 10 IP filters.
- If you are not sure what IP addresses to exclude, check with your network administrator and watch incoming traffic on your website logs.
- IP filtering works only when Genesys Predictive Engagement processes web beacons. Therefore, you cannot use this setting to block Genesys Predictive Engagement's tracking of custom events.

To block an IP address, add it to the list of IP addresses to exclude.

IP filter: Specify either a single IP address or use CIDR notation to specify a range of IP addresses.

- Genesys Predictive Engagement supports both IPv4 and IPv6 protocols. For IPv6, Genesys Predictive Engagement supports the shorthand and expanded version.
- IP examples

Reference name for the IP filter: Specify a recognizable name for the IP address.

Tip

To see the implied CIDR range of the IP address that you provided, rest your mouse on it.

IP examples

Valid IP addresses (IPv4)

Valid IPv4 CIDR input follows the format: /.

Good examples	Bad examples
• 10.10.10.10/8 • 10.10.10.10/16 • 10.10.10.10/24 • 10.10.10.10/32	• 10.10.10.10/33 (the max for IPv4 is /32) • 10.10.10.10/-1 (cannot be a negative number) • 10.10.10.10/.10 (must be a whole number) • 10.10.10.10/& (no special characters allowed) • 10.10.10.10/8/16 (only 1 slash allowed)

Valid IP addresses (IPv6)

Valid IPv6 CIDR input follows the format: /.

Good examples	Bad examples
• ::1/32 • ::1/64 • ::1/128	• ::1/129 (the max for IPv6 is /128) • ::1/-1 (cannot be a negative number) • ::1/.10 (must be a whole number) • ::1/& (no special characters allowed) • ::1/128/64 (only 1 slash allowed)

Short ID length

Genesys Predictive Engagement assigns each visit a unique number based on a lengthy, automatically-generated ID. In the Short ID box, specify the number of digits for Genesys Predictive Engagement to use for each visit ID.

Choose a short ID length that is long enough to be unique among all visitors that are active on your website currently. The more traffic your site gets, the longer your short ID should be. For example, if you always have less than 10,000 visitors at any time, a short ID length of 4 will suffice. If you could have more than 100,000 visitors at any one time, choose a short ID length of 6.

> **Important**
> You can increase the length of the short ID at any time. Your changes are effective immediately.

Exclude URL query parameters

Specify any URL Query Parameters for Genesys Predictive Engagement to ignore. URL query parameters appear near the end of URLs. They can lead to overly-specific tracking data. They also have the potential to expose personally identifiable information, which violates GDPR.

Keep URL fragments

You can configure whether Genesys Predictive Engagement uses URL fragments to identify web pages.

URL fragments appear after a URL. For example, in "`predictive-engagement.com#pagename`", `#pagename` is a URL fragment.

While URL fragments can identify specific webpages, they also have the potential to expose personally identifiable information, which violates GDPR. They can also result in an excess amount of tracking data.

> **Important**
> Unless you want to track the URL fragments, do not enable this option.

Site search settings

Link to video

Each time a visitor searches your site, the URL for your webpage changes. Since Genesys Predictive Engagement tracks URL changes, the information about each visitor's specific searches can appear as part of the customer journey data. You can see this information in Live Now under Searches performed. Your agents have a similar view.

To configure, in the **Site search settings** box type the URL parameter for search terms on your website. For example, suppose that when a visitor searches for "Sale," the string, “?term=Sale#search” appends to the end of your URL. In this case, type **term** in the **Site search settings** box.

> **Tip**
>
> If you do not know your URL parameter for search terms, try searching for something on your website. Then note what appears when the URL changes.

Predictive Engagement tracking snippet

Contents

Learn about Genesys Predictive Engagement's tracking abilities and how you can start tracking visitors on your website.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Settings** > **Edit**, or **View**

Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

About the tracking snippets

Customers who want to use web chat must deploy the Predictive Engagement tracking snippet. This snippet deploys Predictive Engagement tracking on your website and also allows you to use the web chat feature.

Genesys Cloud CX customers who want to use web messaging must deploy the Messenger snippet. This snippet deploys Predictive Engagement tracking on your website and also allows you to use the web messaging feature.

Important

This article provides instructions for deploying the Predictive Engagement tracking snippet only.

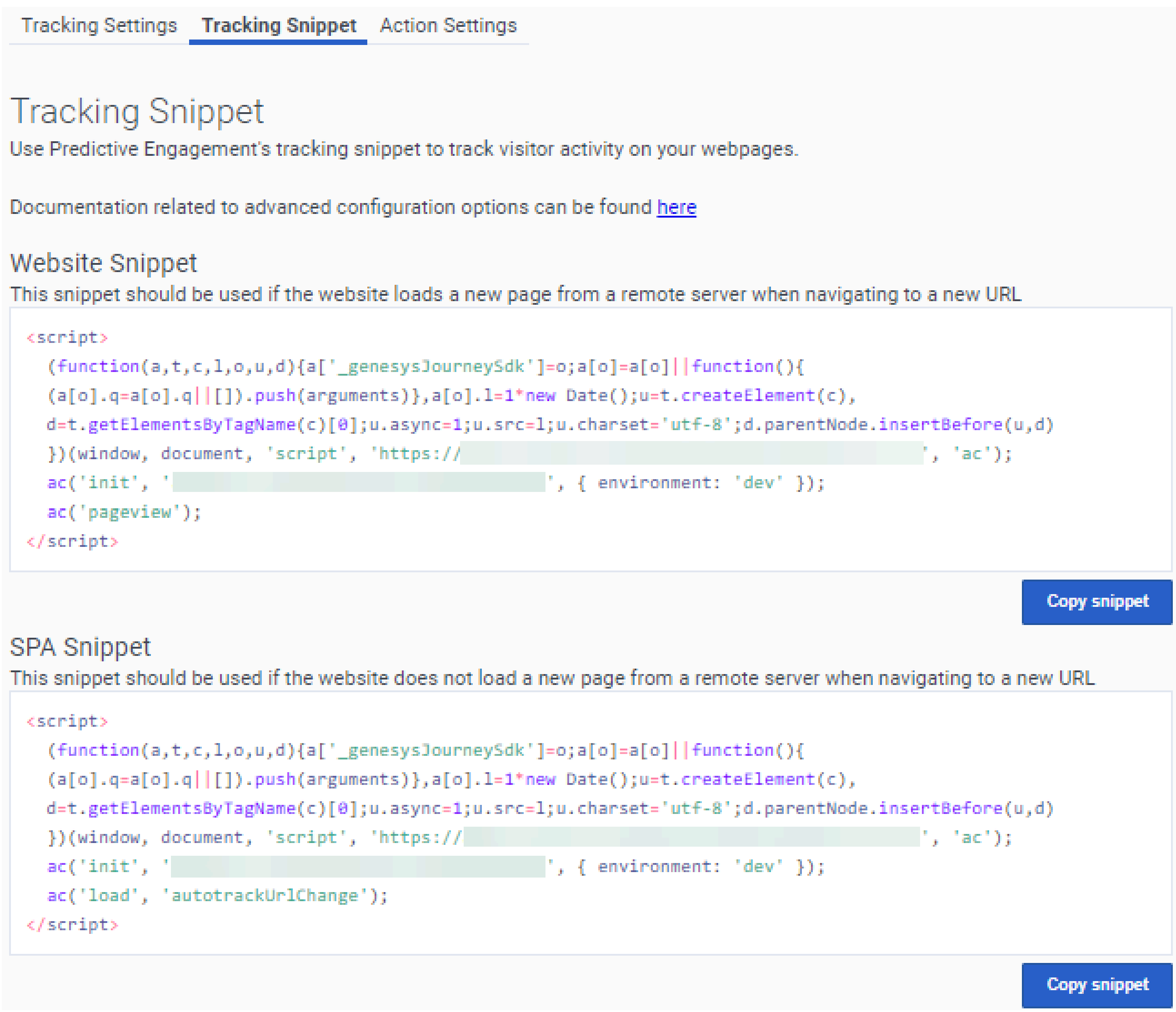
Before you begin

Read about the type of data that Genesys Predictive Engagement tracks and how to ensure that you track visitor data in a regulatory-compliant manner. Understand the implications of using ad blocking software. Finally, learn how the tracking snippet works and the types of tracking snippets available.

- About the data we track

- Predictive Engagement and GDPR
- Ad blockers
- About the tracking snippet
    - Types of snippets
    - Snippet recommendations
- Genesys Predictive Engagement and widgets
- Deployment overview

Copy the snippet



Genesys Predictive Engagement provides a tracking snippet that you can copy and paste. Since you are logged in to Genesys Cloud CX, the tracking snippet already contains your organization ID and region.

1. Determine which snippet to use.
2. In Admin in Genesys Cloud CX, open the **Global Settings** page and then click the **Tracking Snippet** tab.
3. Copy the tracking snippet.
4. Paste the snippet. For more information about where to paste the snippet, see Deploy the snippet.

Ad blockers

Ad blockers are plug-ins or browser extensions that improve page load times and minimize questionable tracking. The majority of ad blockers tested with out-of-the-box settings do not interfere with Genesys Predictive Engagement's tracking capabilities. However, there are a couple considerations if you use uBlock Origin:

- uBlock Origin disables Genesys Predictive Engagement's tracking web beacons; this effectively prevents Genesys Predictive Engagement's tracking capabilities.
- uBlock Origin and uBlock Plus Adblocker block popular tag managers such as Adobe Tag Manager, Google Tag Manager, and more.

> **Important**
>
> If you use a tag manager to manage JavaScript and tracking on your website, consider adding ad blocker detection to your site to notify visitors with detected ad blockers that they may be missing some important functionality. Also, instead of using a tag manager to deploy the Genesys Predictive Engagement tracking snippet, consider placing the tracking snippet directly in the body or header of your website.

Types of tracking snippets and recommendations

Website snippet

The Website snippet provides tracking support to traditional webpages that contain little or no dynamic content. Traditional websites load a new HTML page whenever the visitor navigates to a different URL. To provide tracking support to traditional webpages, the Website snippet calls `ac('pageview')` each time the web browser loads a new page.

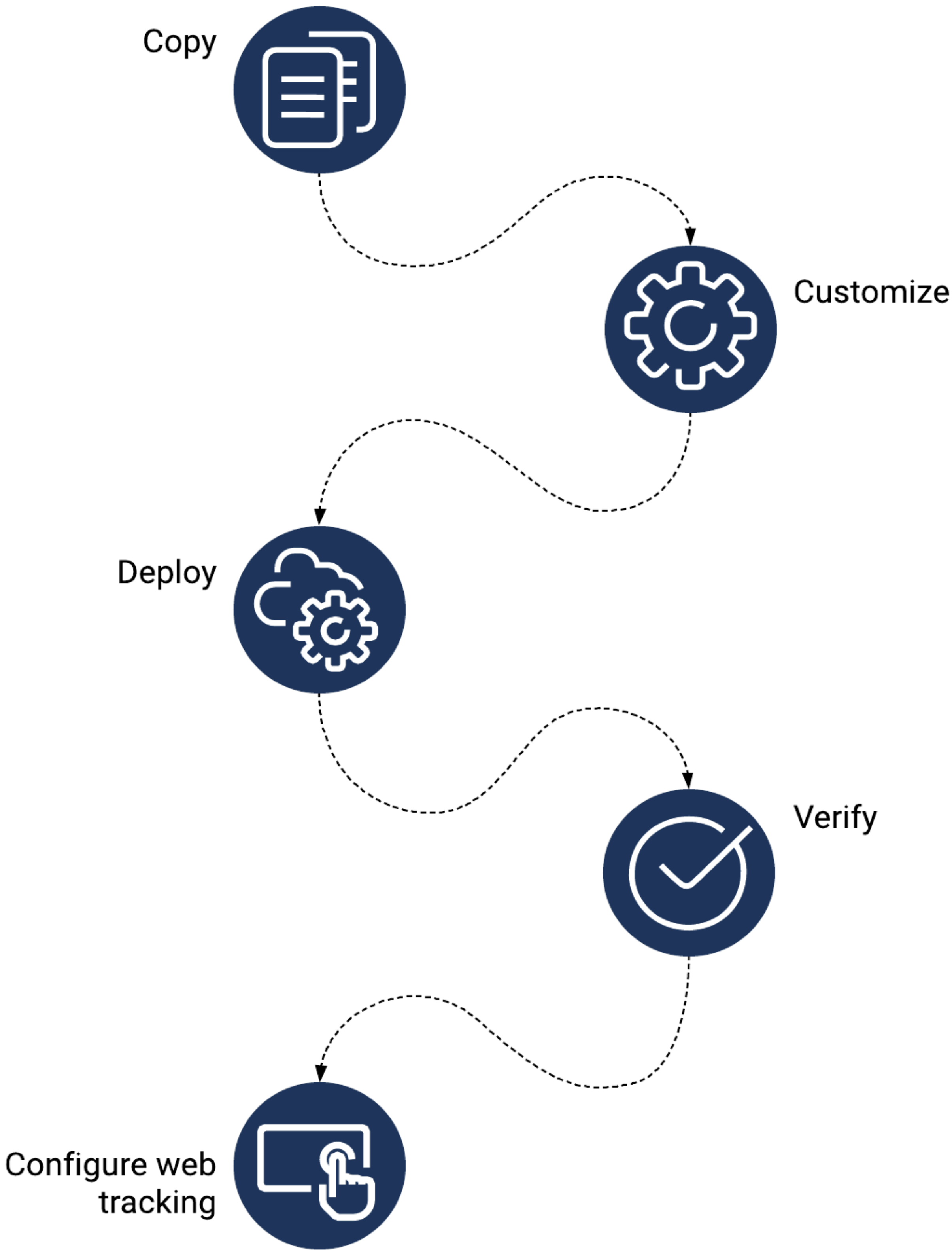
SPA snippet

The SPA snippet can track activity on Single Page Applications (SPAs). SPAs load dynamic content on demand without requiring a hard reload of the HTML page. The SPA snippet can also track when visitors click relative links, which the Website snippet does not. The SPA snippet works on SPAs such as Angular, React, and Vue.js. For more information about the additional tracking options available with the SPA snippet, see autotrackURLChange.

Snippet recommendations

If you have this type of website...	Use this snippet...
Not sure	SPA
Mix of traditional and SPA pages	SPA
Traditional pages only	Website

Deployment overview


Copy
Customize
Deploy
Verify
Configure web tracking

1. Copy the snippet.
2. (Optional) Customize the snippet.
3. Deploy the snippet.
4. Verify that the snippet works.
5. Configure web tracking.

> **Tip**
> For more information about advanced chat routing, see Genesys Predictive Engagement with advanced chat routing.

(Optional) Customize how the snippet tracks activity

You can customize how the snippet tracks activity on your website.

- To customize how Genesys Predictive Engagement tracks activity on your website, see About event tracking with tag managers.
- To customize the Genesys Predictive Engagement tracking snippet with functions, see the Journey JavaScript SDK.

Deploy the snippet

About deploying the snippet

- Deploy the widgets transport above the location where you deploy the Genesys Predictive Engagement tracking snippet.
- Deploy the Genesys Predictive Engagement tracking snippet on the main window of the website to track.
- Paste the tracking snippet in the head section of the website template page before the closing tag.
- Do not deploy the tracking snippet in an iframe.
- The Genesys Predictive Engagement tracking snippet loads JavaScript asynchronously without slowing down page loading. For more information about how the tracking snippet works, see About the tracking snippet.

Deployment instructions

> **Important**
> Deploy the widgets transport transport above the location where you deploy the Genesys Predictive Engagement tracking snippet.

After you copy the snippet, do one of the following:

- To deploy the tracking snippet manually, paste the copied snippet on your website.
- To deploy the tracking snippet using Google Tag Manager, see Deploy the tracking snippet with Google Tag Manager.
- To deploy the tracking snippet using Adobe Launch, see Use Adobe Launch with Genesys Predictive Engagement.
- To deploy the tracking snippet using another tag manager, see the tag manager vendor's instructions.

> **Important**
> uBlock and other ad blocking software is known to block tag managers, in which case the tracking snippet deployed through the tag manager would also be blocked. For more information, see Ad blockers.

Verify that the snippet works

After deploying the tracking snippet, use Live Now to verify that Genesys Predictive Engagement is tracking your website activity. You should see an update every 4-5 seconds.

Troubleshoot the snippet

If the tracking snippet does not work properly when you load your web pages, check the following:

- Is the snippet on the correct page?
- Is the snippet in the correct place in the page header?
- Are the parameters defined correctly?
- Are there any typos, missing characters, or extra white space?
- Were any characters replaced with their printable equivalents?
- Is the domain on the list of allowed domains?

For more suggestions, see about deploying the snippet.

Error reference

Error code	Description
403 error	Is your domain in the list of allowed domains?
404 error	Is there extra white space in the snippet? **Note:** In a URL, white space is encoded as %20.
Bad request	Is there extra white space in the snippet? **Note:** In a URL, white space is encoded as %20.
Initialization error	Are there any of the following in the snippet: • Typos • Missing characters • Dashes and quotes in URLs replaced with printable equivalents

Call the tracking snippet

After the tracking snippet is on your webpages, call it using one of the following:

- If you use the traditional snippet, call `ac('init')` to initialize the Journey JavaScript SDK. For more information, see init.
- If you use the SPA snippet, use `ac('load')` to load the **autotrackUrlChange** module and initialize the Journey JavaScript SDK. For more information, see load and autotrackURLChange.

After you initialize the Journey JavaScript SDK, Predictive Engagement tracks `pageview` events when visitors arrive on your webpages. For more information, see Tracking methods.

Other tracking options

Web tracking

Use the Web tracking feature to specify the domains to track and configure web-related tracking settings.

Custom modules

Use a set of modules to enhance the functionality that the Journey JavaScript SDK provides.

Event tracking with tag managers

Use your tag manager to build custom tags and triggers that define how Predictive Engagement tracks activity on your website. For more information, see About event tracking with tag managers.

Domain and subdomain tracking with cookies

Use cookies to track domains and subdomains. For more information, see Cookies and Advanced tracking with cookies.

Action settings

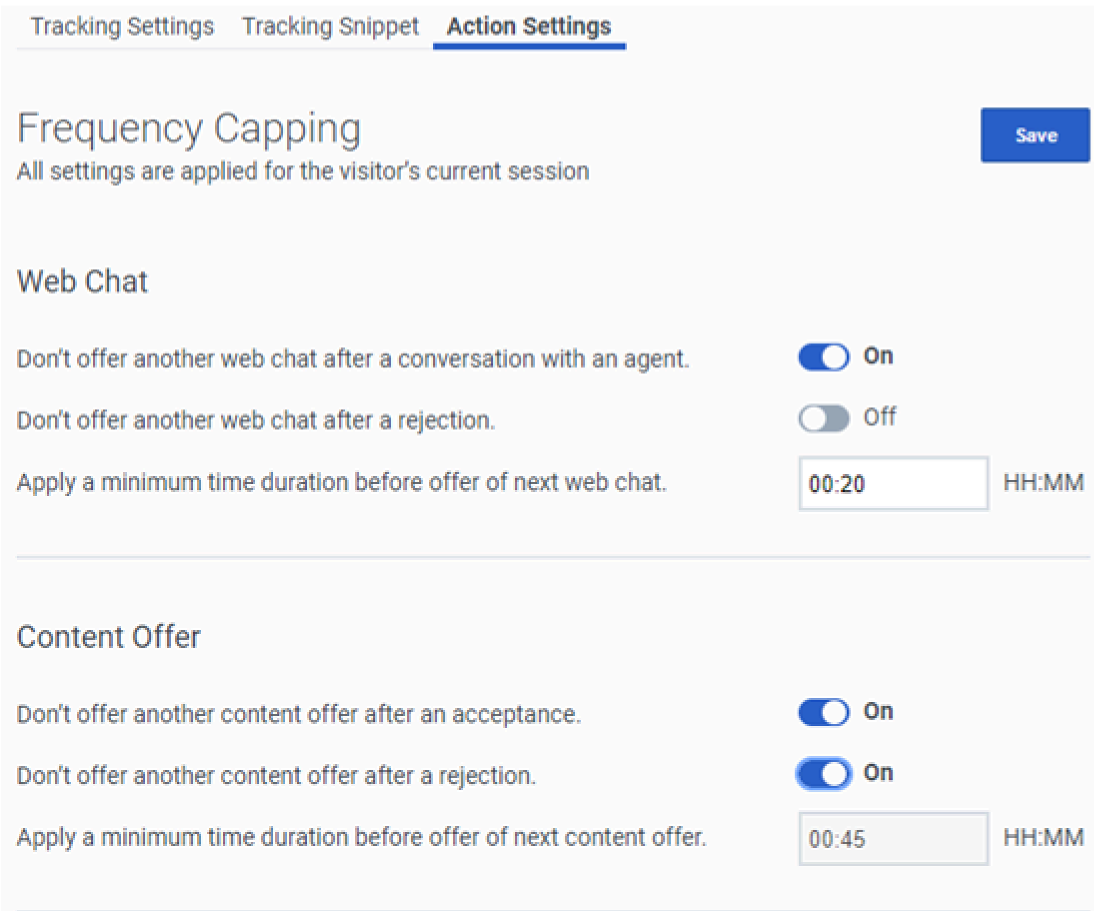
Contents

Configure frequency capping of web chats, content offers, and web messaging.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Settings** > **Edit**, or **View**

Configure frequency capping



If a visitor qualifies for multiple action maps during a single session, Genesys Predictive Engagement could offer each web engagement separately. The offers can present even though the visitor rejected, accepted, or completed an offer previously during the same session.

To stop offering web chats, content offers, or web messaging to visitors **during the same session** after specific criteria is met, configure the global frequency capping settings.

1. In Admin in Genesys Cloud CX, open the **Global Settings** page and then click the **Action Settings** tab.
2. Configure the web chat, content offer, or web messaging settings as needed.

> **Important**
> You can override these global settings for an individual action map. For more information, see Override global frequency capping settings.

Web chats

Configure whether to stop offering web chats to a visitor **during the same session** and under certain conditions.

- **Don't offer another web chat after a conversation with an agent:** Indicates whether to stop offering web chats to a visitor after the visitor chats with an agent.
- **Don't offer another web chat after a rejection:** Indicates whether to stop offering web chats to a visitor after the visitor rejects a web chat.
- **Apply a minimum wait time before offering next web chat:** Period of time, in HH:MM format, to stop offering web chats to a visitor. A session can last for hours but if it times outs after 20 minutes of inactivity, this setting is inapplicable. The maximum number of hours that you can specify is 23; and the maximum number of minutes is 59.

> **Important**
> If both toggles are set to **Yes**, the time picker is unavailable as it has no effect in this instance.

Content offers

Configure whether to stop presenting content offers to a visitor **during the same session** and under certain conditions.

- **Don't present another content offer after an acceptance:** Indicates whether to stop presenting content offers to a visitor after the visitor accepts a content offer.
- **Don't present another content offer after a rejection:** Indicates whether to stop presenting content offers to a visitor after the visitor rejects a content offer.
- **Apply a minimum wait time before presenting next content offer:** Period of time, in HH:MM format, to stop presenting content offers to a visitor. A session can last for hours but if it times outs after 20 minutes of inactivity, this setting is inapplicable. The maximum number of hours that you can

specify is 23; and the maximum number of minutes is 59.

> **Important**
> If both toggles are set to **Yes**, the time picker is unavailable as it has no effect in this instance.

Web messaging

Feature coming soon: Web messaging

If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

> **Important**
> If your organization doesn't use web messaging, these options aren't visible.

Configure whether to stop presenting web messaging offers to a visitor **during the same session** and under certain conditions.

- **Don't present another web messaging offer after a conversation with an agent:** Indicates whether to stop offering web messaging to a visitor after the visitor chats with an agent.
- **Don't present another web messaging offer after a rejection:** Indicates whether to stop offering web messaging to the visitor after a visitor rejects a web messaging offer.
- **Apply a minimum wait time before presenting next web messaging offer:** Period of time, in HH:MM format, to stop offering web messaging to a visitor. A session can last for hours but if it times outs after 20 minutes of inactivity, this setting is inapplicable. The maximum number of hours that you can specify is 23; and the maximum number of minutes is 59.

> **Important**
> If both toggles are set to **Yes**, the time picker is unavailable as it has no effect in this instance.

About segments

Learn how to identify (segment) visitors based on their shared characteristics. Later, you design action maps to engage specific segments of visitors and then filter by segments to evaluate how well you are engaging them.

Contents

Best practices and examples

Review best practices and examples to improve how you create segments.

- Best practices
- Examples
- Video: Segment based on search queries
- Video: Use an event tag to build a segment of users who wait 6 seconds on a page

Segments

Feature coming soon: Customer segments

Create and maintain session segments, customer segments, and third-party segments. Determine when segments are available for use in action maps and reports, and when agents can see them in the Journey gadget.

- Search for and view your segments
- Manage segments
- Duplicate a segment
- Delete a segment

Attributes and operators

Conditions are the criteria by which Genesys Predictive Engagement assigns visitors to segments. Every condition must have an operator.

- About attributes
- Operators

Segment usage

Use segments to trigger action maps and evaluate visitor activity.

- Trigger an action map when a segment matches
- Filter the Visitor Activity report by segments
- View the segments assigned to a user in LiveNow (admins)
- View the segments assigned to a user in the Journey gadget (agents)
- View segment metrics
- View segment report

Best practices for segments

Contents

Learn about best practices for improving how you create outcomes.

Best practices

Genesys Predictive Engagement tracks activity on your website at a detailed level. To trigger a specific action map, the visitor's behavior must match exactly to the segments defined for the action map.

Important

- Create segment-based conditions with a specific action map in mind: group them logically and define them in the correct sequence.
- To define a segment, you must specify at least one condition.
- You can use a combination of segment-based conditions and outcome-based conditions.
- The more conditions you define, the fewer number of visitors match the segment.
- Conditions are not shared across segments and outcomes.

Examples of segments

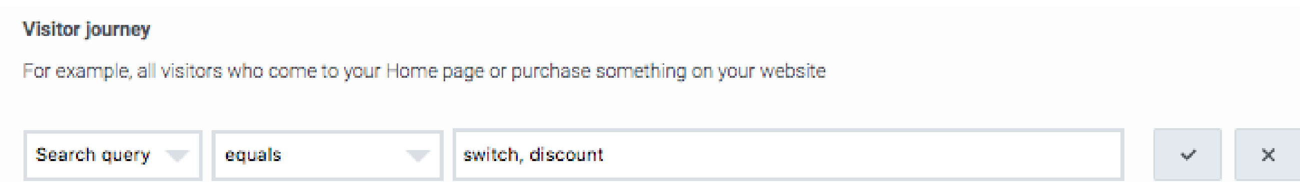
Contents

Review examples of segments to get ideas for your own segments.

Segment based on how a visitor searches

Link to video

To add visitors to segments based on their search queries, define a "Search query" attribute. For more information, see Visitor journey attributes.

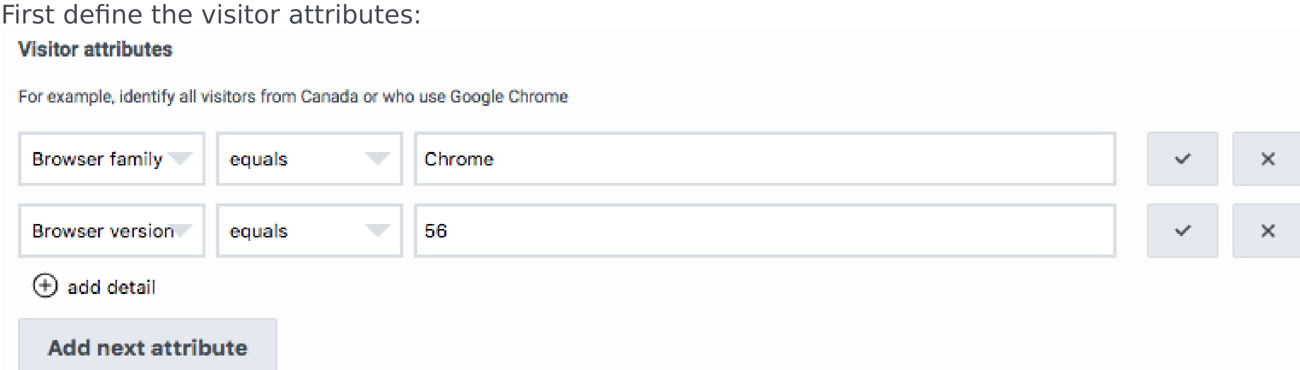


Important
Because of frequent updates, the user interface in the accompanying video may appear different in your environment.

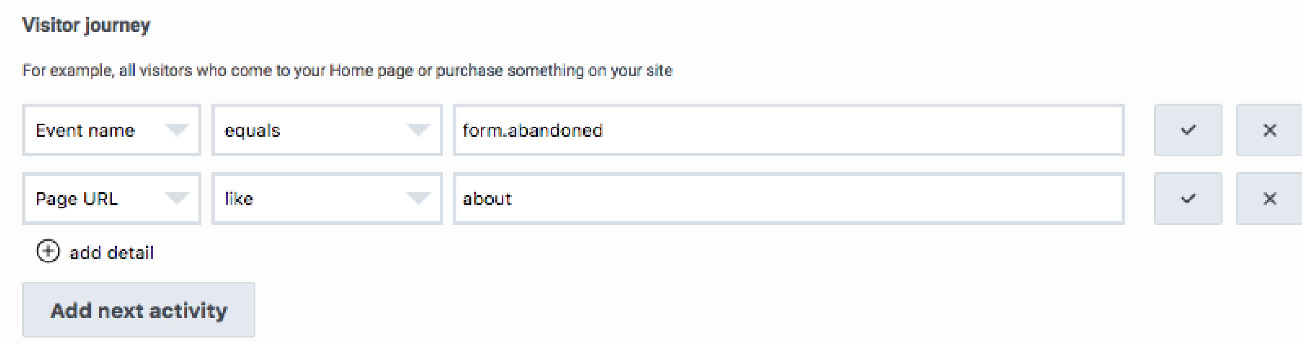
Trigger based on visitor activity: abandoned form

In the following example, an action map triggers when a visitor using Chrome version 56 goes to the **Request Quote** page, but then navigates to the **About** page before completing the request.

First define the visitor attributes:



Then define the journey details:


Visitor journey
For example, all visitors who come to your Home page or purchase something on your site
Event name
equals
form.abandoned
Page URL
like
about
add detail
Add next activity

View segments

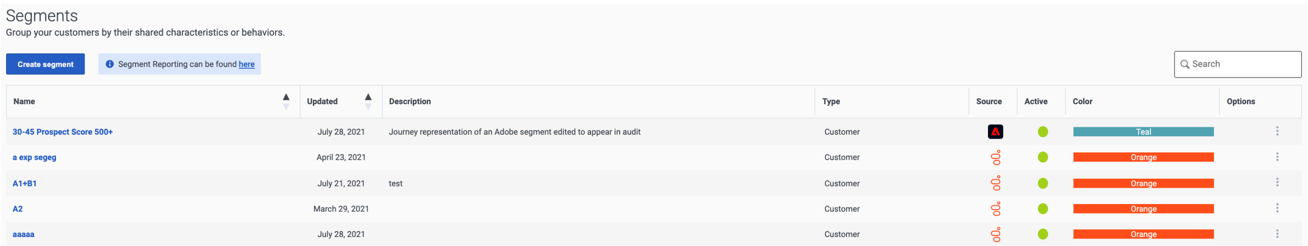
Contents

Learn how to search for, create, edit, duplicate, and delete segments.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Segment** >**Add** , **Delete**, **Edit**, **View**

View segments list



Name: Segment name.

Updated: Date the segment was last modified in Predictive Engagement.

Description: Segment description.

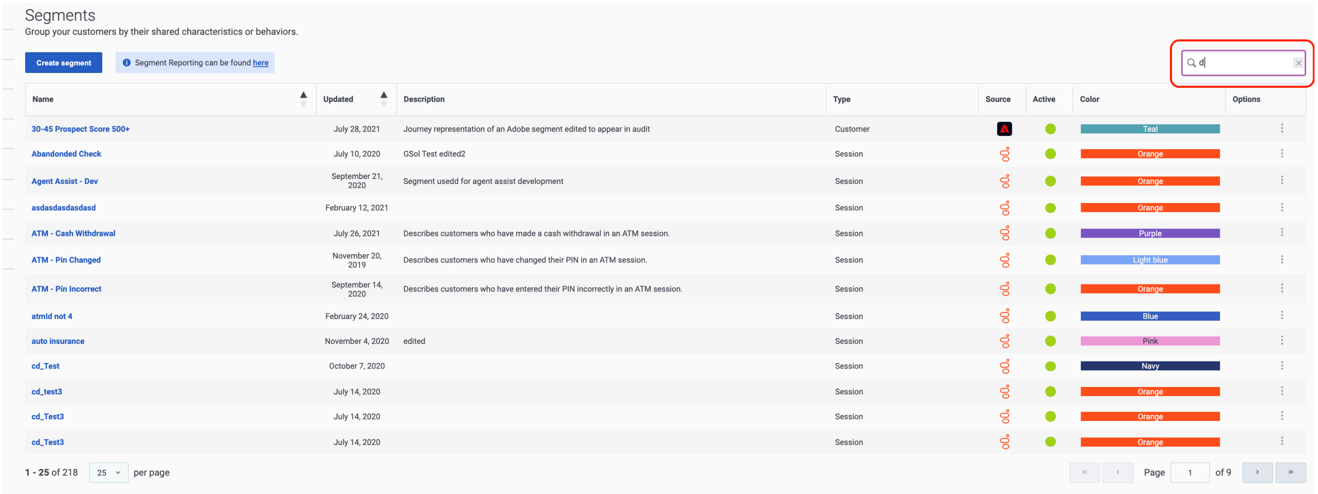
Type: Segment type (such as session or customer).

Active: Indicates whether the segment is ready to match visitors on your website.

Color: Background color to use when displaying the segment name (for example, in Live Now and the Action Map Report).

Options: Menu of options available for the segment, such as edit, delete, and duplicate.

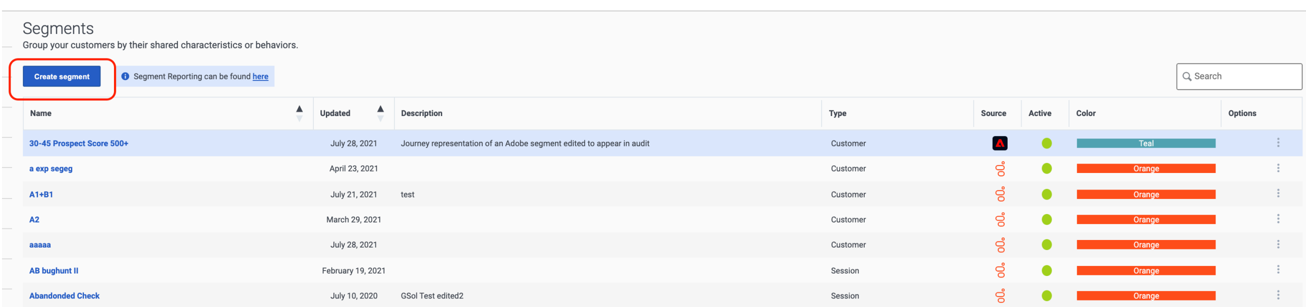
Search for segments



Type one or more characters (not case-sensitive) for which to search. As you type, only the segments that match your criteria appear in the list.

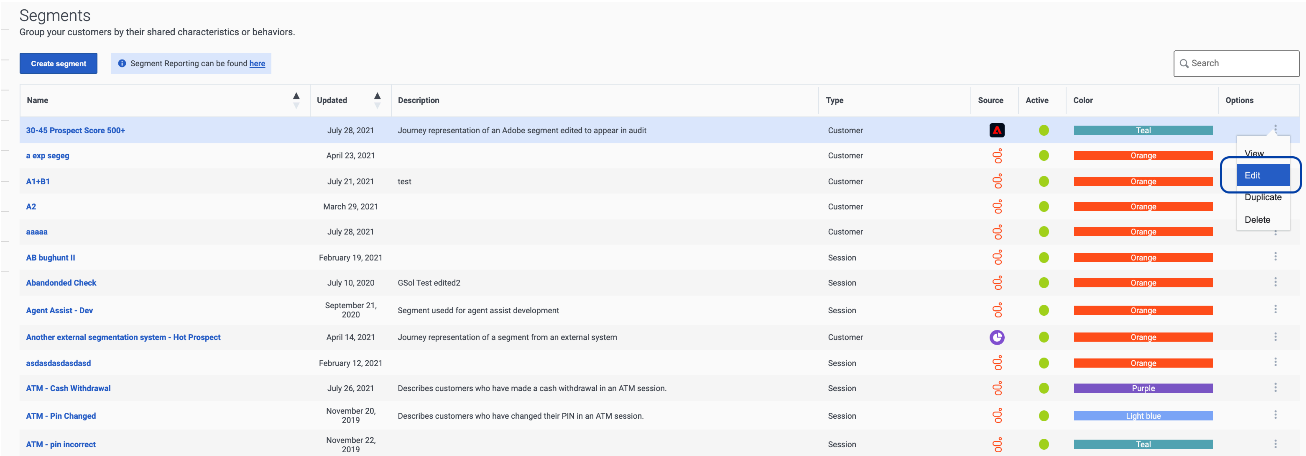
A column heading with an arrow indicates that you can click the arrow to sort the list by that entity. An upward-pointing arrow indicates that the list is in ascending order and a downward-pointing arrow indicates that the list is in descending order.

Create a segment



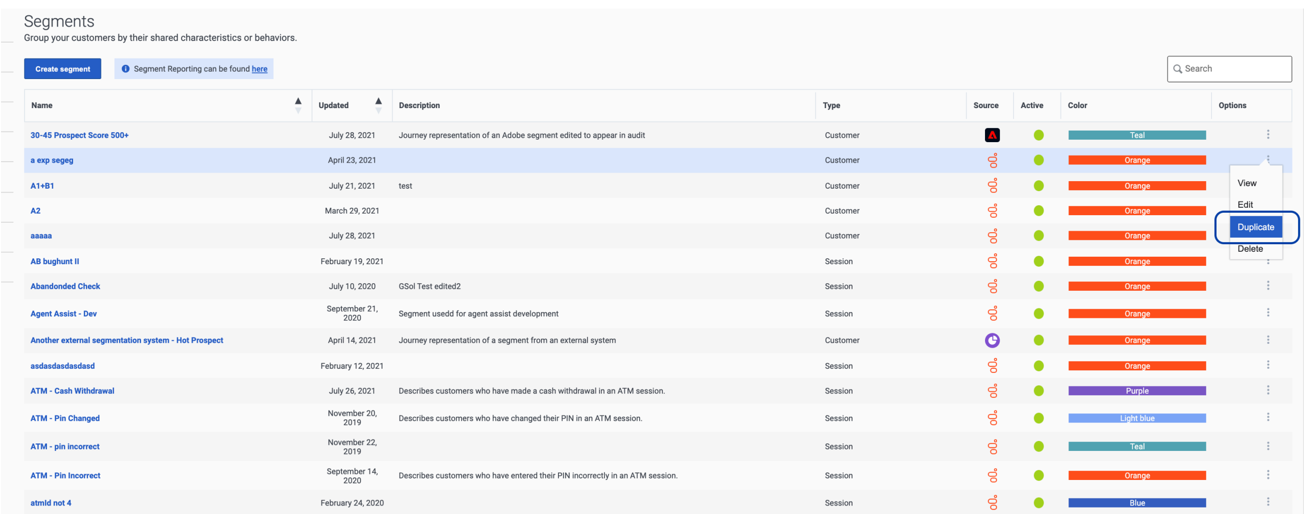
To create a segment, click **Create segment** and then follow the instructions in Manage segments.

Edit a segment



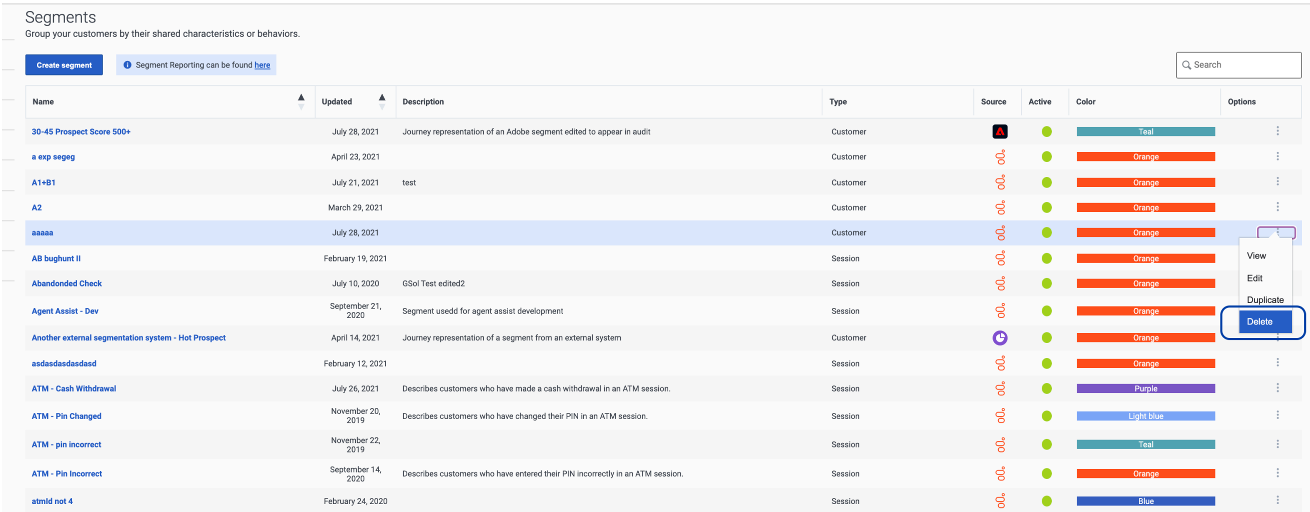
To modify a segment, search for it and then click the **Edit** menu option. Follow the instructions in Manage segments.

Duplicate a segment



To simplify the process of creating a segment, you can duplicate an existing segment. Search for the segment to duplicate and then click the **Duplicate** menu option. The duplicate segment displays in edit mode. Specify a new name for the duplicate segment and then modify the remaining information as appropriate.

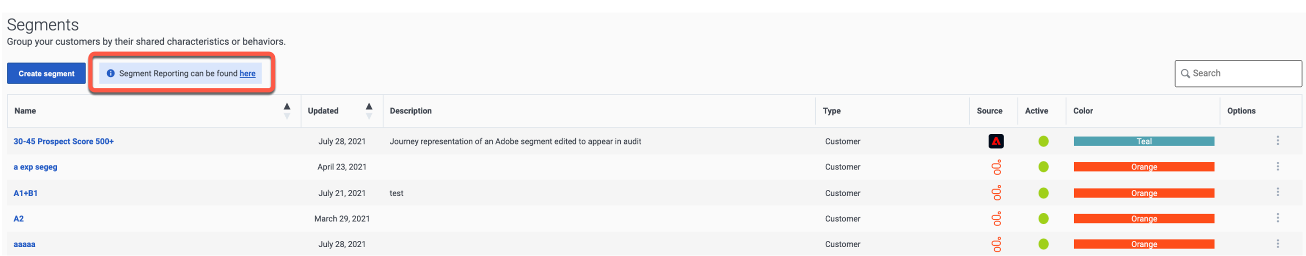
Delete a segment



To delete a segment permanently, search for the segment, click the **Delete** menu option, and then confirm.

> **Important**
>
> Deletion is permanent. To suspend the segment temporarily from matching, deactivate it instead.

View segment report



To learn how well you are engaging specific segments of visitors, click the **Segment Reporting can be found here** menu option.

Name: Segment name.

Description: Segment description.

Type: Segment type (such as session or customer).

Segment Matches: Number of visitors matched to the segment.

Action Maps: Number of action maps configured to use the segment.

Outcomes Achieved: Number of outcomes achieved for the segment.

Active: Indicates whether the segment is ready to match visitors on your website.

Updated: Date the outcome was last modified.

Color: Background color to use when displaying the segment name (for example, in Live Now and the Action Map Report).

Options: Menu of options available for the segment, such as edit, delete, and duplicate.

For more information about Journey Segments, see the Journey Segments view in the Genesys Cloud CX Resource Center.

Manage segments

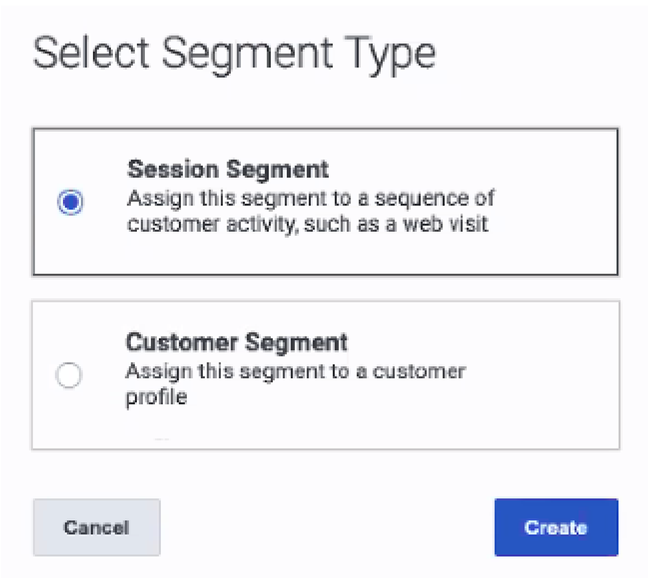
Contents

Learn how to manage segments that identify and classify visitors based on their shared behavior and characteristics.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Segment** >**Add** , **Delete**, **Edit**, **View**

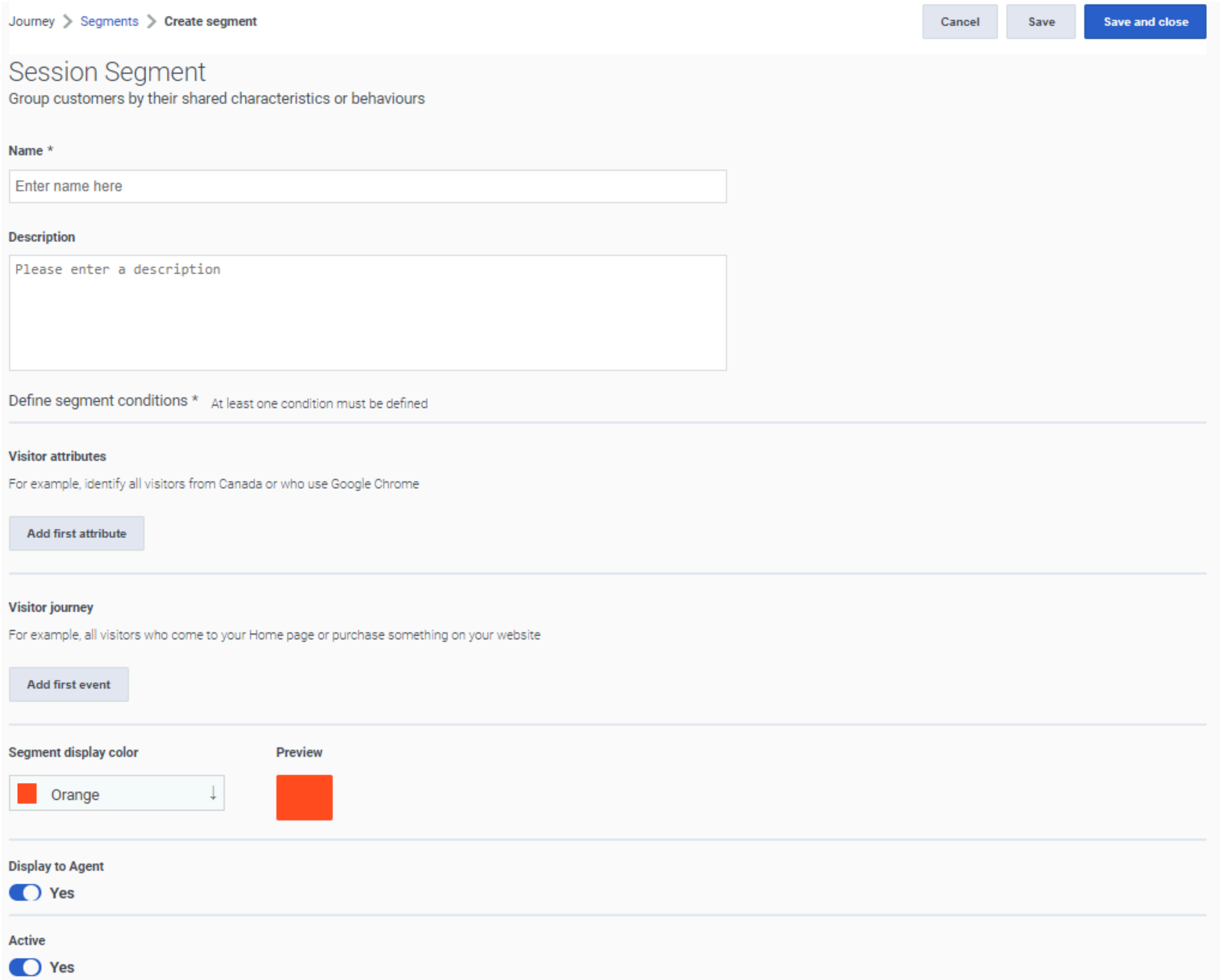
Select segment type



Feature coming soon: Customer segments

If you are creating a segment, specify whether to create a session or customer segment. A session segment expires when the single session ends. A customer segment persists across sessions.

Create or edit a segment



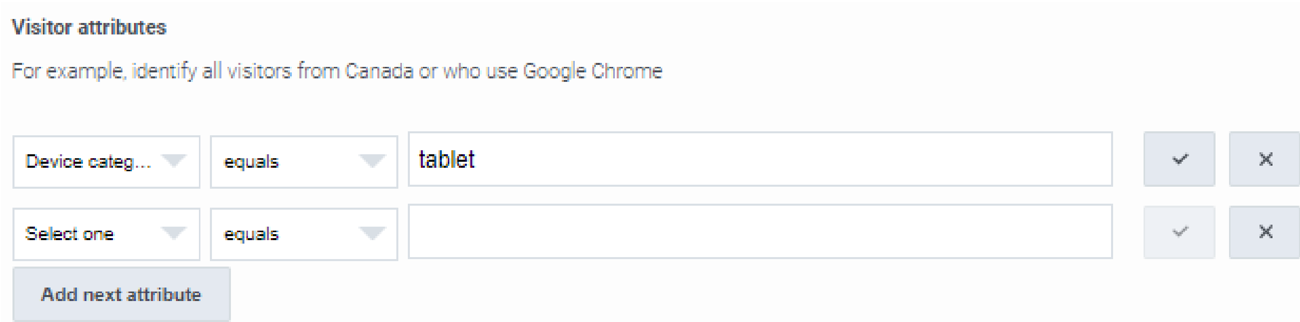
To simplify the process of creating a segment, you can duplicate an existing segment.

Important

- If you are creating a session segment, you must specify at least one condition.
- If you specify multiple conditions, the segment matches a visitor only when all the conditions match.
- To create a segment after you reach the 500 segment limit, delete an existing segment.

Entity	Description
Name	Descriptive name of the segment.
Description	(Optional) Description of the segment.
Visitor attributes	Attributes that identify visitors based on characteristics such as location, browser, or device type.
Visitor journey	Attributes that identify visitors based on their shared behaviors. For example, completing a form or going to a specific webpage.
Session type	Session type for grouping data about a visitor's activities.
Segment display color	Background color to use when displaying the segment name (for example, in Live Now and the Action Map Report).
Display to Agent	Session segments display to agents by default. Agents can see when Genesys Predictive Engagement matches visitors to a segment. However, not all segments are relevant to all agents. For example, a segment that matches based on a visitor's search for a specific product that an agent does not support. Or, a segment that matches based on sensitive personal data or data that an agent should not see because of privacy restrictions. To prevent agents from seeing a segment, slide the toggle to **No**. Important Segments that don't display to agents appear in Live Now and reports. The segments can also trigger action maps. These segments remain in a customer's record.
Active	Segments are active by default. When a segment is active, it is ready to match visitors on your web site. To deactivate a segment temporarily from matching, slide the toggle to **No**. To remove a segment permanently, delete it.

Visitor attributes



For more information about visitor attribute operators, see operators.

For more information about visitor attributes that enable UTM-tracking of campaign-specific activities, see Campaign attributes.

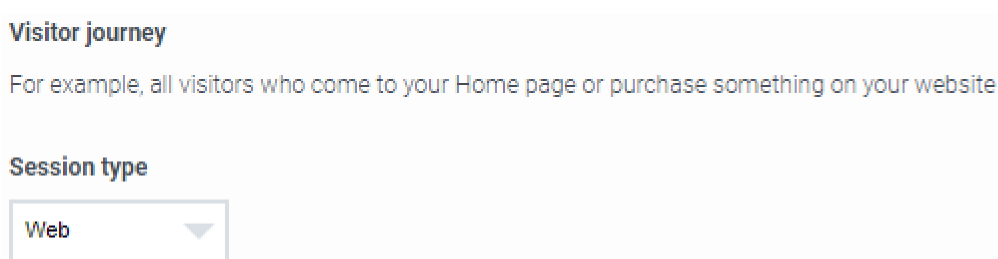
> **Important**
> The system doesn't validate free form text. If you misspell a value, the segment doesn't trigger. For example, typing "moble" instead of "mobile" as the device category.

Attribute name	Description	Examples
Device category	Category of device that the visitor is using.	desktop mobile other tablet
Device type	Type of device that the visitor is using.	Apple Archos Asus Google HTC Huawei Nokia Samsung SUN Microsystems Unknown
OS family	Operating system family that the visitor is using.	Android Chrome OS

Attribute name	Description	Examples
		Firefox OS Google iOS Linux Mac OS Tizen Unknown Windows 9x Windows CE Windows NT Windows Phone Ubuntu
Browser family	Browser family that the visitor is using, including all versions of the browser within that family.	Chrome Firefox HTC_HD2_T8585 Opera IE Mobile Internet Explorer Opera Safari SamsungBrowser Viera
Browser version	Major version of the browser that the visitor is using.	55
Campaign source*	A search engine, newsletter, or other source (UTM parameter).	direct adWords Google
Campaign medium*	Medium such as email or cost-per-click (UTM parameter).	direct organicsocialppcwebsite-ppc
Campaign name*	Specific product promotion or strategic campaign (UTM parameter).	test campaign Summer19
Campaign term*	Keywords for this ad (UTM parameter).	device trialsubscription
Campaign content*	Ads or links that point to the	

Attribute name	Description	Examples
	same URL (UTM parameter).	
Campaign Click ID*	Unique number that generates when a potential customer clicks an affiliate link (UTM parameter).	CjwKCAiA1ZDiBRAXEiwAIWyNC2J6QZBJYwXHJPsZ khECGKaZ7nRjmNEQzmn1Hqh8Labvn3FQ-Tn1pRoCEDYQAvD_BwE
Campaign network*	Ad network to which the click ID belongs (UTM parameter).	search network display network
Country	Visitor's country.	United States
City	Visitor's city or town.	Chicago
Region	Visitor's region. To track by U.S. states, supply the 2-digit state code (all caps).	Midwest IN
Post code	Visitor's postal code.	60610
CCA2 code	Two-letter country code.	US
Browser language code	Language to which the visitor's browser is set.	en-gb Standard browser language codes
Organization name	Organization name derived from the IP.	alto-universal.com
Referral URL	Referrer page URL.	https://alto-universal.com/auto#quote-details
Referral hostname	Referrer host or hostname.	alto-universal.com

Visitor journey session types

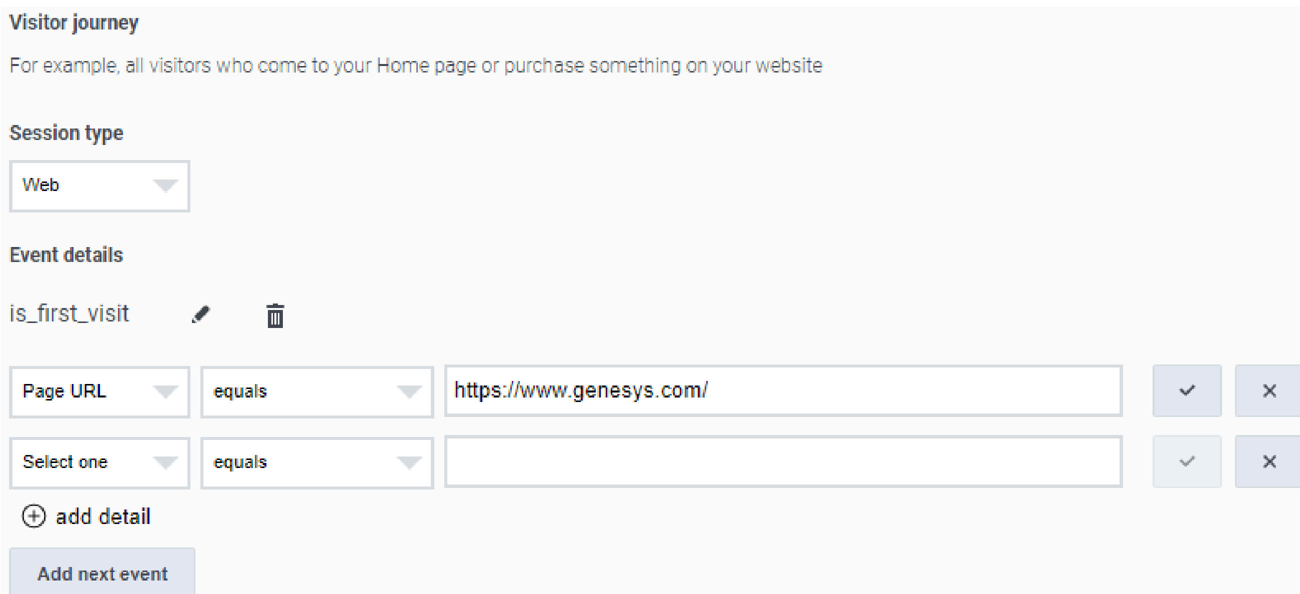


For more information about web session, see Web sessions.

Session type	Example	Example events in the session
Web	A user goes to your website and completes a form to place an online order.	1. Go to the website.

Session type	Example	Example events in the session
		2. Go to the online order form. 3. Complete the form. 4. Submit the form.

Visitor journey attributes



When you define a condition that includes a visitor journey attribute, Genesys Predictive Engagement matches visitors based on whether they take the action. For example, visitors who complete a form, go to a specific webpage, or add a product to their shopping cart but don't complete the purchase.

For more information about visitor journey attribute operators, see operators.

> **Important**
> To track a more complex visitor journey, define multiple conditions. Genesys Predictive Engagement evaluates all conditions in the visitor journey sequentially, in the order that you define them.

Important

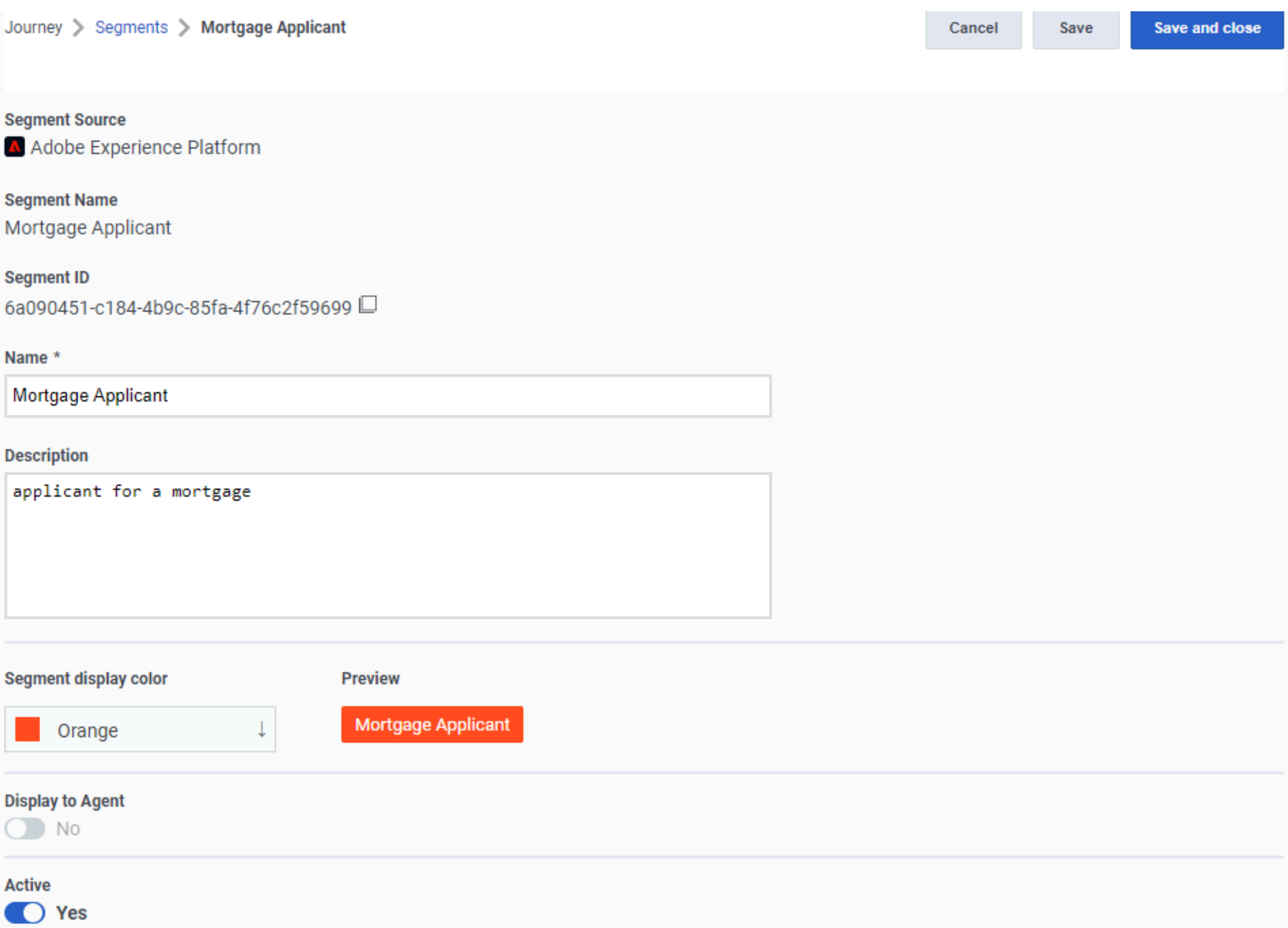
- The system doesn't validate free form text. If you misspell a value, the segment doesn't trigger. For example, typing "ACB Retailer" when the page title is "ABC Retailer".
- When specifying time for a custom web event, include milliseconds.
- When specifying numeric values for a custom web event, only numeric relational operators are available. For example, say you have a custom event called "CartValue" and you want to target all customers who have a cart value of $100 or more. You would select the "greater than or equal to" operator and type **100** in the value box. **Note:** You can include decimal points but not the currency symbol.

Attribute name	Description	Example
autotrackClick	To track when and where a visitor clicks on a webpage. For more information, see autotrackClick.	Clicks 'More' button.
Custom attribute	Allows you to identify groups of visitors based on characteristics and behaviors that are specific to your business.	packageDeliveryStatus
Event name	Represents actions that occur on your website. For example, object clicked (such as a button, link, or menu option), error generated, inactivity detected, URL changed, or scroll detected. For more information about configuring events, see About modules.	The recommended format is object_action. • button_click • link_click • page_scroll • key_press • textbox_entry
form:track	To track the value of webpage form submissions. For more information, see forms:track.	sign-up-form
Page URL	URL of the page. Full protocol required.	https://www.genesys.com/?s&q=predictive%20e
Page title	Meta title of the page (not the heading on the page).	Contact Us
Page hostname	Host name of the page's URL.	app.genesys.cloud
Page domain	Domain of the page's URL.	app.genesys.cloud
Page fragment	Fragment of the page's URL, sometimes called a named anchor. It usually appears at the end of a URL and begins with a hash (#) character followed by	#/journey/segment/create

	the identifier.	
Page keywords	Keywords from the HTMLtag of the page.	contact
Page pathname	Path name of the page.	/journey/admin/
Search query	Represents the keywords in a visitor's search query.	test
URL query string	Query string that passes to the page in the current event.	q=test

Related articles

- Custom attributes
- Operators
- About segments



AI-318 Edit segments from third-party system

New section for AI-318.

Your organization can create segments in a third-party system (such as Adobe Experience Platform, Segment.io, Tealium AudienceStream, Emarsys, or Pega) and use the segments in Predictive Engagement. The only segment information that you can edit in Predictive Engagement is the Predictive Engagement-related information. Any segment information that you change in Predictive Engagement does not update in your third-party system.

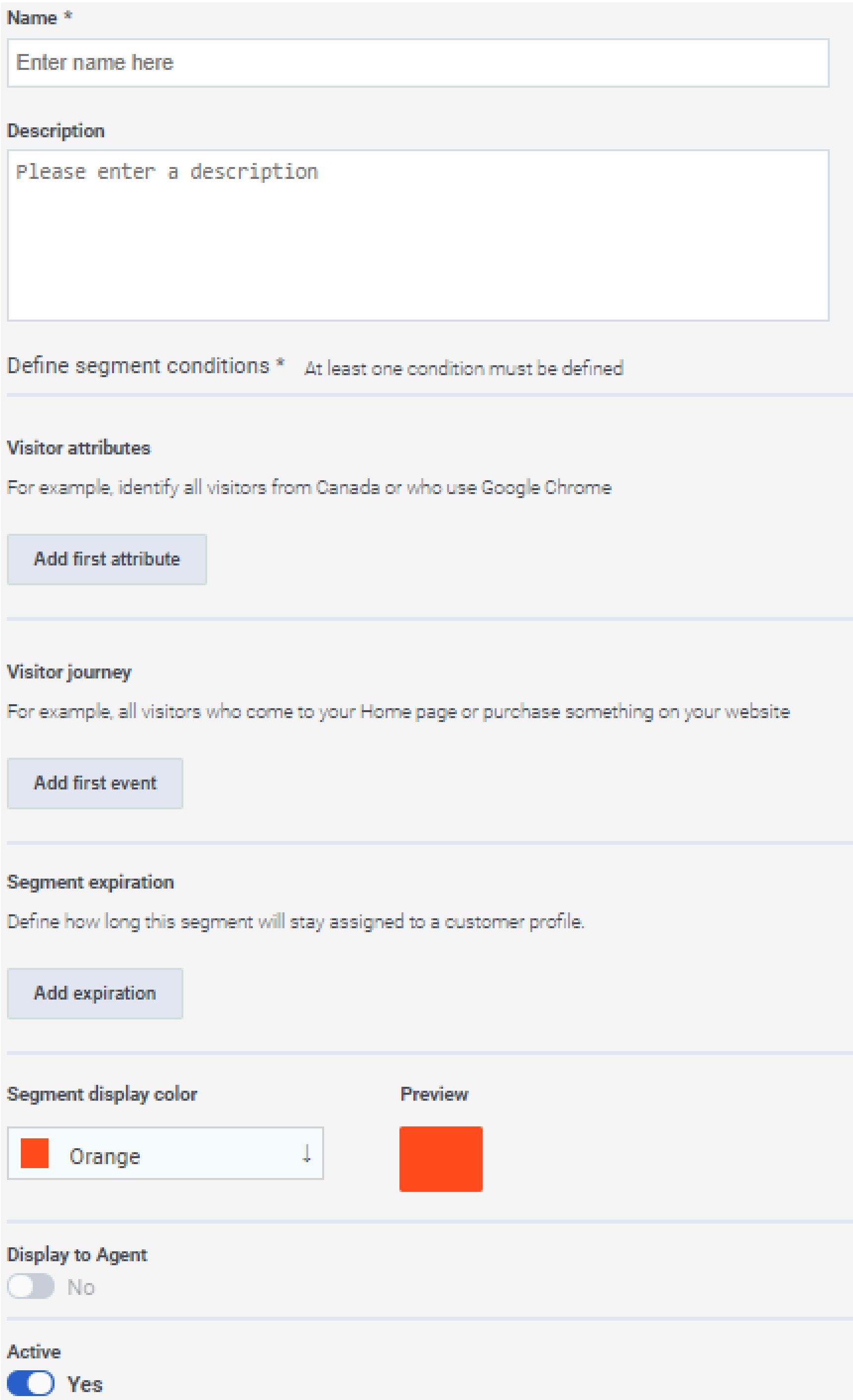
For more information about including segments from a third-party system, see /api/v2/journey/segments in the Genesys Cloud CX Developer Tools.

AI-318 Add sentence

Add the following sentence to the "Create or edit a segment" section when AI-318 releases:

To edit a segment from a third-party system, see Edit segments from third-party system.

Entity	Description
Segment Source	Third-party system where your organization created the segment.
Segment Name	Name of the segment in your third-party system.
Name	Descriptive name of the segment in Predictive Engagement. Changing this name does not change the segment name in the third-party system.
Description	(Optional) Description of the segment in Predictive Engagement.
Segment display color	Background color to use when displaying the segment name (for example, in Live Now and the Action Map Report).
Display to Agent	This feature isn't available for segments from a third-party system. Important Segments that don't display to agents appear in Live Now and reports. The segments can also trigger action maps. These segments remain in a customer's record.
Active	Segments are active by default. When a segment is active, it is ready to match visitors on your web site. To deactivate a segment temporarily from matching, slide the toggle to **No**. To remove a segment permanently, delete it.



AI-317 Replace screen capture and edit table in "Create or edit a segment" section

Entity	Description
Segment expiration	For **customer segments only**!

Entity	Description
	This feature isn't available for session segments. Number of days that the segment remains assigned to a customer profile before the segment assignment expires. The minimum number of days that you can assign is 2 and the maximum number of days is 60. Segment expiration only applies to segments that you assign **after** you set the expiration days. Segment expiration does not apply to segments that you assigned before setting the expiration days.
Display to Agent	For **session segments only**! This feature isn't available for customer segments. Session segments display to agents by default. Agents can see when Genesys Predictive Engagement matches visitors to a segment. However, not all segments are relevant to all agents. For example, a segment that matches based on a visitor's search for a specific product that an agent does not support. Or, a segment that matches based on sensitive personal data or data that an agent should not see because of privacy restrictions. To prevent agents from seeing a segment, slide the toggle to **No**. Important Segments that don't display to agents appear in Live Now and reports. The segments can also trigger action maps. These segments remain in a customer's record.

AI-23 Add to "Create or edit a segment" section

For more information about the number of segments that you can create for your organization, see Limits for Genesys Predictive Engagement objects.

(Adding the link to the Object_limits article causes the article not to save. So, add it at publication time.)

About outcome predictions and probabilities

Genesys Predictive Engagement uses AI-powered machine learning to predict the probability of visitors achieving your unique business outcomes.

Contents

Outcome score prediction

When visitors come to your website, Genesys Predictive Engagement tracks how they navigate your website and complete web-based forms. Genesys Predictive Engagement uses AI and machine learning to analyze the traffic on your website to identify patterns of behavior. Based on these patterns, Genesys Predictive Engagement determines the probability, or likelihood of a visitor completing an outcome.

- Predicting outcome scores
- How Predictive Engagement gathers outcome probability data
- Start training your prediction models
- Ongoing model training
- Improve your predictions

Create outcomes

To allow Genesys Predictive Engagement to predict visitor behavior, define your business goals as outcomes.

- Search for and view your outcomes
- Manage outcomes
- Duplicate an outcome
- Delete an outcome

Attribute and operators

When you create an outcome, you specify the conditions that make it possible. To specify the conditions, define an expression that includes an attribute and an operator.

- About attributes
- Operators

Use outcomes in an action map

After you create an outcome, you can configure an action map to trigger based on the probability of a visitor achieving it.

- Create an action map
- Configure an outcome probability

View outcome scores

You can see the outcome scores for users changing in real time in Live Now.

- View outcomes scores in Live Now
- View outcome metrics
- View outcome report

Outcomes overview

Contents

Genesys Predictive Engagement's AI-powered outcome scoring service learns to predict your business outcomes using machine learning models that are unique to your business.

Predicting outcome scores

Genesys Predictive Engagement uses AI to predict whether a visitor will achieve a particular business objective. These business objectives are called **outcomes**. For each outcome you define, there is a machine learning model that evaluates a visitor's behavior against the behavior of other visitors on your website to determine the visitor's outcome score. Your organization's models are unique to you.

Each outcome score represents the likelihood that the visitor will achieve the particular business outcome, based on the actions the visitor has taken so far during the session or on other activities related to the visitor that are included in the appropriate events (for example, geolocation).

The model updates a visitor's score for each outcome in real-time, and a visitor's scores can change as they navigate your website.

If a visitor communicates with an agent, the agent can see the visitor's outcome scores while viewing the visitor's complete set of journey context data. Also, the outcome scores can trigger action maps that enhance a visitor's engagement on your site.

Important

Because our internal service handles the training and deployment of models, it is not possible to deploy customer-specific models with Genesys Predictive Engagement. Our team investigates and integrates new algorithms into the scoring service based on customer use cases.

How Genesys Predictive Engagement gathers outcome probability data

Genesys Predictive Engagement monitors all the ways that visitors arrive on and interact with your webpages. For example, if you are an e-commerce site, Genesys Predictive Engagement tracks how visitors navigate your website and place items in their shopping cart as they proceed to the checkout page.

Important

- How a visitor achieves a certain probability score is unique to your business and website.
- Outcome scores and the associated data science are scored in a GDPR-compliant manner. Predictive Engagement's data scientists work exclusively on anonymized GDPR-compliant data.

For more information, see About the data we track.

Start training your models

Each of your machine learning models require training before they can make predictions.

To start the training:

1. Create an outcome.
2. Have visitors use your tracked website. To verify user activity, use Live Now.

After you complete these steps, the model training begins automatically within 24 hours. The training process completes and the model is ready to work before the start of the next business day.

Important

Initially, you see only a green bar with a check next to it in the **Outcome Scores** section. This bar indicates that the outcome condition was met. You see outcome scores after your model is trained.

Ongoing training

The model training process is fully automated. You do not need a data scientist to start, monitor, or maintain the training. Your model is retrained nightly using the last 30 days of your user data. Also, your model is evaluated periodically and retrained on fresh data.

While the model is undergoing retraining, outcome scores are predicted using the previously trained version of the model. During the training process, agents can continue working as normal.

Your newly trained model is tested to ensure that it performs better than the previous version in terms of its precision and recall. If the new model does not work at least as well as the previous model, the previous model is reinstated until more data is gathered. Historical models are not retained.

Important

- When you add a new outcome, your model training accounts for it automatically.
- Automated model training and predictions are performed on the original customer journey events, which are not anonymized and generally contain PII.

Improve predictions

In general, the longer your models run and the more data they evaluate, the better their predictions are.

The best way to improve a model's predictions is to increase the number of achieved outcomes. In general, your dataset should contain several hundred positive examples for your model to be adequately trained to make reliable predictions.

Other factors can affect the accuracy of your model's performance, including:

- Total number of visitor journeys recorded
- Frequency that an outcome occurs in the data
- Richness of events that the visitor produces

Tip

You can exclude IP addresses to prevent events generated internally from influencing your models.

View outcomes

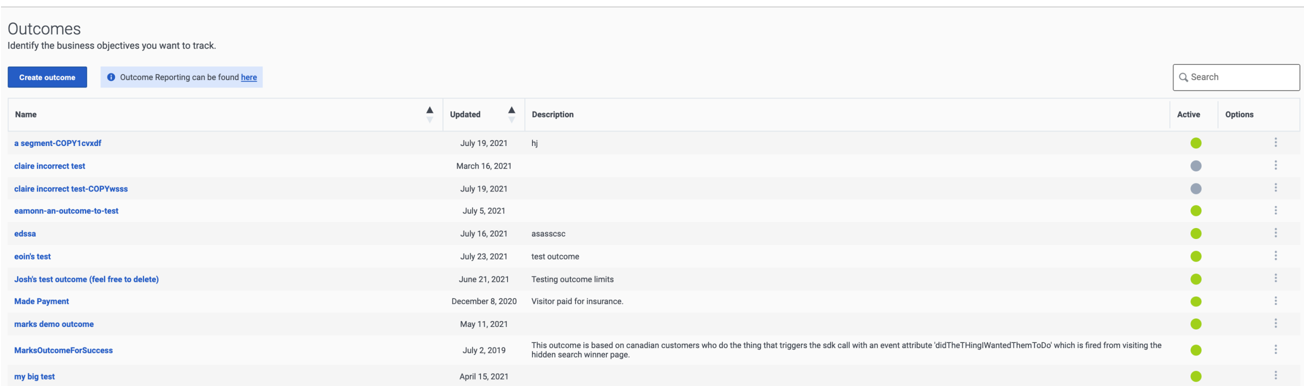
Contents

Learn how to search for, create, edit, duplicate, and delete outcomes.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Outcome** >**Add** , **Delete**, **Edit**, **View**

View outcomes list



Name: Outcome name.

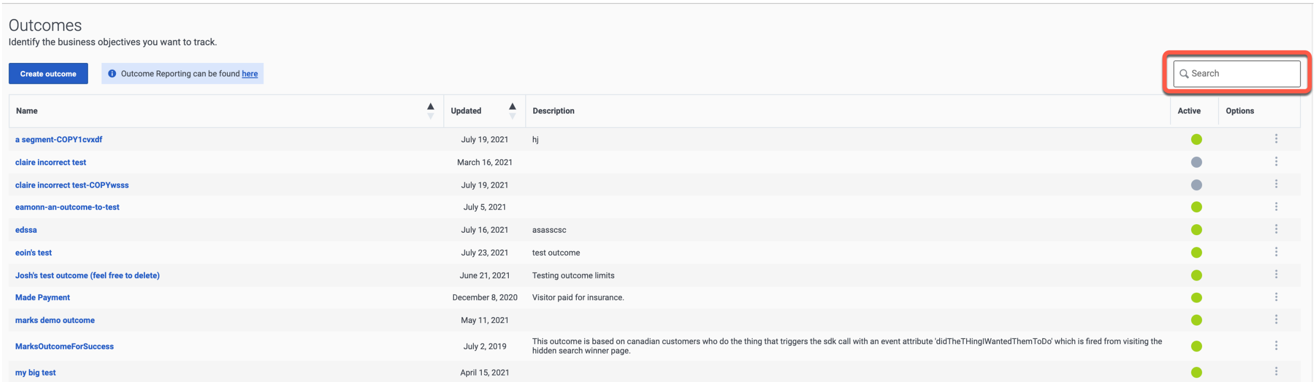
Updated: Date the outcome was last modified in Predictive Engagement.

Description: Outcome description.

Active: Indicates whether the outcome is ready to use on your website.

Options: Menu of options available for the outcome, such as edit, delete, and duplicate.

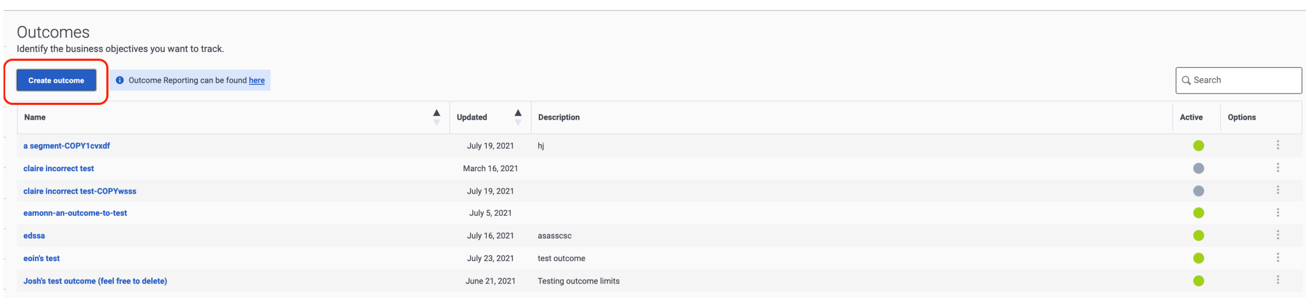
Search for outcomes



Type one or more characters (not case-sensitive) for which to search. As you type, only the outcomes that match your criteria appear in the list.

A column heading with an arrow indicates that you can click the arrow to sort the list by that entity. An upward-pointing arrow indicates that the list is in ascending order and a downward-pointing arrow indicates that the list is in descending order.

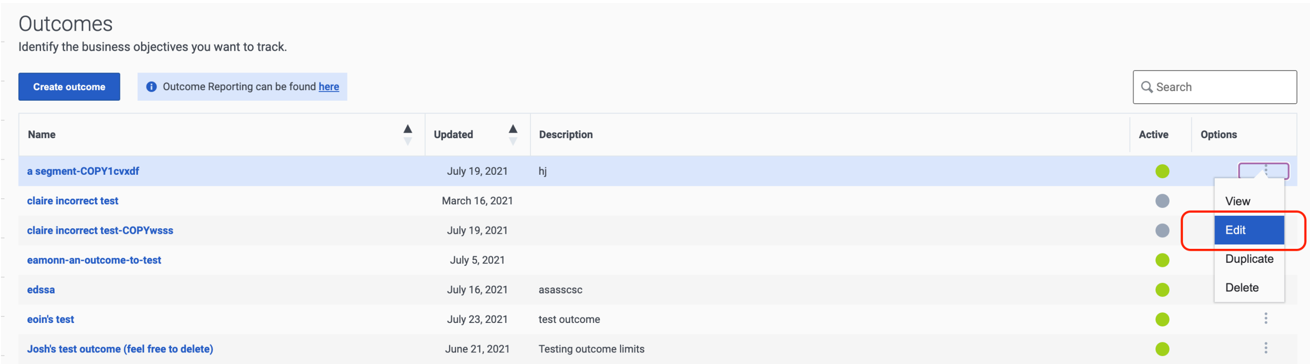
Create an outcome



To create an outcome, click **Create outcome** and then follow the instructions in Manage outcomes.

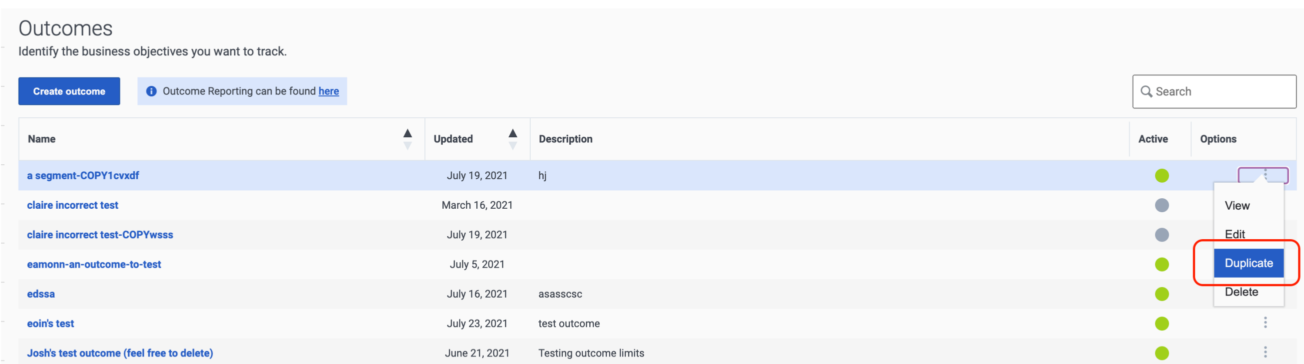
> **Important**
>
> Starting on June 14, 2021, you can no longer create more than 10 outcomes. For more information, see Outcome limitation change.

Edit an outcome



To modify an outcome, search for it and then click the **Edit** menu option. Follow the instructions in Manage outcomes.

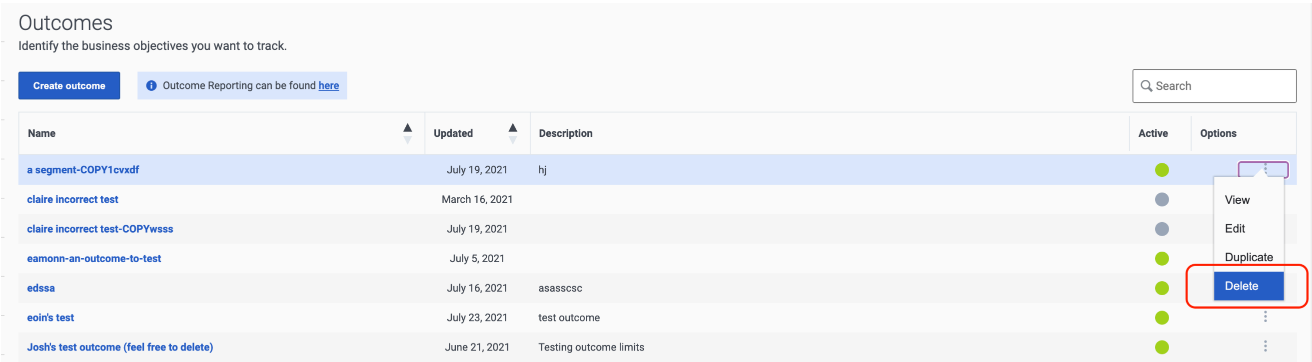
Duplicate an outcome



To simplify the process of creating an outcome, you can duplicate an existing outcome. Search for the outcome to duplicate and then click the **Duplicate** menu option. The duplicate outcome displays in edit mode. Specify a new name for the duplicate outcome and then modify the remaining information as appropriate.

> **Important**
>
> Genesys Predictive Engagement scores the new outcome independently from the original outcome based on visit data gathered after you save and activate the new outcome. If you edit any of the conditions for the outcome, click the **checkmark** for each changed condition before you save the outcome.

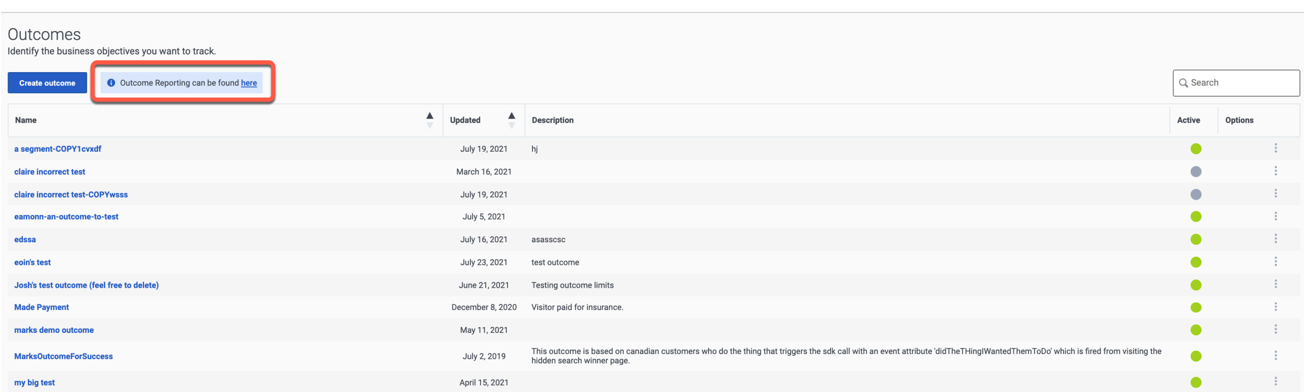
Delete an outcome



To delete an outcome permanently, search for the outcome, click the **Delete** menu option, and then confirm.

> **Important**
> Deletion is permanent. To suspend the outcome from use temporarily, deactivate it instead.

View outcome report



To learn how well you are engaging specific segments of visitors, click the **Outcome Reporting can be found here** menu option.

Entity	Description
Name	Outcome name.
Action Maps	Number of action maps that have assisted in an outcome achievement.
Achieved	Number of times that the outcome was achieved.
Achieved w/ Action	Number of outcomes achieved that were associated to a web action (such as, web chat or content offer).
Achieved w/ Action %	Percent of actions that achieved the outcome (Achieved with Action / number of actions).
Segments	Number of segments that achieved the outcome.
Active	Indicates whether the outcome is ready to use on your web site.
Updated	Date the outcome was last modified.

For more information about Journey Outcomes, see the Journey Outcomes view in the Genesys Cloud CX Resource Center.

Manage outcomes

Contents

Learn how to define the business goals that you want to track and predict.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Outcome** >**Add** , **Delete**, **Edit**, **View**

To simplify the process of creating an outcome, duplicate an existing outcome.

Important

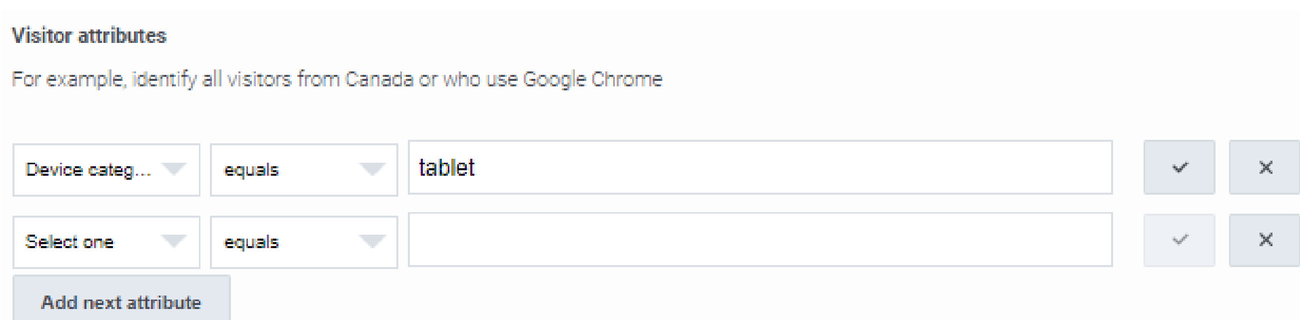
- You must specify as least one condition.
- Starting on June 14, 2021, you can no longer create more than 10 outcomes. To create an outcome after you reach the outcome limit, delete an existing outcome. For more information, see Outcome limitation change.

Create or edit an outcome

Entity	Description
Outcome Details	
Name	Descriptive name of the outcome.
Description	(Optional) Description of the outcome.
Status	Outcomes are active by default. When an outcome is active, it is ready to use on your web site. To deactivate an outcome temporarily, slide the toggle to **No**. To remove an outcome permanently, delete it instead.
Define your outcome conditions	
Session type	Select the type of session:

Entity	Description
	• Web session: An example of a web session is when a user goes to your website and completes a form to place an online order. The associated events for the web session are: visitor visiting a website, visitor filling out the online order form, and visitor submitting the form. For more information, see Web sessions.
First event	Attributes that identify visitors based on shared behaviours. For example, completing a form or going to a specific webpage.
Assign value to first event	When you create an outcome, you can attach a perceived value to quantify the benefit of the specified outcome. For example, you can derive the value of an abandoned cart by creating an outcome. In the Value field, provide a value to be extracted from the outcome that you are tracking. Currently, only numeric value types are supported. Important You can assign a value only to the event you added last. For example, if define a series of three events to achieve your outcome, you can assign a value only to the third event.
Define your visitor characterstics	
Visitor attributes	Attributes that identify visitors based on characteristics such as location, browser, or device type

Visitor attributes



For more information about visitor attribute operators, see operators.

For more information about visitor attributes that enable UTM-tracking of campaign-specific activities, see Visitor attributes.

> **Important**
> The system doesn't validate free form text. If you misspell a value, the segment doesn't trigger. For example, typing "moble" instead of "mobile" as the device category.

Attribute name	Description	Examples
Device category	Category of device that the visitor is using.	desktop mobile other tablet
Device type	Type of device that the visitor is using.	Apple Archos Asus Google HTC Huawei Nokia Samsung SUN Microsystems Unknown
OS family	Operating system family that the visitor is using.	Android Chrome OS Firefox OS Google iOS Linux Mac OS Tizen Unknown Windows 9x Windows CE Windows NT Windows Phone Ubuntu
Browser family	Browser family that the visitor is	Chrome

Attribute name	Description	Examples
	using, including all versions of the browser within that family.	Firefox HTC_HD2_T8585 Opera IE Mobile Internet Explorer Opera Safari SamsungBrowser Viera
Browser version	Major version of the browser that the visitor is using.	55
Campaign source*	A search engine, newsletter, or other source (UTM parameter).	direct adWords Google
Campaign medium*	Medium such as email or cost-per-click (UTM parameter).	direct organicsocialppcwebsite-ppc
Campaign name*	Specific product promotion or strategic campaign (UTM parameter).	test campaign Summer19
Campaign term*	Keywords for this ad (UTM parameter).	device trialsubscription
Campaign content*	Ads or links that point to the same URL (UTM parameter).	
Campaign Click ID*	Unique number that generates when a potential customer clicks an affiliate link (UTM parameter).	CjwKCAiA1ZDiBRAXEiwAIWyNC2J6QZBJYwXHJPsZ khECGKaZ7nRjmNEQzmn1Hqh8Labvn3FQ-Tn1pRoCEDYQAvD_BwE
Campaign network*	Ad network to which the click ID belongs (UTM parameter).	search network display network
Country	Visitor's country.	United States
City	Visitor's city or town.	Chicago
Region	Visitor's region. To track by U.S. states, supply the 2-digit state code (all caps).	Midwest IN
Post code	Visitor's postal code.	60610
CCA2 code	Two-letter country code.	US
Browser language code	Language to which the visitor's	en-gb

Attribute name	Description	Examples
	browser is set.	Standard browser language codes
Organization name	Organization name derived from the IP.	alto-universal.com
Referral URL	Referrer page URL.	https://alto-universal.com/auto#quote-details
Referral hostname	Referrer host or hostname.	alto-universal.com

Visitor journey attributes

When you define a condition that includes a visitor journey attribute, Genesys Predictive Engagement matches visitors based on whether they take the action. For example, visitors who complete a form, go to a specific webpage, or add a product to their shopping cart but don't complete the purchase.

For more information about visitor journey attribute operators, see operators.

> ### Important
> To track a more complex visitor journey, define multiple conditions. Genesys Predictive Engagement evaluates all conditions in the visitor journey sequentially, in the order that you define them.

> ### Important
> - The system doesn't validate free form text. If you misspell a value, the segment doesn't trigger. For example, typing "ACB Retailer" when the page title is "ABC Retailer".
> - When specifying time for a custom web event, include milliseconds.
> - When specifying numeric values for a custom web event, only numeric relational operators are available. For example, say you have a custom event called "CartValue" and you want to target all customers who have a cart value of $100 or more. You would select the "greater than or equal to" operator and type **100** in the value box. **Note:** You can include decimal points but not the currency symbol.

Attribute name	Description	Example
autotrackClick	To track when and where a visitor clicks on a webpage. For more information, see autotrackClick.	Clicks 'More' button.
Custom attribute	Allows you to identify groups of	packageDeliveryStatus

	visitors based on characteristics and behaviors that are specific to your business.	
Event name	Represents actions that occur on your website. For example, object clicked (such as a button, link, or menu option), error generated, inactivity detected, URL changed, or scroll detected. For more information about configuring events, see About modules.	The recommended format is object_action. • button_click • link_click • page_scroll • key_press • textbox_entry
form:track	To track the value of webpage form submissions. For more information, see forms:track.	sign-up-form
Page URL	URL of the page. Full protocol required.	https://www.genesys.com/?s&q=predictive%20e
Page title	Meta title of the page (not the heading on the page).	Contact Us
Page hostname	Host name of the page's URL.	app.genesys.cloud
Page domain	Domain of the page's URL.	app.genesys.cloud
Page fragment	Fragment of the page's URL, sometimes called a named anchor. It usually appears at the end of a URL and begins with a hash (#) character followed by the identifier.	#/journey/segment/create
Page keywords	Keywords from the HTMLtag of the page.	contact
Page pathname	Path name of the page.	/journey/admin/
Search query	Represents the keywords in a visitor's search query.	test
URL query string	Query string that passes to the page in the current event.	q=test

Related articles

- Custom attributes
- Operators
- About outcomes

About action maps

Learn how to create action maps that use different types of actions to enhance and extend a visitor's journey.

Contents

Overview and best practices

Improve your action maps by reviewing the overall process for creating them and our suggested best practices.

- Action maps overview
- Best practices
- Video: Create an action map that offers a proactive chat

Create an action map

Learn how to create and manage your action maps. Action maps work on desktop applications and mobile devices.

- Create an action map

Trigger an action map

Configure an action map to trigger based on segment match, outcome probability, and/or visitor activity. Use the audience size estimator to understand the potential reach based on the segments and the outcome probability you set.

- About triggers
- Audience size estimator
- Trigger based on segment match
- Trigger based on outcome probability
- Trigger based on user activity

Attributes and operators

When you create an action map, you specify the conditions that make it possible. To specify the conditions, define an expression that includes an attribute and an operator.

- About attributes
- Operators

Select an action

Select and configure the action for the action map to use to engage your visitors.

- About actions
- Web messaging
- Web chat
- Content offer
- Architect flow

Define outcome probabilities

Predictive Engagement uses AI to predict the actions that your visitors will take. Help refine its modeling by identifying outcome probabilities.

- Manage outcomes
- Trigger an action map based on outcome probability

Apply to webpages

An action map can trigger on any page where you use Genesys Predictive Engagement to track visitor activity. When you build an action map that uses a web action, identify the webpages where you want the offer to appear. You can also specify pages where you don't want the offer to appear.

- Apply an action map to specific webpages
- OR conditions
- AND conditions

Route the action map

Configure how Genesys Predictive Engagement routes visitors who respond to a web action and who are ready to work with an agent or sales representative directly.

- Route an action map to an agent queue

Schedule group

For an action map that offers a web chat, you can select a schedule group to designate when agents are available. Genesys Predictive Engagement offers chats only when agents are available to connect with visitors who accept the chat offers.

- Overview
- Schedules

Override global frequency capping

If frequency capping for web engagements is configured at the global level, you can override it for an individual action map.

- Override global frequency capping settings

Prioritize the action maps

Multiple action maps can trigger on a webpage. To ensure that Genesys Predictive Engagement picks the most appropriate one, configure the priority for each action map.

- Prioritize an action map

Maintain action maps

Genesys Predictive Engagement provides several features for maintaining action maps.

- Search

- Duplicate
- Edit
- Delete

Monitor action maps

Use analytics to assess the effectiveness of your action maps.

- Action map performance report
- View action map metrics
- View action maps report

Action maps overview

Contents

An action map represents the steps that Genesys Predictive Engagement takes to achieve a particular business result.

Actions

For each action map, you must select its action.

- Some action maps use web actions. Web actions engage with a visitor directly. For example, you can create an action map that presents a web chat to visitors who go to a particular page for your current promotional campaign. The chat might ask the visitor whether they want to speak directly with someone in sales, who could then help them complete their purchase.
- Some action maps, such as Architect flows, use actions that react to visitor behavior, but do not interact with a visitor directly.

Qualified action maps

Feature coming soon: Customer segments

When you create an action map, you define its trigger. The trigger determines when the action map is "qualified." When an action map is qualified, it means that Genesys Predictive Engagement could offer the action, depending on the other offer-related conditions.

An individual action maps can qualify only once for each session. If multiple action maps qualify during a given session, the number of actions that are offered depend upon the offer conditions, specifically the frequency capping settings.

The types of triggers that you can define are:

- Who the visitor is (what group or segment the visitor belongs to)
- What actions the visitor takes on your website (for example, searches for something or visits a specific page)

Offered action maps

The following considerations determine whether a qualified action map gets offered to a visitor:

- **Priority**: The action map's priority determines which action map is offered in the event that multiple action maps are qualified for a visitor.

- **URL**: For web-based actions (web chats, web messaging, and content offers), you can apply an action map to specific webpages.
- **Timing**: When you select the action for an action map, you specify when the action works.
- **Schedule**: For action maps that offer web chats, you can select a schedule that indicates when the contact center is open to interact with visitors.
- **Activation status:** An action must be active for it to work.

Best practices

When you design action maps, consider the following points:

- If a visitor is progressing toward a business outcome, do not impede their progress by popping a chat window unnecessarily. Intervene only when a visitor's activity indicates that they are no longer on track to achieve the outcome that you want. To prevent this occurrence, use the drop in outcome scoring probability.
- Configure searching on your site to use the site search settings.
- Genesys Predictive Engagement tracks when a visitor does any of the following:
    - Completes fields in a form
    - Searches for something
    - Responds to a chat offer
    - Does not respond to a chat offer
    - Responds to a chat offer initially but then remains inactive until the offer times out
- Genesys Predictive Engagement can also track custom web events that you define. Then, you can configure the action map to trigger when one of these custom web events occurs. For example, you can implement a custom web event to track a visitor who adds an item to their shopping cart but then removes the item or abandons the shopping cart.
- The priority of an action map affects when it triggers. This priority is a relative setting, based on priorities of other action maps applied to the same webpage.

View action maps

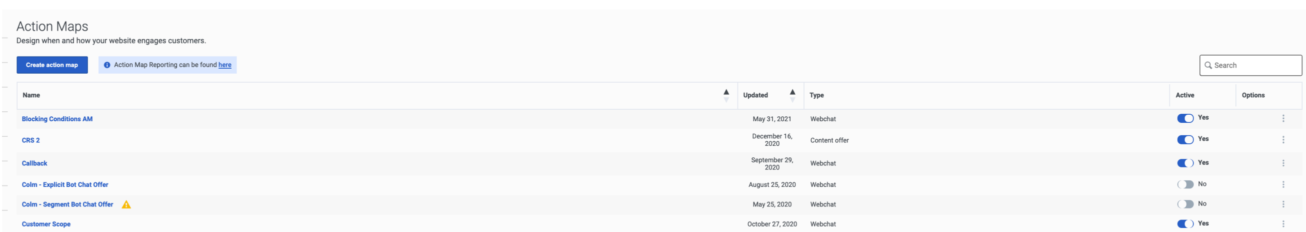
Contents

Learn how to search for, create, edit, duplicate, and delete action maps.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Action Map** > **Add**, **Delete**, **Edit**, and **View** (to create action maps)
  - **Journey** > **Action Target** > **View** (to select a team to handle interactions from the action map)
- Create segments.
- Create outcomes.

View action maps list



Name: Action map name.

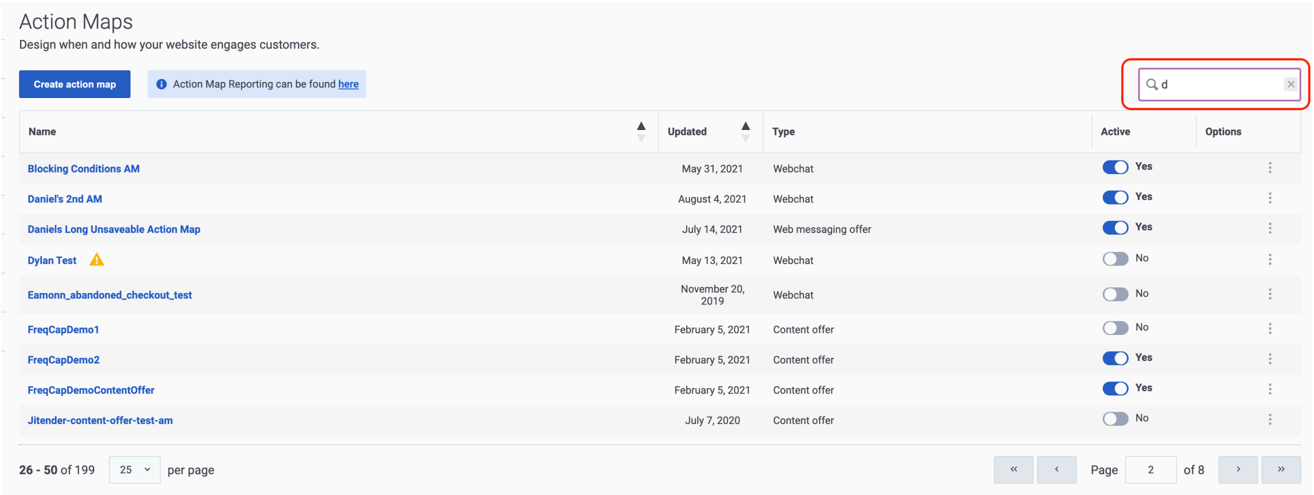
Updated: Date the action map was last modified in Predictive Engagement.

Type: Type of web action associated to the action map, such as web chat or content offer.

Active: Indicates whether the action map is active and ready to trigger on your website.

Options: Menu of options available for the action map, such as edit, delete, and duplicate.

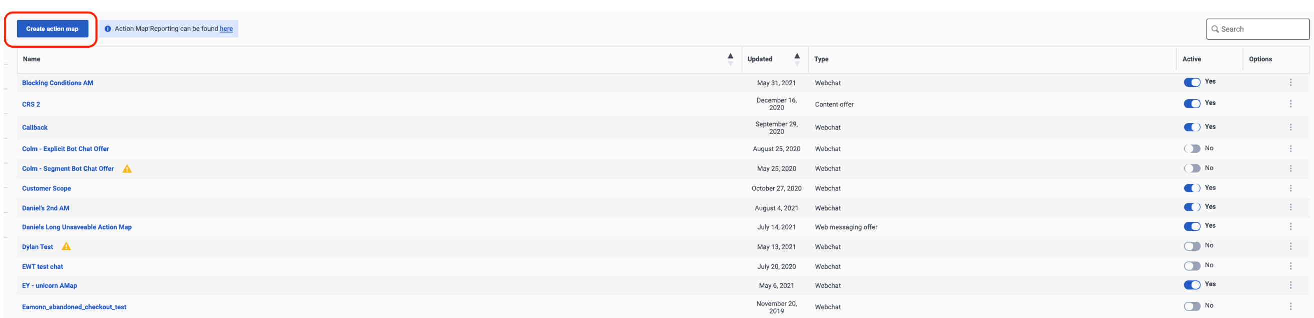
Search for an action map



Type one or more characters (not case-sensitive) for which to search. As you type, only the action maps that match your criteria appear in the list.

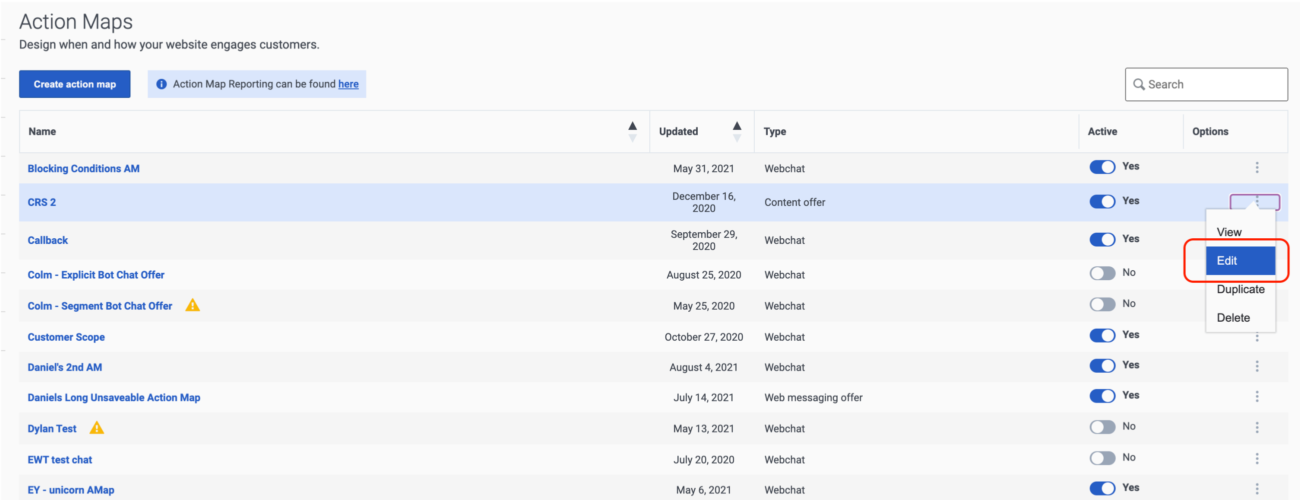
A column heading with an arrow indicates that you can click the arrow to sort the list by that entity. An upward-pointing arrow indicates that the list is in ascending order and a downward-pointing arrow indicates that the list is in descending order.

Create an action map



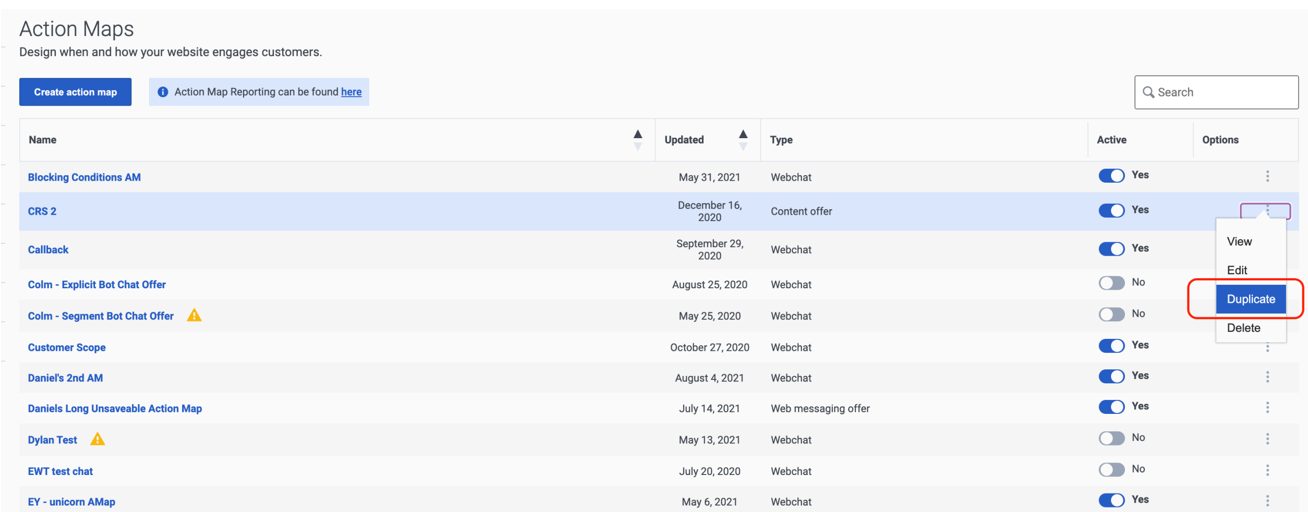
To create an action map, click **Create action map** and then follow the instructions in Create an action map.

Edit an action map



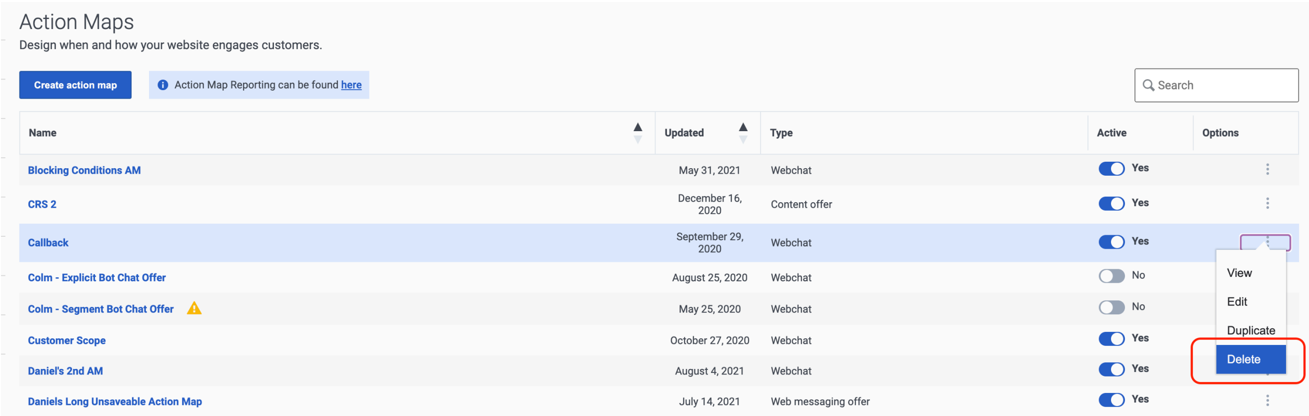
To modify an action map, search for it and then click the **Edit** menu option. Follow the instructions in Create an action map.

Duplicate an action map



To simplify the process of creating an action map, duplicate an existing one. Search for the action map to duplicate and then click the **Duplicate** menu option. The duplicate action map displays in edit mode. Specify a new name for the duplicate action map and then modify the remaining information as appropriate.

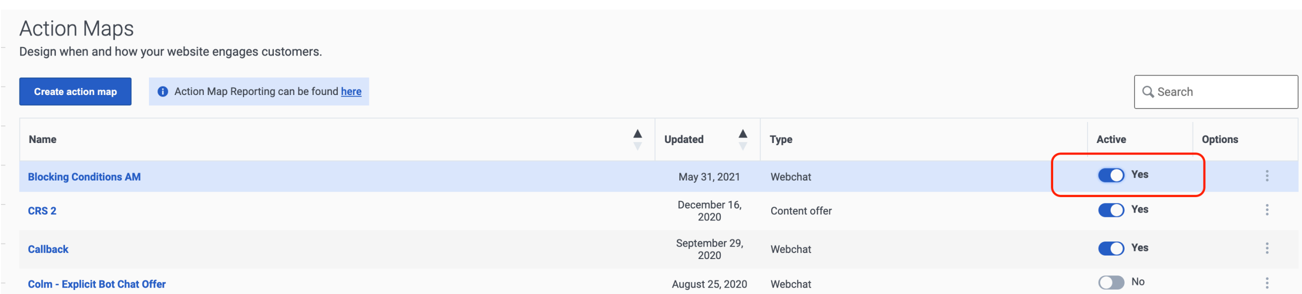
Delete an action map



To delete an action map permanently, search for the outcome, click the **Delete** menu option, and then confirm.

> **Important**
>
> Deletion is permanent. To suspend the action map from triggering, change its status to inactive.

Change the status of an action map



When you create an action map, it is active and ready to trigger on your site immediately. To prevent an action map from triggering, slide the toggle to **No**. The toggle is also available when you create or edit an action map.

View action map report

To learn how visitors interacted with a specific action map and whether the outcome of the action map was achieved, see the Action maps report. For more information about action maps view, see Journey Action Maps view in the Genesys Cloud CX Resource Center.

Create an action map

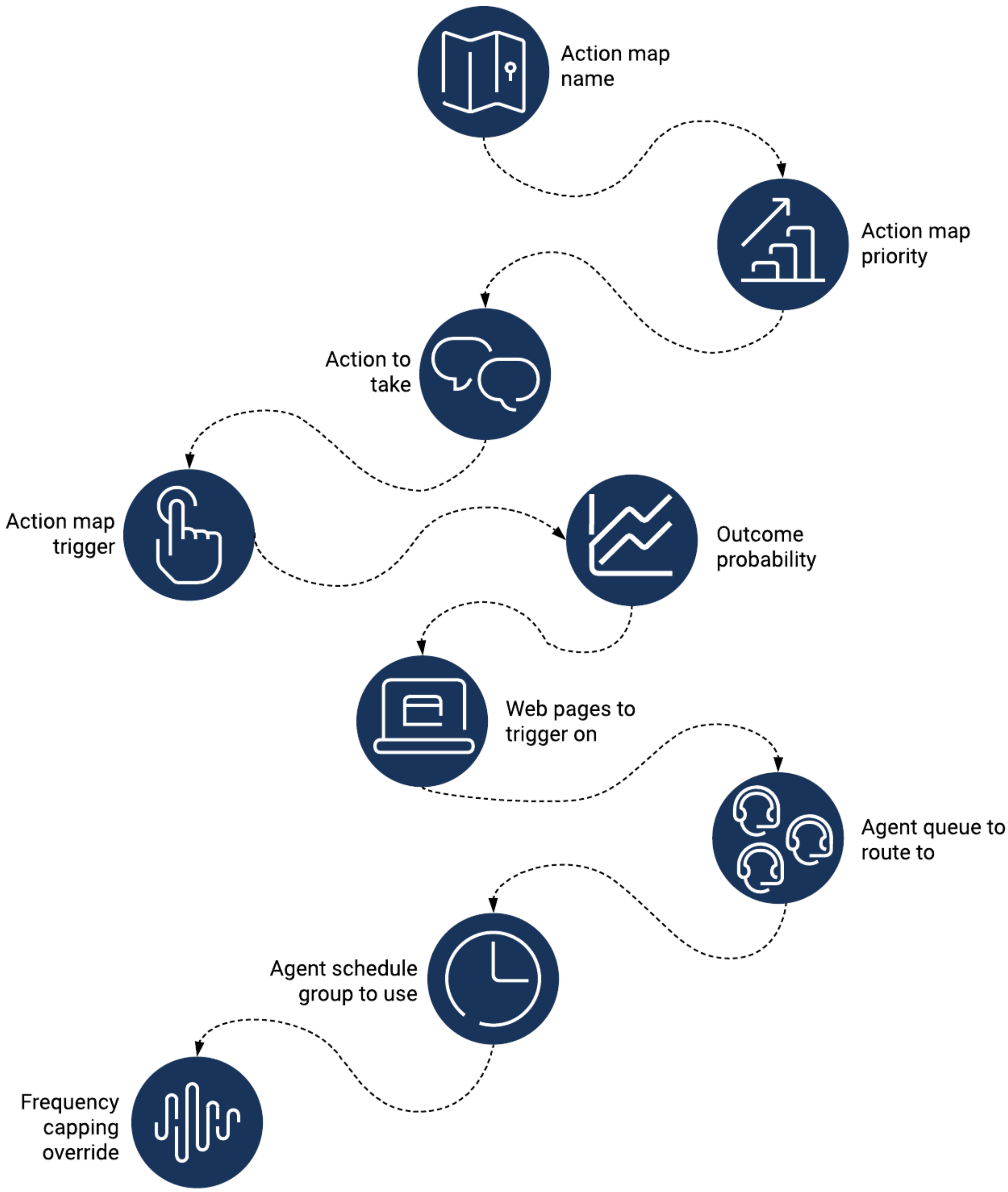
Contents

Learn how to create an action map that Genesys Predictive Engagement uses to engage visitors.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Action Map** > **Add**, **Delete**, **Edit**, and **View** (to create action maps)
  - **Journey** > **Action Target** > **View** (to select a team to handle interactions from the action map)
- Deploy one of the following:
  - For Genesys Cloud CX customers using web messaging, configure and deploy Genesys Messenger.
  - For all other customers, deploy the tracking snippet on the website to track so that you can trigger the action map based on pageview events. To trigger an action map based on other events, use ac('record') to send Genesys Predictive Engagement data about the events to track.
- Create segments.
- Create outcomes.
- Create the action.

High-level steps



Important

- Some options are only available for certain actions.
- To create an action map after you reach the limit of 200 action maps, delete an existing action map.

1. Specify a descriptive name for the action map.
2. Set the action map's priority relative to similar action maps.

   ## Tip

   The action map is active and ready to trigger on your site by default. To prevent the action map from triggering on your site, slide the toggle to **No**.

3. Select which action to use when the action map triggers: web messaging, web chat, content offer, or advanced orchestration flow.
4. Specify what triggers the action map (segment, visitor activity, outcome).
5. Configure an outcome probability.
6. Specify the webpages where you do or don't want the action map to trigger.
7. If the action map is for a web chat offer:
   a. To route the action map to a specific agent queue, select an agent queue.
   b. To only present chat offers when agents are available to receive them, select a schedule group.

3. To ignore the global frequency cap settings and always offer web engagements that this action map qualifies, override the frequency cap for this action map.

Example: How to create an action map

Link to video

This video shows how to create an action map for offering a proactive chat to visitors on your website.

About actions

An action represents the steps to take to engage with visitors or to further related business outcomes.

Contents

Overview of actions and action maps

An action represents the steps to take to engage with users or to further related business outcomes. Genesys Predictive Engagement supports numerous types of actions, including content offers, webhooks, web messaging, and webchats.

An action map defines when and how you use an action.

- About action maps

Content offers

Content offers allow you to present highly customized, personalized offers to your website visitors.

- Overview
- Video: Create a content offer
- Create a content offer
- Publish a content offer
- Monitor a content offer's performance
- Content offers lifecycle

Web chats

Web chats allow you to present a standalone chat window to visitors.

- Overview
- Video
- Chat offer
- Chat window
- Monitor a web chat's performance
- Web chat lifecycle

Web messaging

Web messaging allows you to support interactions that occur when a visitor enters and exits your site numerous times. For example, a visitor might converse with an agent, leave your site, return to your site, resume the conversation, and then place an order.

- About web messaging

Architect flow actions

Architect flows allow you to send journey context data to third-party systems using a special type of Architect workflow. For example, you can send information about campaign contacts to Salesforce or another CRM.

- Overview of Architect flow actions
- Salesforce lead creation and campaign attribution integration
- Configure a Genesys Cloud CX integration
- Configure Genesys Cloud CX data actions
- Campaign parameters
- Prepare the workflow
- Update referential integrity constraints
- Create an action map for the Architect flow action
- Override default variables
- Go-live checklist
- Monitor an Architect flow action's performance

Monitor your actions

Genesys Predictive Engagement's analytics allow you to evaluate the effectiveness of your actions.

- Action map performance report

About web messaging

Learn how to work with web messaging in Genesys Predictive Engagement.

Contents

Overview

Learn what web messaging is and how it works in Genesys Predictive Engagement.

- Web messaging overview
- Supported browsers for web messaging

Get started with web messaging

Learn how to start using web messaging with Genesys Predictive Engagement. If you are using web chat offers currently, you must complete the migration tasks first.

- Migrate from web chat offers to web messaging offers
- Configure and deploy Genesys Messenger
- Create a web messaging offer

Monitor web messaging offers

Learn how to monitor the performance of your web messaging offers.

- Action Map Performance report metrics
- Web messaging performance

About web chats

Learn how to work with web chats in Genesys Predictive Engagement.

Contents

Overview

Learn what a web chat is and how it works in Genesys Predictive Engagement.

- Web chat overview
- How throttling works
- Web chat lifecycle
- Genesys Predictive Engagement with advanced chat routing

Create and monitor web chat offers

Learn how to create a web chat offer and monitor its performance.

- Create a web chat offer
- Monitor web chat performance

About content offers

Learn how to create a content offer that engages visitors on your website and encourages them to take a pre-defined action.

Contents

Overview

Learn what a content offer is and how it works in Genesys Predictive Engagement.

- Content offers overview
- How content offers work
- View content offers

Create and publish a content offer

Learn how to create a content offer and publish it for use with action maps.

- Video: Create a content offer
- Create a content offer
- Content options
- Style options
- Publish a content offer

Configure an action map to use a content offer

Learn how to configure an action map to use a content offer.

- Configure an action map to use a content offer

Monitor a content offer

Learn about the tools you can use to see who is viewing your content offer and how effective it is.

- Monitor content offers
- View the number of times offered

- View the click through rate
- Metrics in the Action Map Performance Report
- Content offer lifecycle

Manage a content offer

Learn how to manage content offers in the Action Library.

- Edit
- Duplicate
- Revert to draft mode
- Archive

About Architect flow actions

Genesys Predictive Engagement integrates with third-party platforms using Genesys Cloud CX integrations, data actions, and Architect workflows.

Contents

Overview

Learn the purpose of Architect flow actions, review the process of creating Architect flow actions, and review a business scenario to understand how Architect flow actions work.

- Overview of Architect flow actions
- Salesforce lead creation and campaign attribution

Prepare Genesys Cloud CX components

The first step in creating an Architect flow action is to configure an integration and configure its data action in Genesys Cloud CX.

- Configure a Genesys Cloud CX integration
- Configure Genesys Cloud CX data actions

Prepare Architect components

To use Architect to integrate Genesys Predictive Engagement with a third-party system, prepare a special type of flow called a workflow that calls a session ID. Genesys Predictive Engagement provides a predefined example workflow that you can use. You just need to import it and update the referential integrity constraints.

- Campaign parameters
- Prepare the workflow
- Update referential integrity constraints

Prepare Predictive Engagement components

Finally, create an action map that uses the Architect flow action.

- Use action maps to trigger an advanced orchestration flow
- Override default variables

- Go-live checklist

Monitor an Architect flow action's performance

Use the Action Map Performance report to monitor an Architect flow action's performance.

- Monitor an Architect flow action's performance

About journey shaping with sessions and events

Web sessions and conversation sessions provide rich context for agents about each customer's personal journey with your company.

Contents

Overview

As a business, you want to collect data about all the ways in which a customer interacts with your company, along with the outcomes of those interactions. Genesys Predictive Engagement captures this information as sessions and events.

You can analyze this data to acquire business intelligence, develop a unified view of the customer, improve agent and bot performance, deflect calls, improve customer satisfaction, and improve business outcomes.

- Types of sessions

Web sessions

Genesys Predictive Engagement allows agents to view the complete history of web-based interactions that customers have with your website. We verify contacts when web sessions begin and track specific types of web events.

- Overview
- How we verify contacts on your website
- Web session type
- Web session events
- Customize how agents view web events
- Capture custom website events with one of the following:
    - If you deployed the tracking snippet to your website, see ac('record')
    - If you deployed the messenger snippet to your website, see Journey.record

---

Event types

Event types are templates of attributes that you capture for events. You can view the available event types and configure how specific instances of events appear to agents.

- Overview
- Where agents see event-specific information
- How you make event information meaningful to agents

- View event types for a session
- Configure the list of events
- Configure the tooltip
- Delete an event type

Types of sessions

Contents

Feature coming soon! Learn about the types of sessions that Genesys Predictive Engagement uses to organize groups of related events.

Types of sessions

Genesys Predictive Engagement organizes data about each customer's activity into sessions. In its simplest terms, a session is a set of related events that involve a single customer, within a given timeframe.

Session type	Examples	Example events in the session
Web sessions	Customer goes to your website and completes a form to place an online order.	1. Go to the website. 2. Go to the online order form. 3. Complete the form. 4. Submit the form.

DOC-3294 Removed conversation entry temporarily

Session type	Examples	Example events in the session
Conversation	Customer calls your help desk and speaks to an agent. Customer accepts a web chat and the conversation routes to an agent.	1. Call the help desk. 2. Route to an agent. 3. Receive the resolution. 4. End the call. 5. Assign a wrap-up code.

Removed custom sessions as part of AI-381 rollback.

Custom	Order ships.	1. Remove from inventory stock. 2. Put on a plane. 3. Deliver to a distribution

		center. 4. Put on a truck. 5. Deliver to customer's address.

Web sessions

Contents

Feature coming soon! Learn how to capture information about customer activity on your website and present it to agents.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - To see custom sessions and custom events, assign agents specific permissions.
- Deploy one of the following:
  - For Genesys Cloud CX customers using web messaging, configure and deploy Genesys Messenger.
  - For all other customers, deploy the tracking snippet.

Overview

When you track your website with Genesys Predictive Engagement, we capture the history of web interactions. This history includes all the times and ways that customers visited and interacted with your website.

Each time a customer arrives on your website, a new web session begins. The web session ends when a customer is inactive for 20 minutes or longer.

How we verify contacts on your website

When a customer comes to your website, we attempt to verify their identity using their cookie. If no cookie is available, we attempt to verify their identity with identifiers that we collect from the web, such as phone or email.

Important

- Successful verification requires a phone number in E164 format.
- We do not create contacts from cookies.
- We do add cookies to existing Genesys Cloud CX external contacts.

If you deployed the tracking snippet to your website and you use the Journey JavaScript SDK to capture a customer's personal data while they are on your website, it's possible for us to identify them. For example, you can use `ac 'identify'` and map traits to link visitor records.

If we are unable to verify that the customer has a corresponding customer record, the customer's name appears as "Unknown" in the session card.

Web session type

We assign each web session the predefined web session type. You cannot change this type.

Web events

As a customer navigates your website, Genesys Predictive Engagement collects the following data about the customer's activity during a web session. Agents can view this information in the web session card. You can use this data to create segments, outcomes, and action maps that orchestrate future visitor journeys:

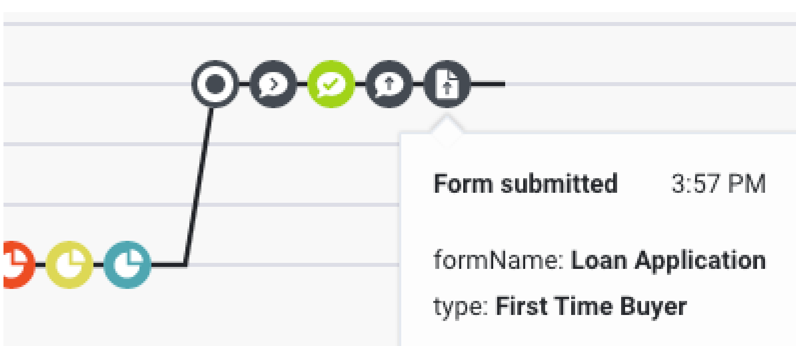
- Page views (only available if you deployed the tracking snippet to your website)
- Custom web events
- Searches

For more information about web event tracking for billing purposes, see Billing and usage.

AI-23 Add to section above

For more information about tracking limits, see Limits for Genesys Predictive Engagement objects.

Custom web events



You can track custom web events using one of the following:

- If you deployed the tracking snippet to your website, see ac('record')
- If you deployed the messenger snippet to your website, see Journey.record

For example:

- Button clicks (for example, add to cart, submit a form)
- Check out
- Play video
- In-page messaging (for example, wrong password, form errors)

For these custom web events, you can track custom attributes. When an agent clicks the event's icon on the customer journey map, the custom attributes and their corresponding values appear in the tooltip.

Web session cards

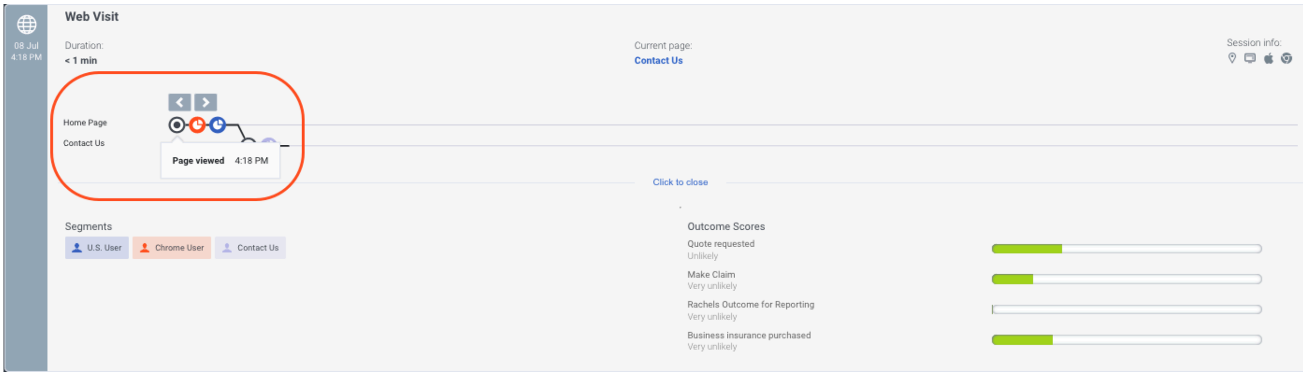
Agents see a separate session card for each web session. The session card includes:

- Title
- Icon
- Duration
- Current page
- Session information
- Journey map
- Searches performed
- Segments matched during the session
- Outcomes achieved during the session

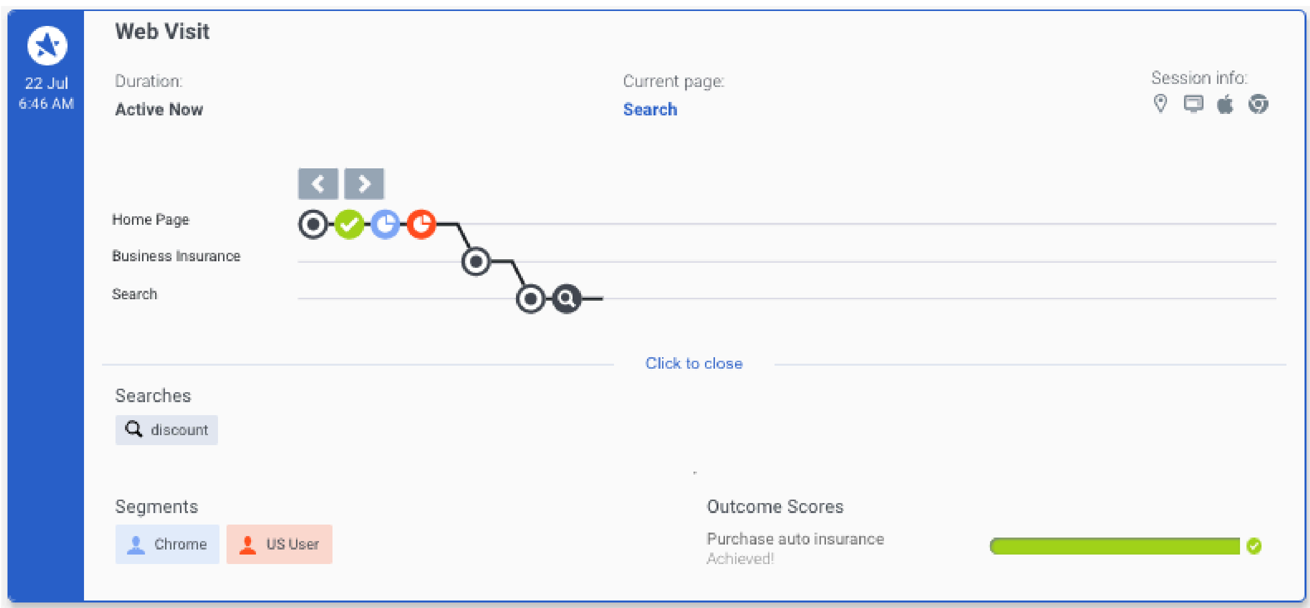
Where agents see event-specific information

Agents see event-related data in the journey map when they view session details. The following image shows a web session. The pages that the customer viewed appear along the left, and the specific events that occurred during the session appear in the customer journey map. When the agent rests their mouse on an icon in the map, a tooltip provides more details.

As the following section explains, you can change the names of the events and the information in the tooltip.



Configure web session cards



You can configure the appearance of the web session cards:

- Name that appears as the title on all web session cards (Ex: "Web Visit")
- Appearance of attributes in the tooltip

About journey data

Learn what types of customer journey data that you and your agents can see about a visitor's interactions with your website.

Contents

Customer journey data

Learn what types of customer journey data that you and your agents can see about the visitors on your website.

- Live Now
- Customer summary (admin view)
- Unknown users

Live Now

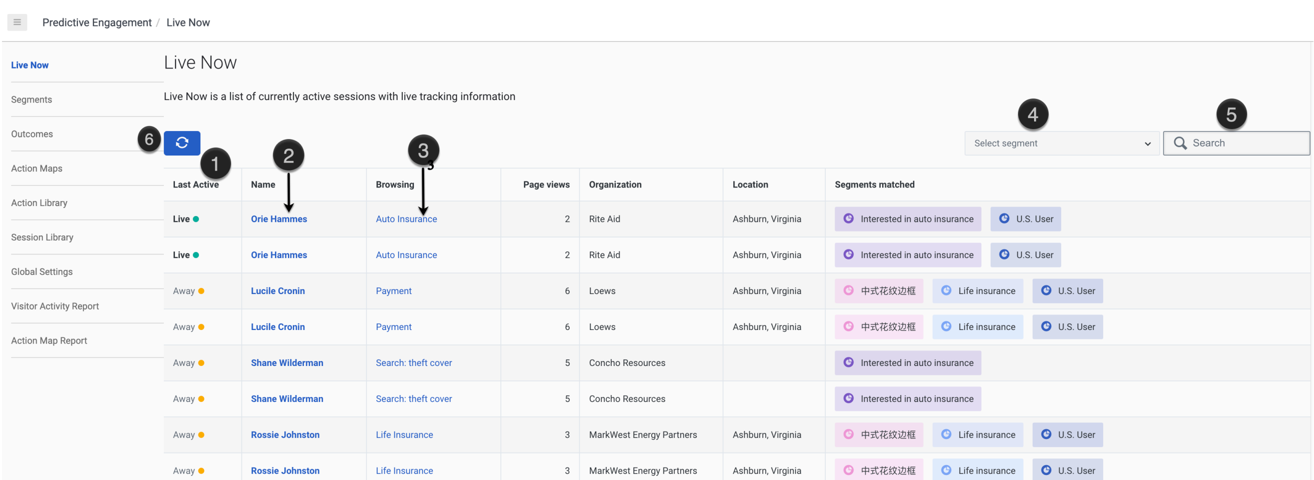
Contents

Learn how to see real-time information about visitors on your website. Skip to the visit journey map or the description of the icons.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Outcome** > **View** (to see outcomes achieved and scores for a visit)
  - **Journey** > **Segment** > **View** (to see matched segments for a visit)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

See who is active on your website



The Live Now view shows who is active on your website. In Admin in Genesys Cloud CX, open the **Live Now** page.

Action	Description
Last Active (1)	The last active reflects the visitor's status on your website:

<table>
<tr><th>Action</th><th>Description</th></tr>
<tr><td></td><td>Green: Visitor is active on your website.
Yellow: Visitor has been inactive for 45 seconds. For example, the visitor minimized the browser window or is looking at a different site in a separate tab. It remains inactive unless the customer triggers another web event (for example, a page view), at which point the interaction shows as “live” again.
For past interactions, the date the interaction occurred appears.</td></tr>
<tr><td>View visitor details (2)</td><td>To see the details about a visitor, click the visitor's name. For more information about the types of details available, see Customer summary (admin view).</td></tr>
<tr><td>View the webpage the visitor is on (3)</td><td>To see the webpage that the visitor is on currently, click the link under Browsing.</td></tr>
<tr><td>Filter by segments (4)</td><td>To see only visitors who belong to specific segments, in the Choose segments list, select the segment.

You can select active segments that display to agents. For more information about configuring these options, see Manage segments.

For more information on how to create and use segments, see About segments and Trigger an action map based on segment match.</td></tr>
<tr><td>Search for visitors (5)</td><td>You can search for visitors by their:
Name
Browsing website
Location
For example, a search for "Atl" displays visitors from Atlanta. A search for "Ho" displays all visitors who are browsing the "Home Insurance" webpage and the visitors in the "Hot Prospect" segment.

Search is not case-sensitive.</td></tr>
<tr><td>Refresh (6)</td><td>Live Now displays the most recent information of all the sessions listed on the page. To view the newer web sessions (that are not listed yet), click Refresh.</td></tr>
</table>

Customer summary (admin view)

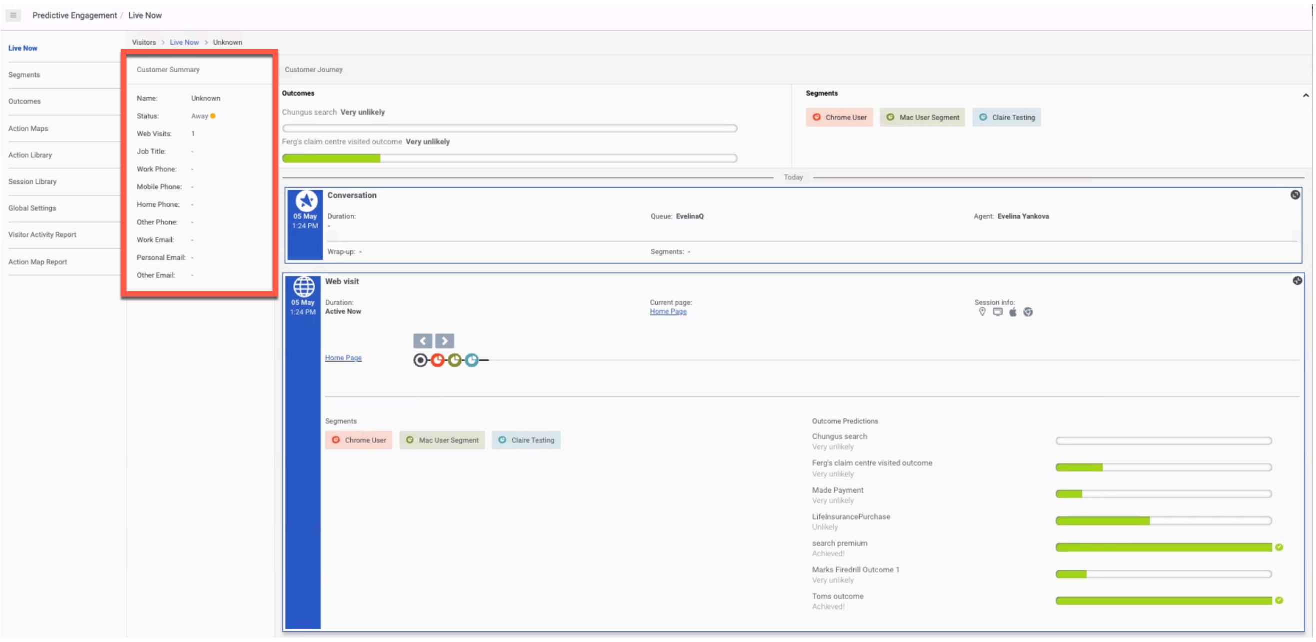
Contents

In Live Now, learn how to see details about a visitor and their previous engagements with your company.

Prerequisites

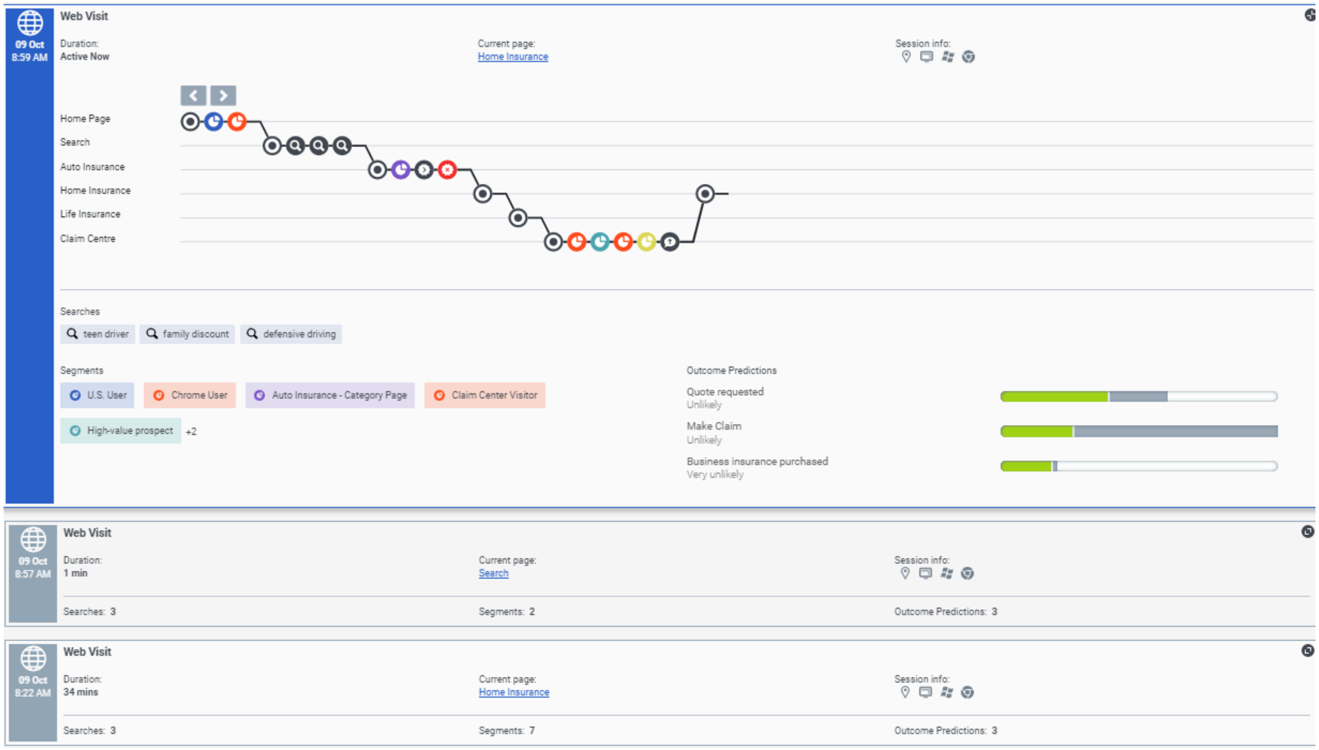
- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

Customer summary



Customer summary details include the visitor's current status and the total number of times that they viewed any of your tracked web pages during the current session. When a logged-in user logs out and continues to use the website, Predictive Engagement considers the user as a new user and creates a new visitor journey map for all actions of the unauthenticated user.

Session cards



Session cards organize journey data so that you can see current and historical activity. Each card represents what the customer did during a particular period called a session.

The newest session card appears at the top. If the session card is blue, the customer is active on your website. After 30 minutes of inactivity, the card color changes to gray.

Important

- If the customer provides an email address or phone number after the current session begins, you may see more sessions because we try to match external contact records based on this data.
- We show data only about webpages that we track. If a customer leaves your website and then comes back, we do not show you where the customer went.

View journey details

To see more details about a card, click it. In this view, you see the journey map.

The visitor journey map indicates:

- Which pages a visitor saw and in what order
- The engagement types that the visitor had with an agent or with Genesys Predictive Engagement while on a page
- The segments that the visitor matched
- The outcomes that the visit achieved
- The searches that the visitor performed
- Traits of the visitor

The map updates in real time as the customer navigates your website, responds to interaction requests, and matches segments. To see the details of an item on the map, click its icon. For more information about the icons, see Journey map icons.

Tip

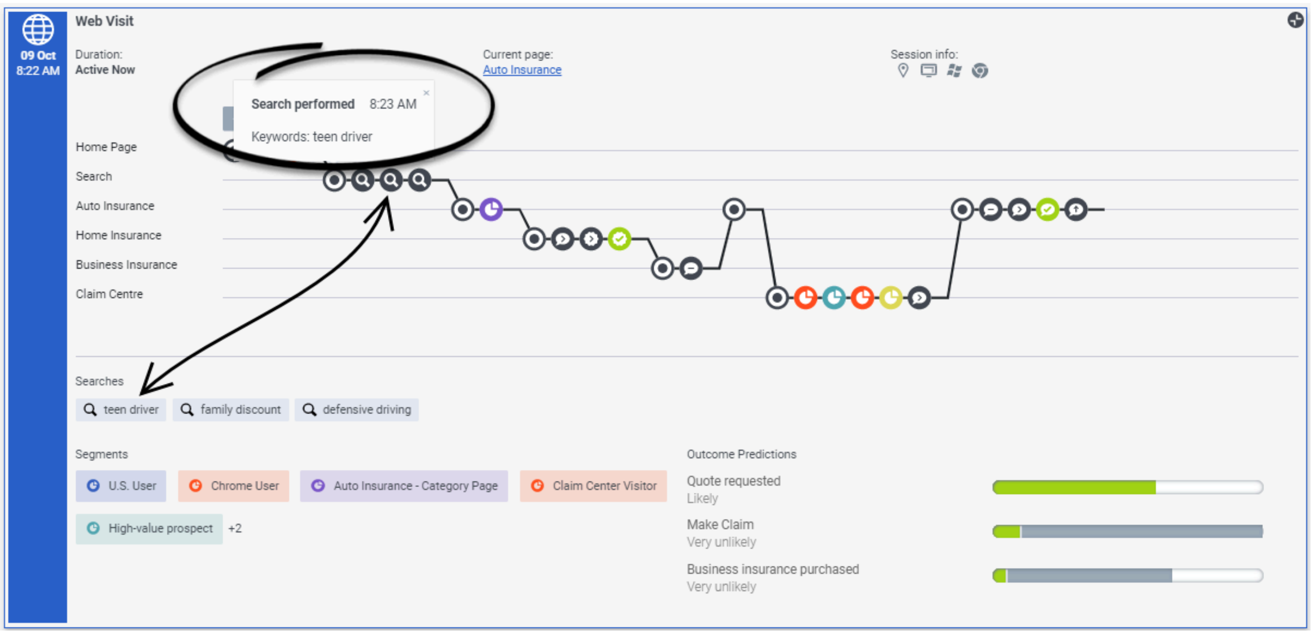
- You can expand multiple cards simultaneously.
- The color of a segment matched icon corresponds to the color of the actual segment.

Important

If there are no segments, searches, or outcomes, there is no expanded view.

When a logged in user logs out and continues to use the website, Predictive Engagement considers the user as a new user and creates a new journey map for all actions of the unauthenticated user actions.

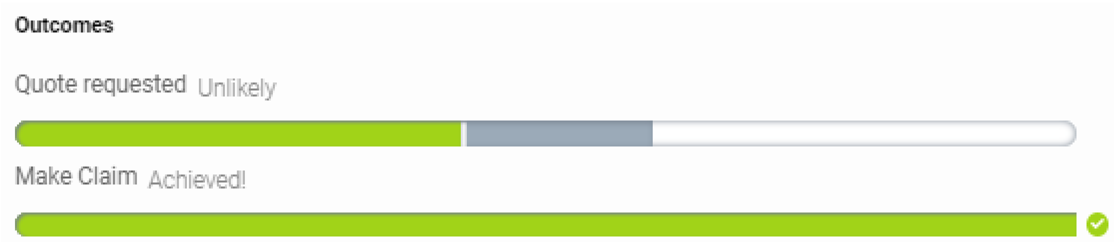
View searches performed



Knowing what customers searched for on your website prepares you to answer questions that they may have. Search information appears in two places on the **Predictive Engagement Customer Journey** tab.

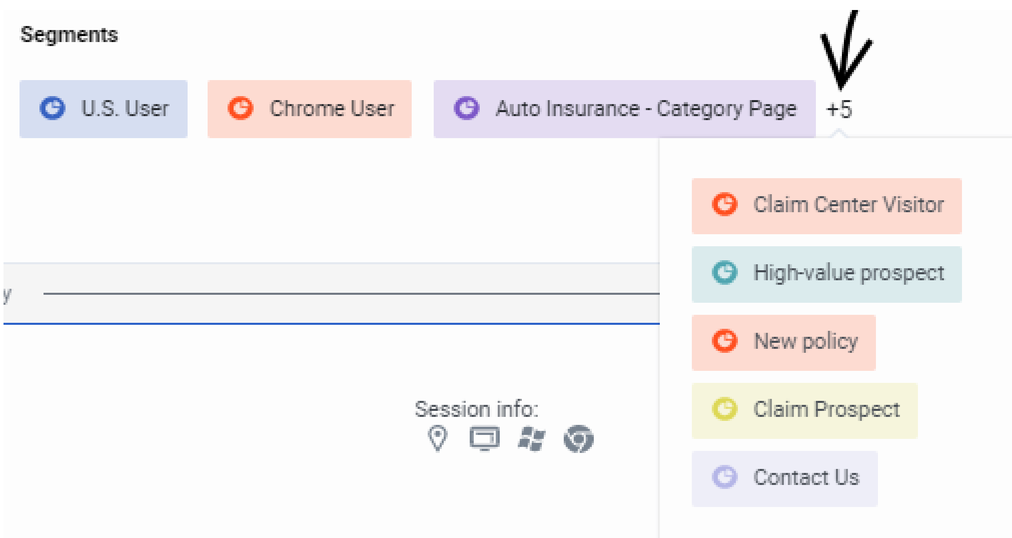
- In the journey map, click a search icon to see what the customer searched for at a specific point in the customer's journey.
- in the "Searches performed" section of the **Predictive Engagement Customer Journey** tab, you can view a list of all the terms that the customer searched for during the session.

Outcome predictions



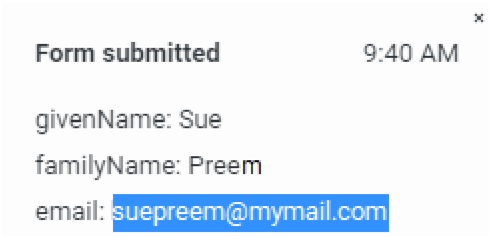
An outcome represents a particular goal and the colored bars represent the customer's progress toward that goal. For example, if the goal is to purchase a product, the customer's progress moves toward that goal when the customer puts an item in their shopping cart. These bars update in real time as the customer's progress changes. For more information about outcomes, see About outcome predictions and probabilities.

Segments matched



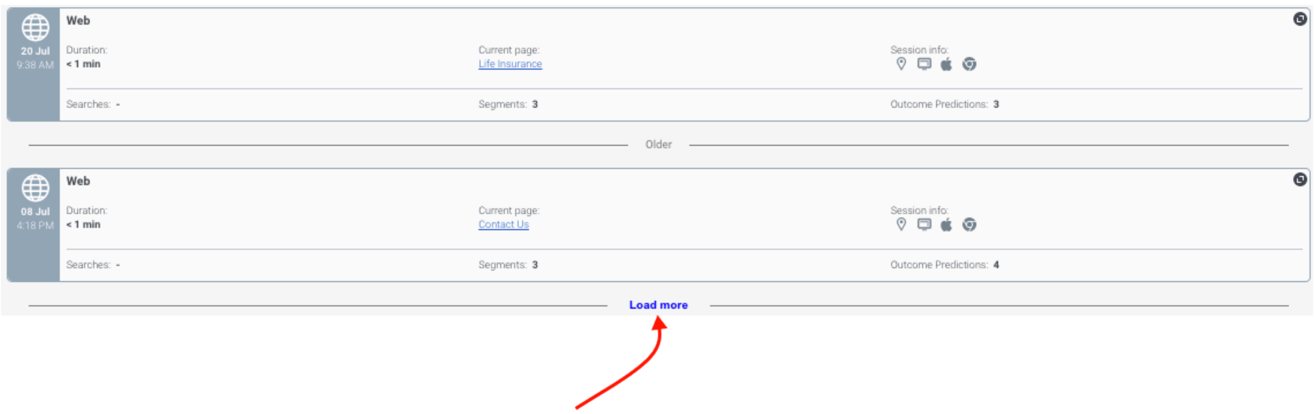
A segment represents a group of customers that have something in common. For example, a segment might include all customers who use the same browser or are from the same geographic region. Segments appear in the order that Genesys Predictive Engagement assigns them to the customer. For more information about segments, see About segments.

Copy activity data



When viewing activity details, you can copy data (such as an email address) to the clipboard so that you can paste it elsewhere.

View more cards



To see more cards, click **Load More** at the bottom of the list.

}}

Visit journey map (admin view)

Contents

In Live Now, learn to use a graphical representation of a visitor's path through your website. This information provides the full context of a visitor's questions and can help you understand their needs. For more information about the icons, see icon descriptions.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

View a visitor's journey

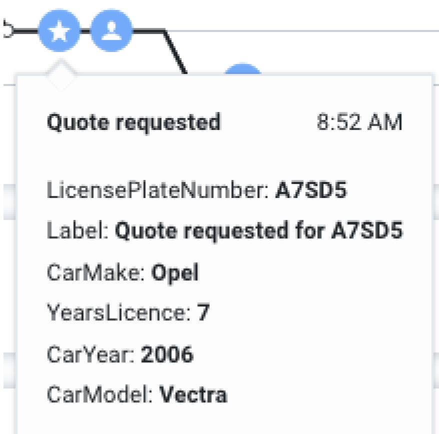
The visit journey map indicates:

- Which pages a visitor saw and in what order
- The engagement types that the visitor had with an agent or with Genesys Predictive Engagement while on a page
- When the visitor matched segments

To see URLs instead of page titles, click **URL**.

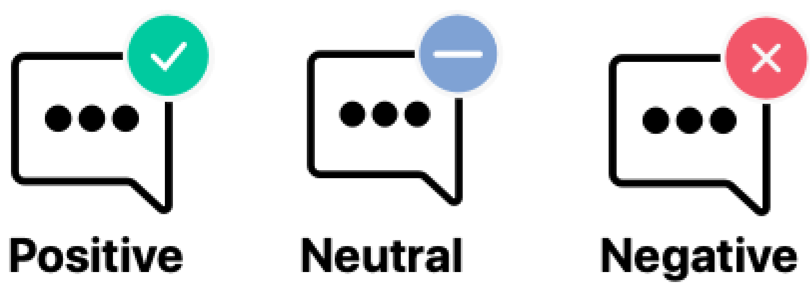
> **Important**
> If a logged-in user logs out, Predictive Engagement considers the user as a new user and creates a new journey map.

See point-in-time details



To see more information about what the visitor did, rest your mouse on an icon.

About the icons



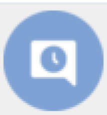
Icon descriptions:

- Messaging activity icons
- Chat activity icons

- Form activity icons
- Purchase activity icons
- Journey shaping icons
- Miscellaneous icons

Messaging icons

This section only applies to Genesys Cloud CX customers using web messaging.

Icon	Tooltip	Description
	Messaging offered	Genesys Predictive Engagement offered messaging to the visitor.
	Messaging accepted	Visitor accepted the messaging offer.
	Messaging requested	Visitor requested messaging.
	Messaging rejected	Visitor rejected the messaging offer.
	Messaging timed out	Messaging offer timed out before the visitor responded.
	Messaging ignored	Visitor left the website before responding to the messaging offer.

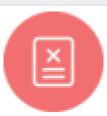
Chat icons

This section only applies to customers using web chat.

Icon	Tooltip	Description
	Chat offered	Genesys Predictive Engagement offered a chat to the visitor.

Icon	Tooltip	Description
	Chat accepted	Visitor accepted the offer to chat.
	Chat requested	Visitor requested a chat.
	Chat rejected	Visitor rejected the offer to chat.
	Chat timed out	Offer to chat timed out before the visitor responded.
	Chat ignored	Visitor left the website before responding to the chat offer.

Form-related icons

Icon	Tooltip	Description
	Form submitted	Visitor submitted a form.
	Form abandoned	Visitor abandoned the form before completing it.

Purchase-related icons

Icon	Tooltip	Description
	Product added to cart	Visitor added a product to their shopping cart.

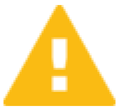
Icon	Tooltip	Description
	Product removed from cart	Visitor removed a product from their shopping cart.
	Checkout complete	Visitor completed the checkout transaction.

Journey shaping icons

Icon	Tooltip	Description
	Outcome achieved	Visitor achieved one of your outcomes.
	Segment matched	Visitor matched one of your segments.

Miscellaenous icons

Icon	Tooltip	Description
	Page viewed	Visitor viewed the page. **Important** It's possible for a web session card to have multiple page titles with the same name. If the URL of a page changes, a new line will form on the web session card and the URL will update. We aren't facilitating dynamic values within a page if a visitor reloads the page.
	Searched	Visitor searched for something on your site.

Icon	Tooltip	Description
	Default	Default icon used when no other icon is applicable.
	Error	An error occurred.

Searches performed (admin view)

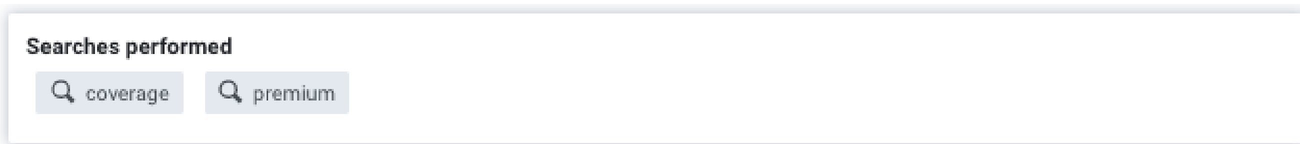
Contents

In Live Now, learn how to see what a visitor searched for on your website. This information provides insight into their specific questions and prepares you to answer them.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are on your website currently)

View searches performed

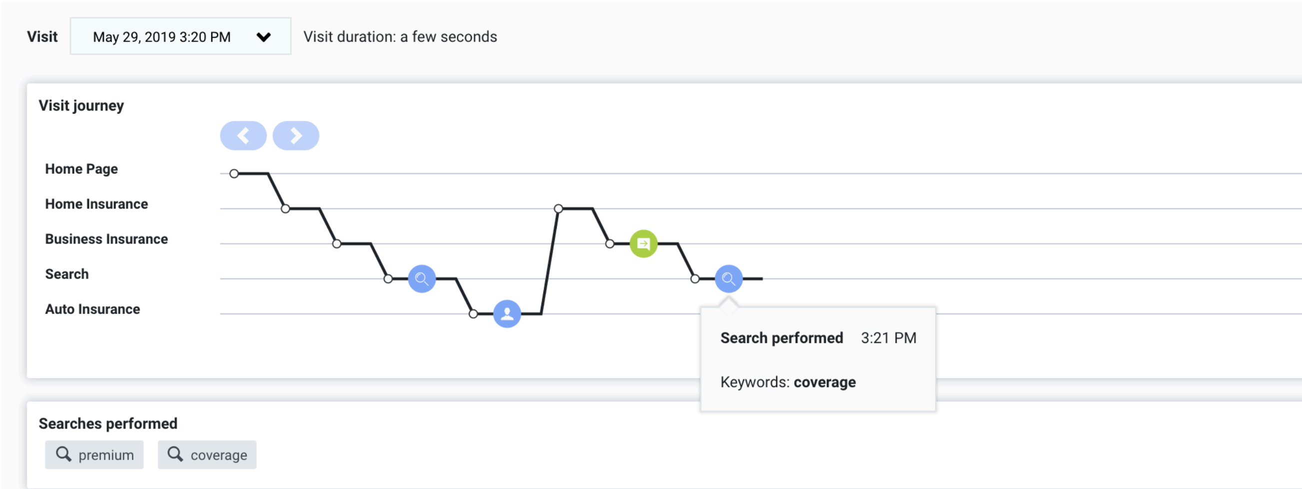


Each time a visitor searches your website, the URL for your webpage changes. Since Genesys Predictive Engagement tracks URL changes, it can display information to your agents about each visitor's specific searches under **Searches performed**.

Important

You must configure your URL search parameter in your site search settings.

View search details in the visit journey map



In the visit journey map, rest your mouse on a search icon to see what the visitor searched for.

Segments assigned (admin view)

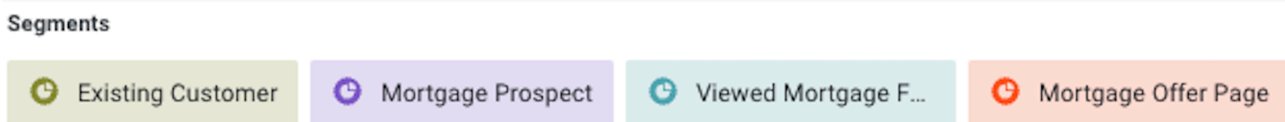
Contents

In Live Now, learn how to use segments to understand what characteristics or behaviors a visitor shares with other visitors.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Segment** > **View** (to see matched segments for a visit)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

View assigned segments



A segment represents a group of visitors who have something in common. For example, a segment might include all visitors who use the same browser or are from the same geographic region.

Segments appear in the order in which Genesys Predictive Engagement assigns them to the visitor.

For more information on defining segments, see Manage segments.

Outcome scores (admin view)

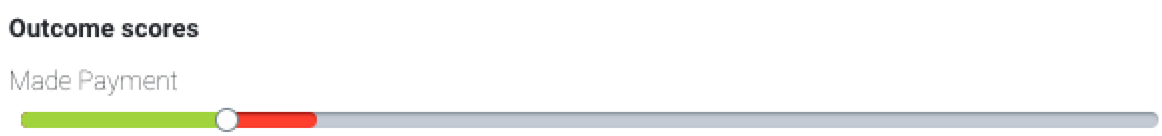
Contents

In Live Now, learn how to recognize when a visitor is or is not progressing towards one of your business goals.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
    - **Journey** > **Customer** > **View** (to see information about existing customers)
    - **Journey** > **Event** > **View** (to see events on the customer journey map)
    - **Journey** > **Outcome** > **View** (to see outcomes achieved and scores for a visit)
    - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

View outcome scores



A solid green bar indicates that the visitor achieved the outcome.

A bar with green and red indicates that the visitor has not yet achieved the outcome. The amount of green indicates approximately how close the visitor is to achieving the goal. For more information on defining business outcomes, see Manage outcomes. For more information on how Genesys Predictive Engagement gathers and uses outcome data, see Outcomes overview.

Additional information (admin view)

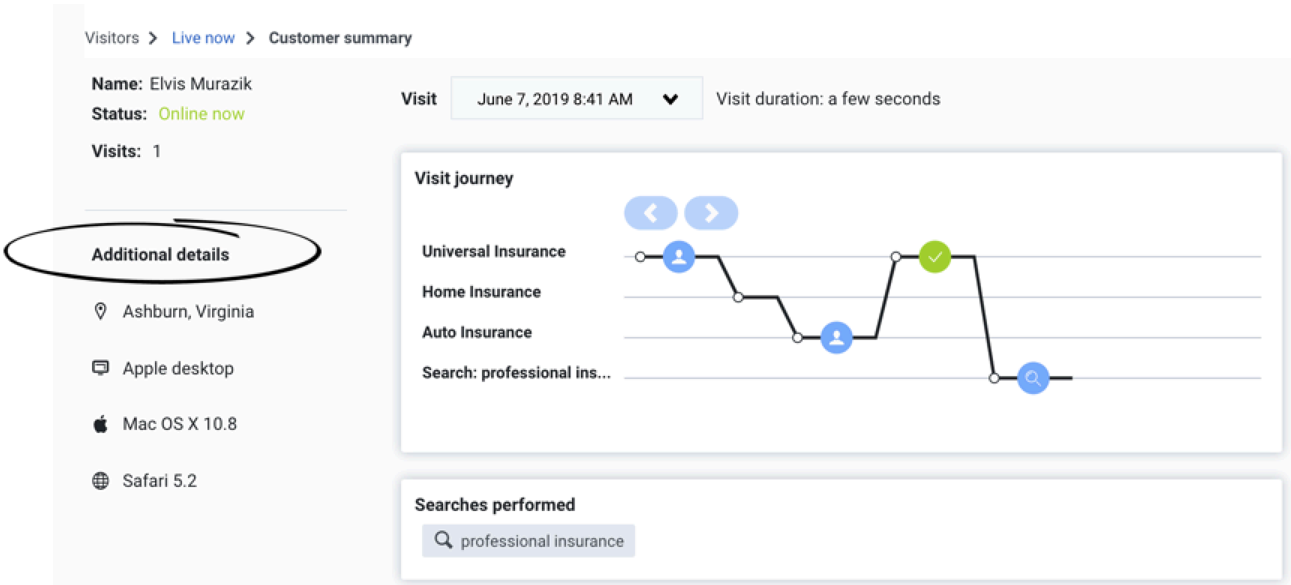
Contents

In Live Now, learn how to view details about a visitor's geographic location and the technology they use.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

View additional information



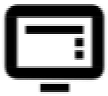
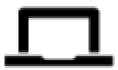
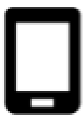
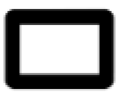
View additional information, including the visitor's:

- Browser
- Device
- Operating system

Browsers

Browser	Icon
Chrome	
Edge	
FireFox	
Internet Explorer	
Opera	
Other	
Safari	

Devices

Device	icon
Desktop	
Laptop	
Mobile	
Tablet	

Operating system

Operating system	Icon
Android	
Linux	
MacOS	
Windows	
Other	OS

Unknown visitors (admin view)

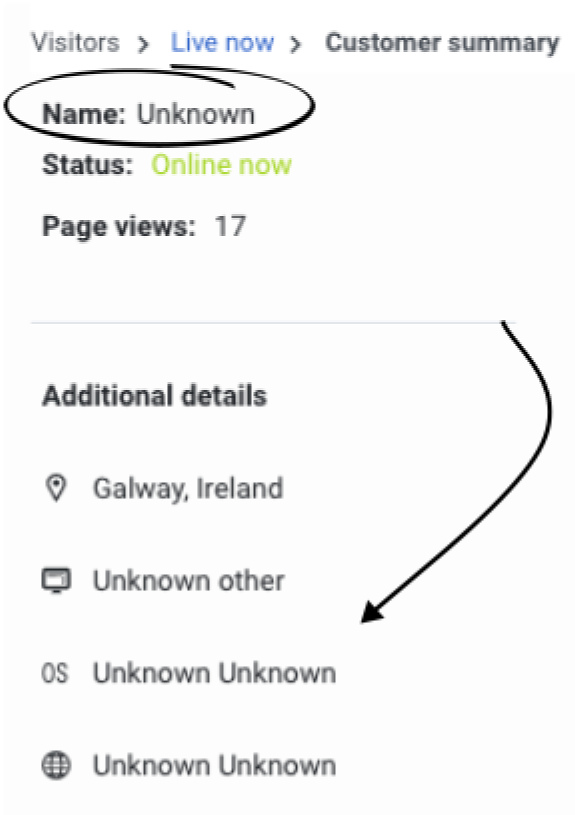
Contents

In Live Now, learn how to recognize when Genesys Predictive Engagement does not recognize a visitor.

Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Customer** > **View** (to see information about existing customers)
  - **Journey** > **Event** > **View** (to see events on the customer journey map)
  - **Journey** > **Visit** > **View** (to see live tracking information about visitors who are currently on your website)

Unknown visitors



If Genesys Predictive Engagement cannot identify a visitor, Genesys Predictive Engagement displays **Unknown** in the customer summary fields. If Genesys Predictive Engagement identifies the visitor later, the visitor's actual information appears.

When a logged in user logs out and continues to use the website, Predictive Engagement considers the user as a new user and creates a new journey map for all actions of the unauthenticated user actions.

About analytics

Learn how to evaluate how visitors use your website and determine the effectiveness of your action maps.

Contents

Availability of analytics data

Understand how Genesys Predictive Engagement's machine learning processes visitor data for reports. Learn when data results are available to you. Understand how you can select the granularity of data that appears in reports.

- Availability of analytics data

Reports

Learn about the Genesys Predictive Engagement reports and the performance views in Genesys Cloud CX.

- Visitor Activity
- Action map performance
- Outcome performance
- Segment performance
- Predictive Engagement data in other Genesys Cloud CX performance views

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Billing and usage

View your billing and usage information.

- Billing and usage

Availability of analytics data

Contents

Learn how Genesys Predictive Engagement processes data for reports, how to view updated reports, and how to see more precise data in reports.

Processing data for reports

As a cloud-based product, Genesys Predictive Engagement receives data from timezones around the globe. Each night, Genesys Predictive Engagement processes this data in your organization's timezone for inclusion in reports. The reporting job processes all new data from 17:00 of the previous day to 17:00 of the current day. The reporting job begins at 22:45 local standard time and can take up to two hours to complete. Your fully processed, updated reports are available to you at 1:00 local standard time.

Important

- Local standard time refers to the time in your organization's timezone. This time may differ from your personal, local time.
- Genesys Predictive Engagement uses Coordinated Universal Time (UTC) as the standard of precision for time-sensitive information. To stay consistent relative to UTC, Genesys Predictive Engagement does not observe daylight savings time in determining when to begin processing reports.
- The count for the most recent date available (yesterday) updates to include a full 24-hours of data when the next reporting job runs. Until this time, the count for the most recent date may not include all 24 hours of data because the reporting processing window is 17:00-17:00.

Viewing updated reports

When you view a report, you select the date range for the data it shows. The date picker restricts you from selecting an end date for which data processing is incomplete.

Important

The date picker uses your local time. If users in different timezones look at the same report at the same local time, they may see different data.

Granularity of data

For each report, you select the granularity of data that you want to see. The more specific the granularity, the more detailed the report.

If you select hourly granularity:

- Your maximum date range is 14 days.
    - 03/02/2018 13:00 to 03/02/2018 14:00 is valid.
    - 03/02/2018 13:00 to 05/02/2018 13:00 is not valid.

If you select daily granularity:

- Your maximum date range is 365 days.
    - 03/02/2018 to 04/02/2018 is valid.
    - 03/02/2017 to 04/02/2018 is not valid.

Visitor Activity

Contents

Learn how to view usage data for your website.

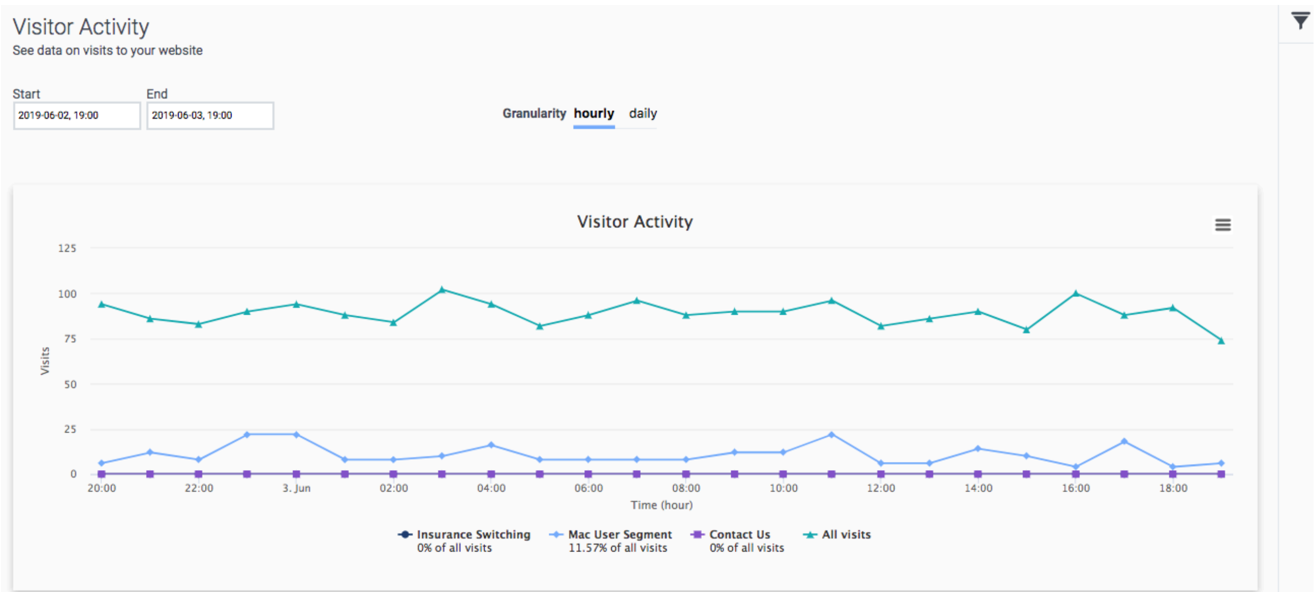
Prerequisites

- Configure the following permissions in Genesys Cloud CX:
    - **Journey** > **Report** > **View**

About the Visitor Activity report

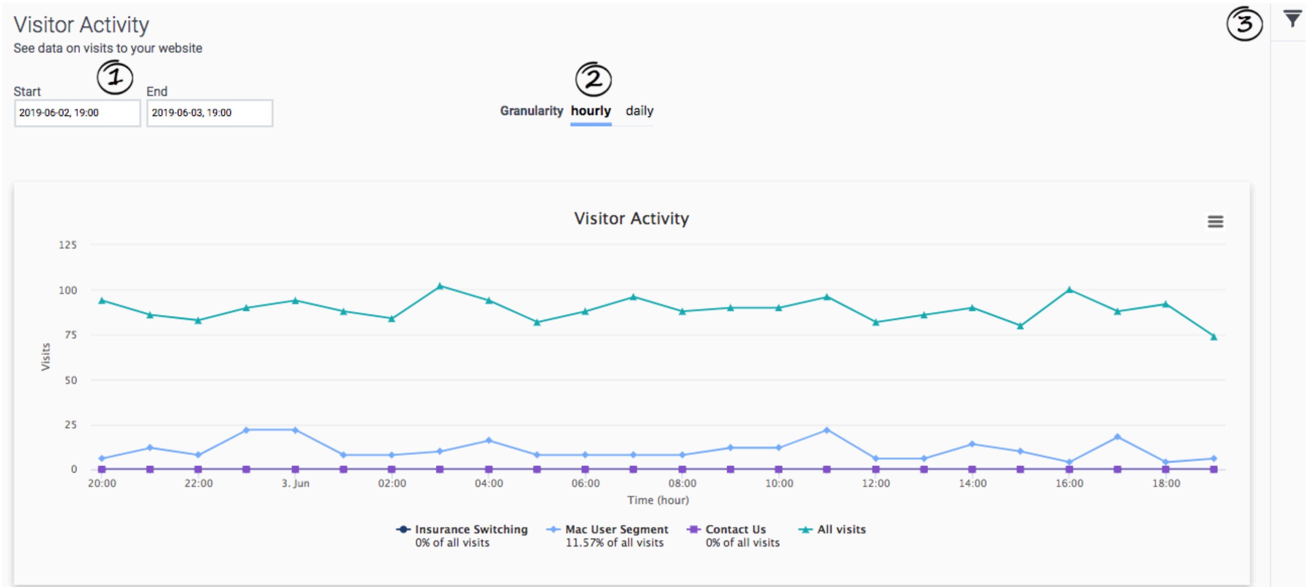
The Visitor Activity report shows the number of visitors on your website during a given time period. It allows you to track usage trends and to see the number of visitors at specific times. You can filter results by segments and outcomes. For more information about the availability of data in this report, see About analytics data.

View the Visitor Activity report



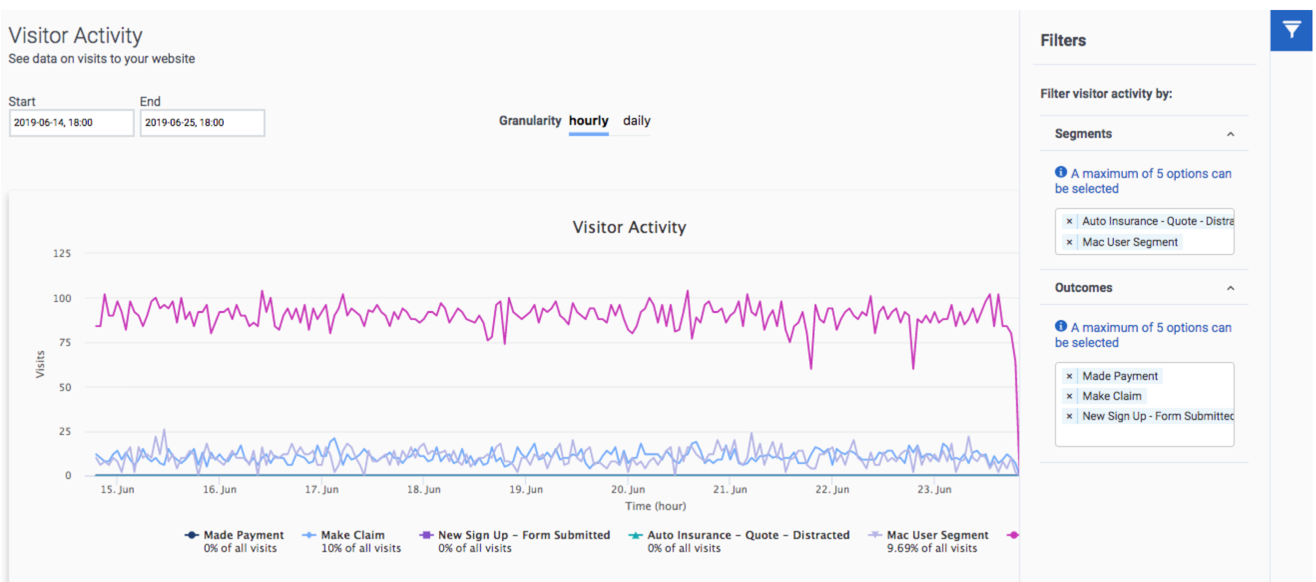
In Admin in Genesys Cloud CX, open the **Visitor Activity Report**.

Configure the Visitor Activity report



1. Select the date range for the report.
2. Specify whether you want to see hourly or daily results. For more information, see Granularity.

Filter by segments and outcomes



Feature coming soon: Customer segments

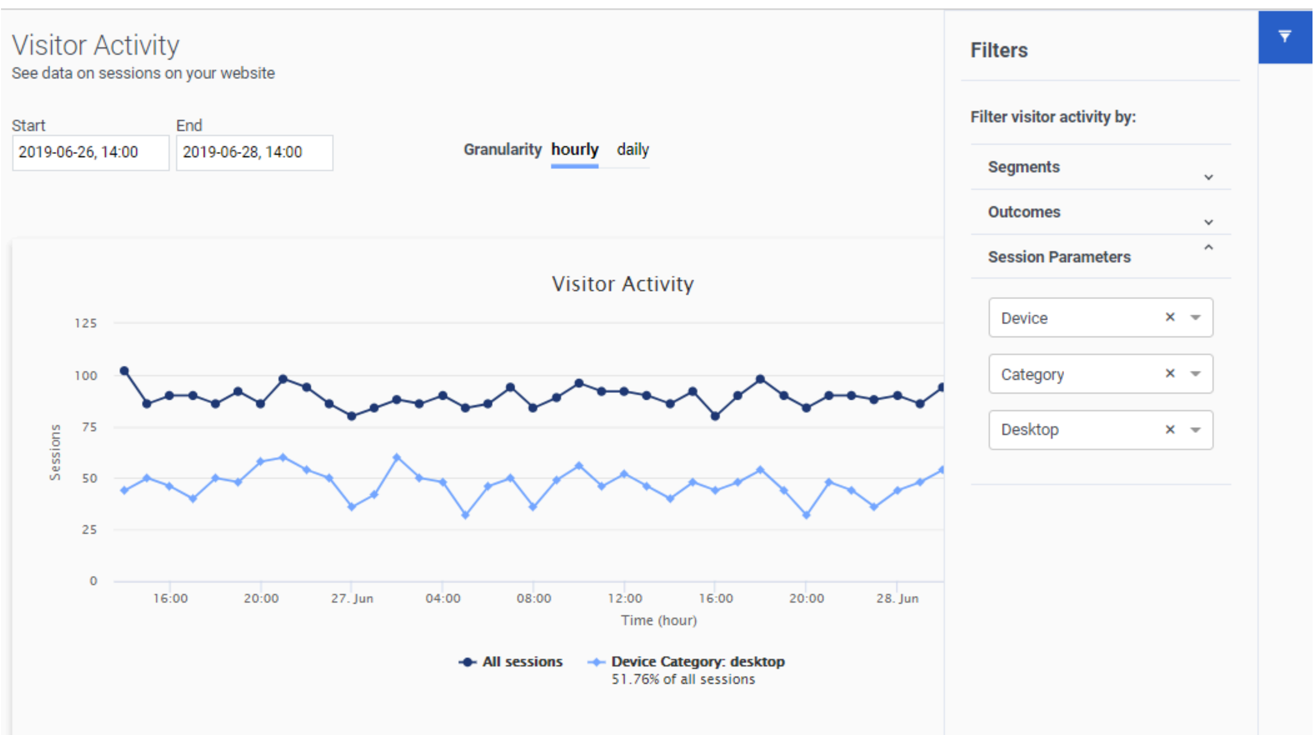
You can filter by any combination of *session* segments and outcomes. You cannot filter *customer* segments.

1. Search for segments and outcomes by their names.
2. Select up to five session segments and five outcomes to filter.
3. To remove an item, click its X.

Important

You can select active segments that display to agents. For more information about configuring these options, see Manage segments.

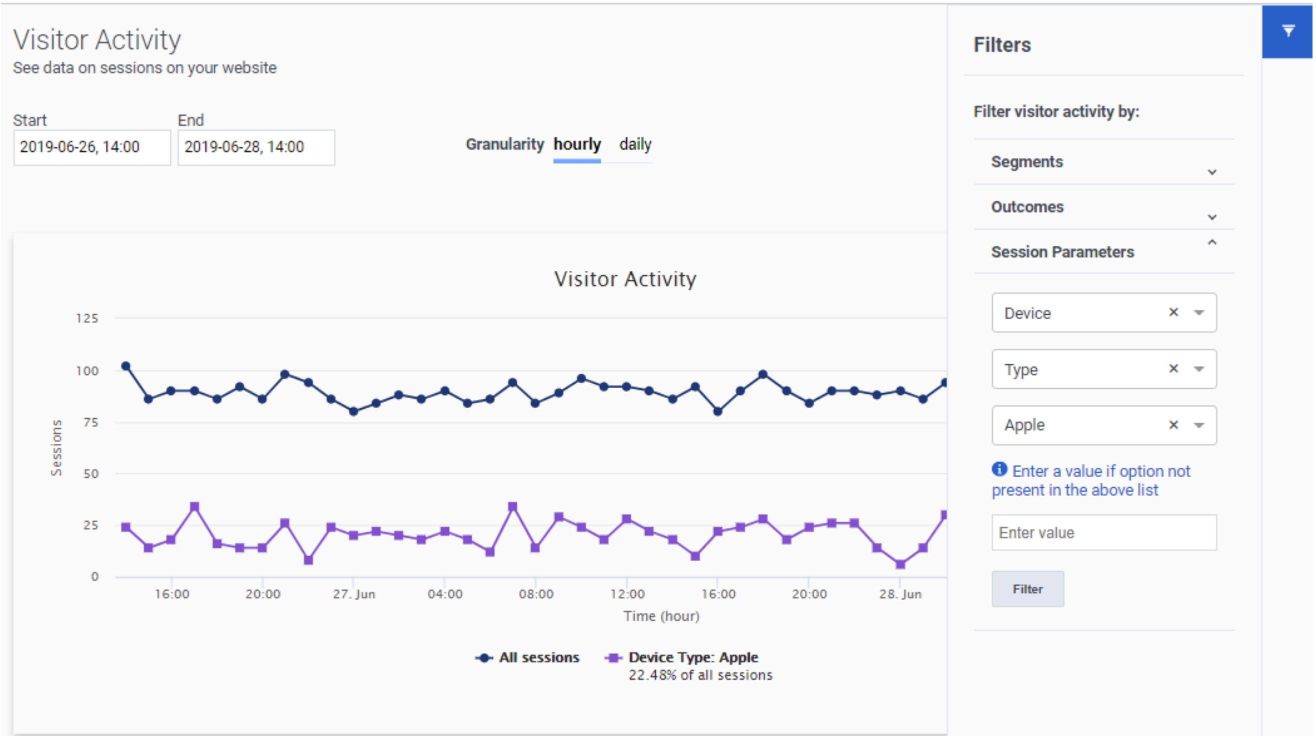
Filter by device category



You can filter the report by device categories.

1. Select "Device," "Category," and the device category to filter.
2. Filter the report .

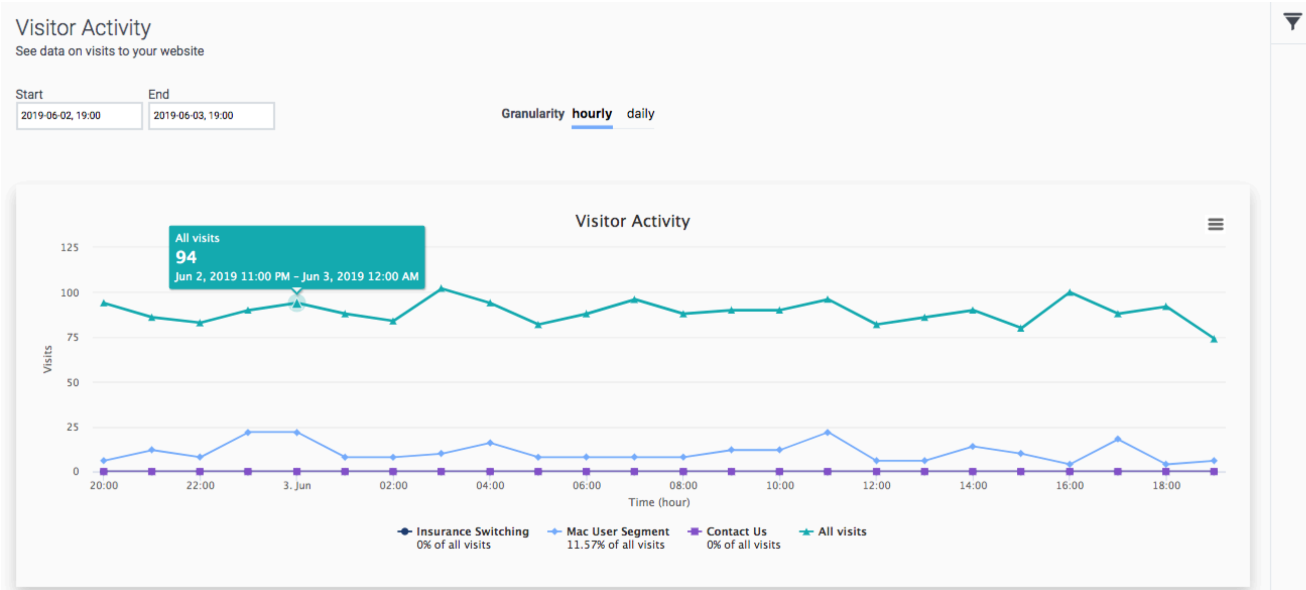
Filter by device type



You can filter the report by device type.

1. Select "Device" and "Type."
2. Select the device type to filter:
   - If the device type is in the list, click it.
   - To search for the device type, type the first few letters of its name (not case-sensitive) and then click it.
   - To specify a device type not in the list, select "Other" and then type the device type (case-sensitive) in the box. For examples of device types, see Types of visitor attributes.
3. Filter the report.

View report details



To view details, rest your mouse on a point on the report.

Export the Visitor Activity report

You can export details of the Visitor Activity report to a CSV (comma-separate value) file.

1. Configure the report so that it displays the data that you want.
2. Download the report. The system downloads the report to your local Downloads folder.

About time values in exported reports

When you export a Visitor Activity report, the name of the exported file includes from- and to-timestamps in the standard ISO-8601 format (mmhhddmmyyyy).

If you import the CSV file into Excel, use the following formula to convert the ISO-8601 time formatted-cell to the Date type:

=DATEVALUE(MID(A1,1,10))+TIMEVALUE(MID(A1,12,8))"

(A1 represents the cell location of the first ISO-8601 time formatted cell in the Excel worksheet.)

Action map performance

Use the journey action map report from the Performance tab to view the performance of an action map.

Prerequisites

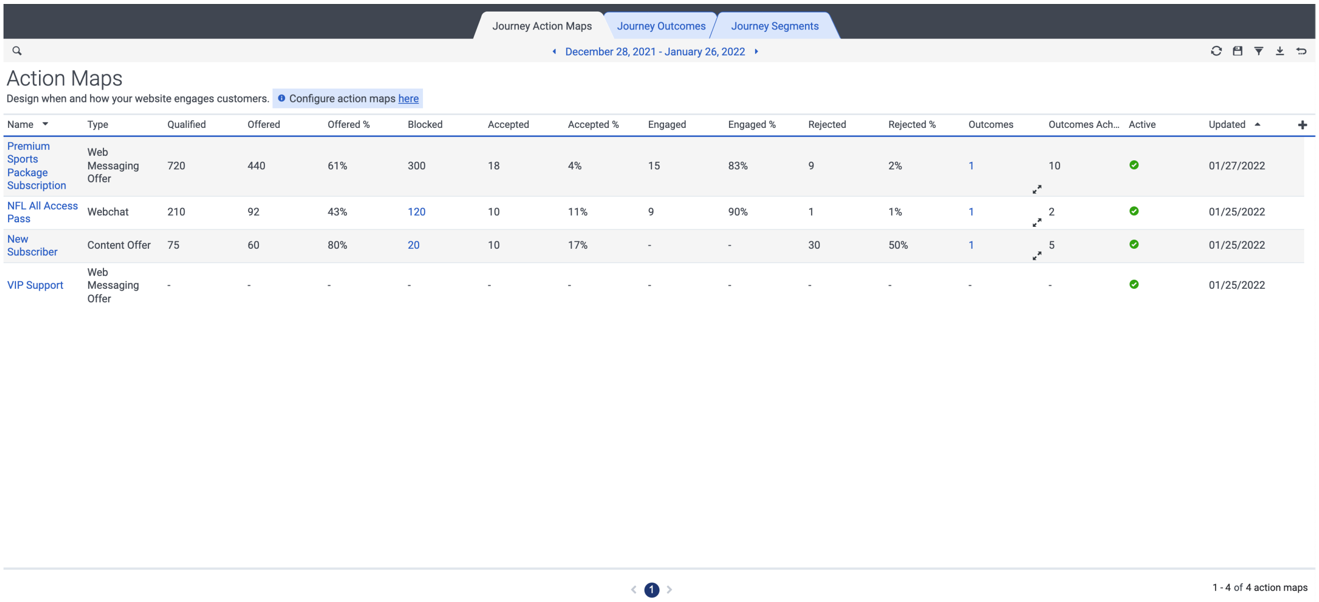
- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Report** > **View**
  - **Journey** > **Action Map** > **View** (to see action maps in the report)

The Journey action maps report displays the performance of your action maps. For example, the number of times an action map qualified to be offered to a visitor. Learn how visitors interacted with a specific action map and which outcome achievements were attributed to each action map.

Use the journey action map performance reports to view the following:

- All the action maps configured in your organization and their overall effectiveness.
- The number of actions that are offered, accepted, blocked, and rejected in each of the action map.
- The number of individual outcomes that are impacted by each action map.
- The number of individual outcomes that are impacted after action map engaged.

To view the report, go to **Performance** > **Predictive Engagement,** and then **Journey Action Map.** The following report appears.



Journey Action Maps | Journey Outcomes | Journey Segments

December 28, 2021 - January 26, 2022

Action Maps

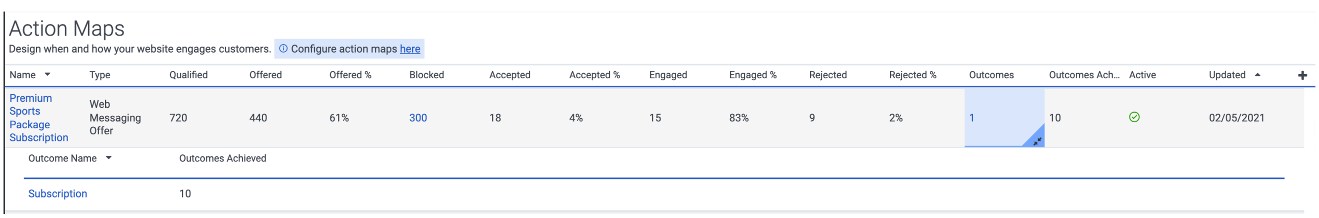
Design when and how your website engages customers. Configure action maps here

Name	Type	Qualified	Offered	Offered %	Blocked	Accepted	Accepted %	Engaged	Engaged %	Rejected	Rejected %	Outcomes	Outcomes Ach...	Active	Updated
Premium Sports Package Subscription	Web Messaging Offer	720	440	61%	300	18	4%	15	83%	9	2%	1	10		01/27/2022
NFL All Access Pass	Webchat	210	92	43%	120	10	11%	9	90%	1	1%	1	2		01/25/2022
New Subscriber	Content Offer	75	60	80%	20	10	17%	-	-	30	50%	1	5		01/25/2022
VIP Support	Web Messaging Offer	-	-	-	-	-	-	-	-	-	-	-	-		01/25/2022

1 - 4 of 4 action maps

To know about the information available in the different columns of the journey action map reports, see action map report.

For more information about the granular performance of individual action maps, click the action map name. The report specific to the action map opens. For more information about the configuration and the other options within action map reports, see individual action map performance report.



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Premium Sports Package Subscription	Web Messaging Offer	720	440	61%	300	18	4%	15	83%	9	2%	1	10		02/05/2021

Outcome Name	Outcomes Achieved
Subscription	10

To view the individual outcomes that are impacted by each action map, click the maximize arrow mark at the bottom of the outcome number mentioned. The outcomes that are impacted appear.

To view the performance of a specific outcome, click the outcome name. The outcome report appears.

To know more about customization of the report to suit your needs, see customization of journey action map report.

Outcome performance

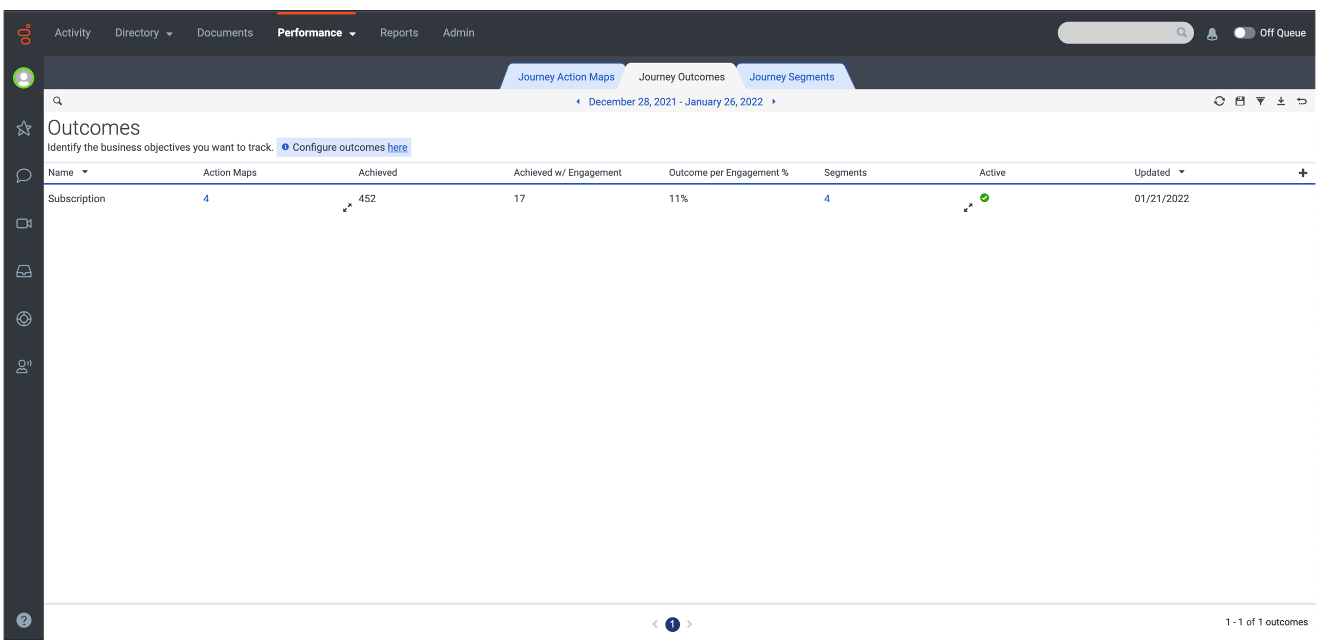
Use the outcome journey report from the Performance tab to view the performance of a determined outcome.

Prerequisites

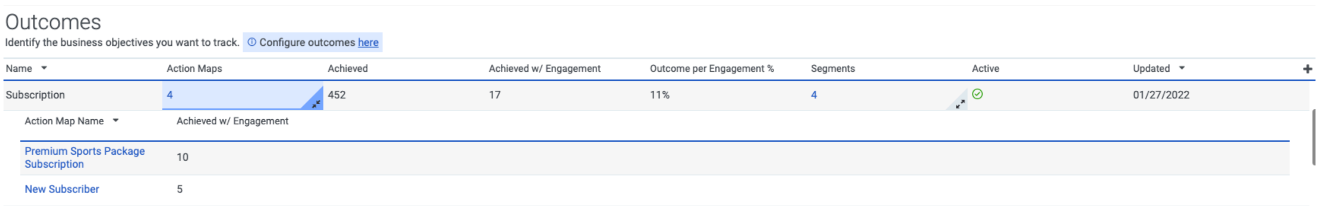
- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Outcome** >**Add** , **Delete**, **Edit**, **View**

The Journey outcomes report displays the outcomes that were achieved by a visitor after an engagement. For example, the number of outcomes that were achieved by a visitor using an action map.

To view the report, go to **Performance** > **Predictive Engagement,** and then **click Journey Outcomes**. The following report appears.



To know about the information available in the different columns of the journey outcome report, see outcome report.



The journey outcome report provides the performance of outcomes. With information available on the performance of the outcomes (with and without engagement), and the action maps and segments that influence them, you can configure the outcomes to suit your business needs.

To view the action maps and segments the outcome is influenced by, click the maximize arrows at the bottom of the respective cell. Click the relevant action map or the segment, and the action map performance report and the segment performance report appear.

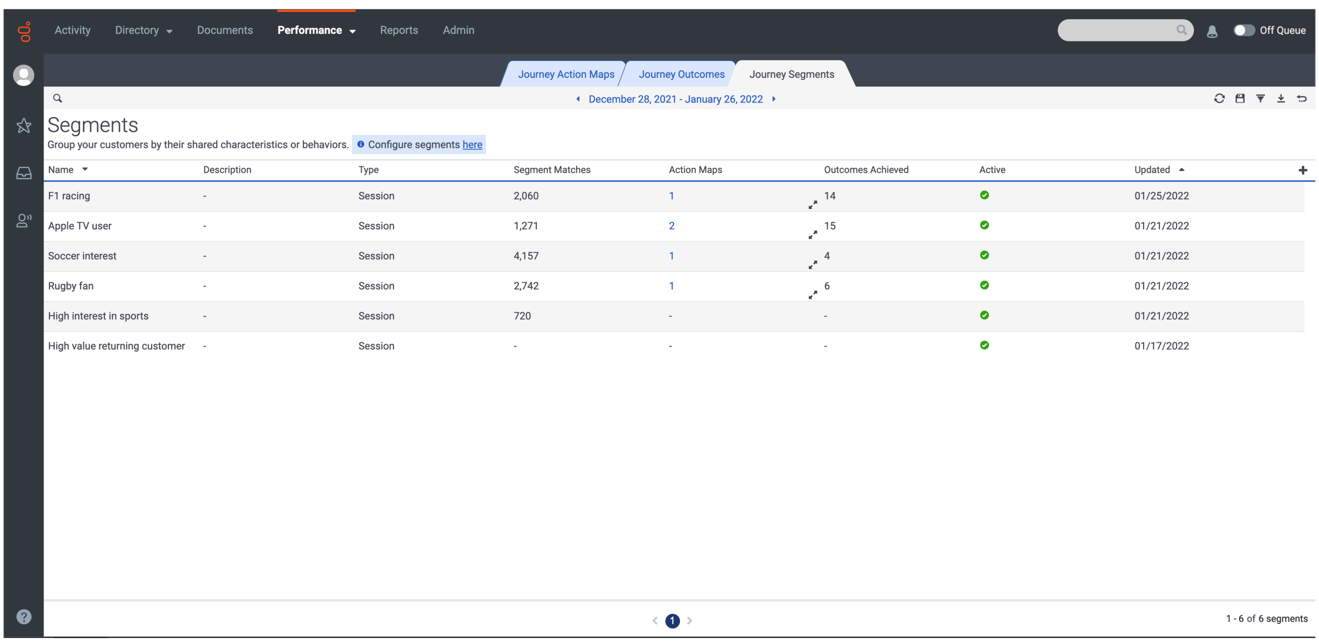
To know more about customization of the report to suit your needs, see customization of journey outcome report.

Segment performance

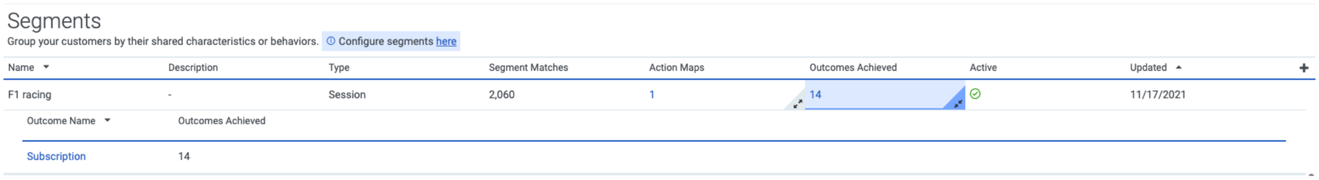
Use the journey segment report from the Performance tab to view the performance of a segment.

The Journey segments report displays the performance of specific segments of visitors and how well you are engaging them. For example, the number of outcomes that were achieved by session segments and customer segments.

To view the report, go to **Performance** > **Predictive Engagement,** and then **Journey Segments**. The following report appears.



To know about the information available in the different columns of the journey segment report, see segment report.



Use the journey segment performance report to view a count of segment matches, the action maps that the segment is used in, and the outcomes the segment is achieving. To view the action maps the segment is used in or the outcomes the segment is achieving, click the maximize arrow at the bottom of the respective cell. The action map performance report and outcome performance report appear.

To know more about customization of the report to suit your needs, see customization of journey segment report.

Billing and usage

Contents

Understand how you can monitor your usage charges for Genesys Predictive Engagement events.

Prerequisites

- Any of the following **Billing** permissions:
  - **Billing** > **All Permissions**
  - **Billing** > **Subscription** > **Add**
  - **Billing** > **Subscription** > **View**

About your usage

We price Genesys Predictive Engagement on a per-event basis. Genesys Predictive Engagement currently supports Web events.

View your usage

Monitor your Genesys Predictive Engagement usage in the **Subscription** section of Genesys Cloud CX.

Usage counts update daily. When you view your usage, you see the total number of events as of the previous day.

For more information about your event pricing, see View your billing and usage summary.

About compliance

Tracking sensitive customer data requires compliance with GDPR and other regulations.

Contents

Compliance

Learn how to use Genesys Predictive Engagement in a compliant manner.

- General Data Protection Regulation (GDPR)
- About the data we track

General Data Protection Regulation (GDPR)

Contents

Learn how to use Genesys Predictive Engagement in a GDPR-compliant way.

Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat. For web messaging, tracking starts as soon as you deploy Genesys Messenger to your web site. Deployment implies acknowledgment that you are aware of the implications of capturing data.

GDPR compliance

As part of the Genesys Cloud CX platform, Genesys Predictive Engagement complies with GDPR regulations. For more information about Genesys Cloud CX and GDPR, see Genesys Cloud CX and GDPR compliance.

Genesys Cloud CX provides a GDPR API. The GDPR API is the preferred self-service solution for Genesys Cloud CX customers to respond to GDPR requests. The GDPR API enables responses to data subject requests to access, rectify, or delete their personal data in Genesys Cloud CX.

Genesys Predictive Engagement considerations

For the purposes of GDPR compliance, Genesys is a data processor on behalf of customers who use the Genesys Predictive Engagement product. You, our customers, are the data controllers of the personal data that you collect from your end customers, the data subjects. This article describes how to adhere to GDPR consent requirements, should you identify consent as the most appropriate lawful basis for processing personal data. Note that there is no ‘right’ or ‘wrong’ lawful basis for processing personal data; the GDPR requires that data controllers consider the most appropriate lawful basis. For more information about what to consider when determining the most appropriate lawful basis, see Lawful basis interactive guidance tool.

Genesys Predictive Engagement collects data about visitors' activities on business websites. It uses machine learning and AI to analyze customer-generated events (page views, searches, form-fills, and chats) to determine the probability of a specific customer achieving a specific outcome. An outcome is an event the business wants to maximize or minimize. Example outcomes are making a purchase, signing up for a webinar, or filling out a complex form online. For more information about how Genesys Predictive Engagement uses cookies to track visitor activity on websites, see Cookies.

Businesses use end-customer data that Genesys Predictive Engagement collects for three primary purposes:

- Customer support - proactive or AI-driven engagement through chat and callback offers;
- Sales engagement - proactive or AI engagement through chat, callbacks, and content offers;
- Marketing - proactive or AI; for example, sign-up for an event or webinar through a content offer.

If you are still unsure whether you should obtain the data subject's consent to process their personal data, consult your legal advisor.

> **Important**
>
> Genesys does not pass end-customer personal data processed through Genesys Predictive Engagement to any advertising or re-targeting companies. End-customer personal data processed through Genesys Predictive Engagement may be shared with business-integrated tools such as Salesforce and Marketo. Sharing only happens when one of our business customers configures that behavior for their organization.

Conditions for consent

If you identified consent as the most appropriate lawful basis for processing end customer personal data, then the following conditions should be met when obtaining consent:

- You must be able to demonstrate that the data subject has consented to processing of his or her personal data. That means you should maintain a record or audit trail of consent being given.
- If the data subject's consent is given in the context of a written declaration which also concerns other matters, the request for consent shall be presented in a manner which is clearly distinguishable from the other matters, in an intelligible and easily accessible form, using clear and plain language.
- The data subject shall have the right to withdraw his or her consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. Prior to giving consent, the data subject shall be informed thereof. It shall be as easy to withdraw as to give consent.
- When assessing whether consent is freely given, utmost account shall be taken of whether, among other things, the performance of a contract, including the provision of a service, is conditional on consent to the processing of personal data that is not necessary for the performance of that contract.

If you identified consent as the most appropriate lawful basis for processing end customer personal data, consider what consent was given before calling the following functions:

- `ac('init',...)` starts Genesys Predictive Engagement tracking on your website
- `ac('record',...)` allows Genesys Predictive Engagement tracking of custom visitor actions on your website
- `ac('identify',...),` is used to identify visitors

For more information about these functions and others where you might need to consider consent, see Tracking with Predictive Engagement.

> **Important**
> If you require consent to be GDPR-compliant, obtain that consent before passing any personally identifiable data to Genesys Predictive Engagement.

Stop tracking

For more information about how to stop tracking when a visitor revokes consent, see Stop tracking if a customer revokes consent.

About the data we track

Contents

Learn how Genesys Predictive Engagement tracks visitor activity on your website.

Transparency about our data tracking practices

When visitors come to your website, Genesys Predictive Engagement collects data about what they do and where they go on your website. For example, we track which pages each visitor views, any forms they submit, and any searches they complete. We collect this data to improve your understanding of the effectiveness of your website and the needs of your customers.

Important

- To achieve compliance with GDPR, it's important that you create and implement a tool (for example, message, dialog box) to obtain each visitor's consent to be tracked.
- For more information on using Genesys Predictive Engagement in a GDPR-compliant manner, see General Data Protection Regulation (GDPR).

Data we track about each visit

Visit information tracked does not contain any personal information related to the visitor, but contains information on their current session.

Data in a visit can include:

- Visit and visitor identifiers that identify visit information within Genesys Predictive Engagement
- Visit timestamps, such as start time, when the visitor is considered idle, and when the visitor was last active
- Current web page information including the number of pages visited, web document properties, and device properties
- Journey information such as matched segments and outcomes achieved
- Referrer information from where the visitor accessed your website, and marketing campaign information associated with it

Data we track about each visitor

Visitor information contains personal information gathered from submitting data to the Genesys Predictive Engagement system about a specific visitor. Visitor data can include:

- Predictive Engagement-specific identifiers
- Third-party identifiers
- Personal details, such as name, date of birth, job information, and phone numbers
- Predictive Engagement visit information

Feature coming soon: Web messaging

Important

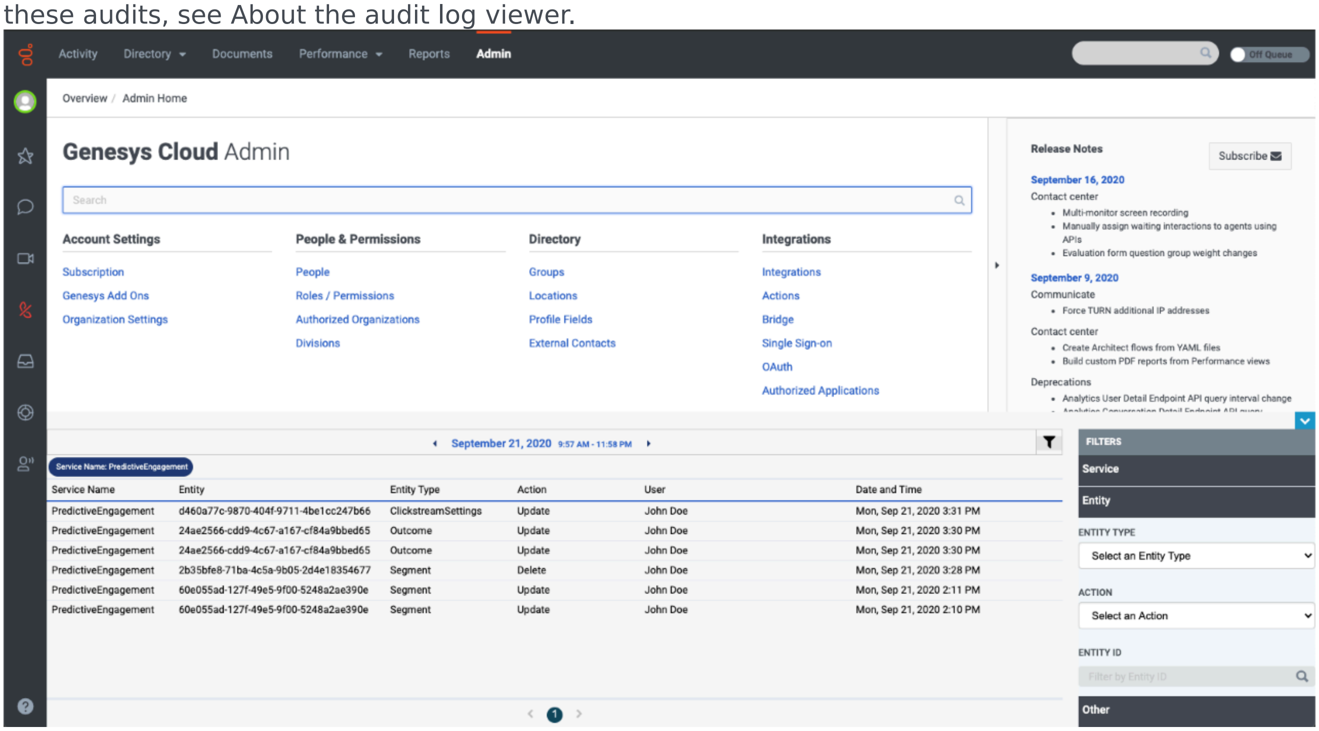
To pass this no-default data to Genesys Predictive Engagement, you need specific JavaScript code on your website.

- If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat. For web messaging, configure and deploy messenger.
- For all other customers, copy and deploy the tracking snippet.

View audit logs

Learn how to view Genesys Predictive Engagement audit logs.

Genesys Predictive Engagement captures events in the audit log. These events include the change history of segments, outcomes, and clickstream settings. For more information about how to view these audits, see About the audit log viewer.



Genesys Predictive Engagement Administrator FAQs

This page lists all FAQs for Genesys Predictive Engagement administrators.

GenesysCloud

What is Genesys Predictive Engagement?

Genesys Predictive Engagement is a cloud-based, AI-powered customer engagement solution that analyzes visitors' behaviors on websites, predicts the outcomes visitors are trying to achieve, and personalizes engagements to help visitors achieve those outcomes.

What defines a website visit?

A Web visit starts from the moment a visitor lands on a website and provides consent for tracking. The Web visit continues while the visitor browses the website and lasts until the visitor is inactive for 30 minutes. If the visitor resumes browsing after 30 minutes, Genesys Predictive Engagement tracks that activity as a new Web visit.

Does Genesys Predictive Engagement work on mobile applications?

There is no explicit support for using Genesys Predictive Engagement on mobile apps. On both desktop and mobile browsers, Genesys Predictive Engagement tracks websites only.

Which data attributes are captured during a customer's journey?

We recognize that every customer's journey is unique and we can capture numerous data attributes. By default, Genesys Predictive Engagement captures page view data from the browser (URL, page title, browser type, location) and uses this information to assign the appropriate segment(s) to the customer.

For a full list of the data attributes we support, see , , , and .

What standard reports are provided?

Genesys Predictive Engagement offers two families of reports, both of which can be filtered for a time period:

- The shows web visits and can be filtered based on segments matched and outcomes achieved.
- The shows the performance of each individual action map triggered.

Does Genesys Predictive Engagement provide GDPR compliance?

As part of the Genesys Cloud CX platform, Predictive Engagement complies with GDPR regulations. For complete information information about Genesys Cloud CX and GDPR, see Genesys Cloud CX and GDPR compliance. See also .

Does Genesys Predictive Engagement support domain allowlists?

Yes. Customers can . This list limits the domains that Genesys Predictive Engagement tracks.

Does Genesys Predictive Engagement handle IP address blocklists?

You can designate IP addresses for which Genesys Predictive Engagement should not generate web events. For more information, see .

Can Genesys Predictive Engagement distinguish between

desktop and mobile browsers?

Yes. Audience segmentation takes into account device type. For more information, see

Can Genesys Predictive Engagement distinguish between browser family and OS type?

Yes. Audience segmentation takes into account browser family and OS type. For more information, see

Does Genesys Predictive Engagement support co-browse or screenshare in Genesys Cloud CX?

Genesys Predictive Engagement does not support co-browse or screenshare capabilities of Genesys Cloud CX. If a visitor accepts a proactive chat through Genesys Predictive Engagement, an agent cannot escalate the chat to a co-browse or a screenshare session.

Which languages does Genesys Predictive Engagement support?

The user interface for **Predictive Engagement administrative features** is currently localized in the following languages:

- Dutch
- French
- German
- Italian
- Japanese
- Korean
- Portuguese
- Spanish
- Swedish

The user interface for **Predictive Engagement agent features** is currently localized in the following languages:

- Chinese Simplified

- Chinese Traditional
- Danish
- Dutch
- Finnish
- French
- German
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Spanish
- Swedish
- Thai
- Turkish

How do I increase the offered rate of web chats?

- If you configured an to only show on selected pages, check that the URL condition defined is not restricting chats being offered. Chats are only offered on pages where this condition is met.
- View the report to see how many chats are qualifying outside business hours.
- Other possible reasons for a low offer rate include the availability of agents, service level throttling, frequency capping, conflicting action maps, or action maps qualifying outside business hours.

How can I increase the number of offers from qualified action maps?

1. Genesys Predictive Engagement applies URL conditions after qualification. Consider removing URL conditions or changing to a more restrictive , such as "contains all."
2. If agents belong to multiple queues, it can impact their availability and Genesys Predictive Engagement's ability to offer a chat.
3. When setting page URL conditions in your segment, ensure that you are not targeting visitors who are about to leave the site. Try adjusting the targeting to a step earlier in their journey. Consider this recommendation when setting page URL conditions in action maps also.

4. Conflicting action maps may prevent offers from occurring as Genesys Predictive Engagement only offers one action map per action type, once per page.

How can I increase the number of qualifications?

1. Outcomes won't increase the number of qualifications. If using outcome scoring, adjust the outcome probability to a lower level to allow more qualification for that outcome. We recommend having up to 10 outcomes configured. Using outcomes can help increase your conversion rates. For more information, see .
2. Identify traffic sources that are not performing well on conversion rates. Target these sources as segments to see whether chat, content, or bot intervention can help.
3. Ensure that the tracking snippet is on all pages of your site.
4. Configure more custom web events, particularly if your website journey is form-based, that Genesys Predictive Engagement can track to provide more insight for outcome scoring. Also, implement a static rule to always trigger for know pain points. For example, an error message on form submission or an inline validation error.

Why won't my segments, outcomes, or action maps trigger?

An action map can trigger based on segment or outcome conditions. Genesys Predictive Engagement doesn't validate free form text when configuring segments or outcomes. If you misspell a value here and the segment or outcome is used in an action map, it may not trigger. For example, typing "moble" instead of "mobile" as the device category; or, typing "ACB Retailer" when the page title is "ABC Retailer".

Why isn't an action map working as expected?

It's possible that the action map's URL conditions aren't configured properly.

Possible causes are:

- There is a configuration issue with the segment or outcome used to trigger the action map
- The page URL conditions defined in the action map itself
- The availability of agents on the queue selected
- The schedules selected
- Visitors leaving the site before the action is offered

For more information, see .

Can a visitor qualify for an action map more than once within a single session?

When you , you specify the conditions, or triggers, that qualify it for a visitor. A visitor cannot qualify for the same action map multiple times in a single session. If multiple action maps qualify, the priority of each action map determines which one Genesys Predictive Engagement offers to the visitor. For more information, see .

You can trigger action maps based on:

-
-
-

How does Predictive Engagement ensure that an agent is available to chat with a visitor?

When Genesys Predictive Engagement presents an to a visitor, that offer can include an invitation to speak directly with a live agent assigned to the queue to which the action map routes. Multiple action maps can route to the same target queue.

Important

- Genesys Predictive Engagement can offer web actions, such as web chats and content offers, every 10 seconds. Visitors may experience a delay in receiving these types of offers.
- Only use the **Route if agents available** option for web chat engagements that you don't intend to route to a bot.
- Multiple action maps can route to the same target queue.
- Genesys Predictive Engagement does not use workforce management (WFM) or Workforce Engagement Management (WEM) data to power the service level throttling / "Route to agent if available" feature. For Genesys Cloud CX customers, Genesys Predictive Engagement uses the real-time presence status of agents that the analytics APIs provide. The status is available for all Genesys Cloud CX customers and the WFM or WEM features do not impact it directly.

Genesys Predictive Engagement allows chat offers when the following criteria are met:

- Action map conditions are met.
- URL conditions are verified.
- allows the chat. By default, throttling aims to have 80% of chats answered within 20 seconds.
    - For Genesys Engage on-premisess customers only, the determines agent availability.
- Agents are on queue.
- Chat is within hours.

Genesys Predictive Engagement calculates the service level based on the queue's configuration in Genesys Cloud CX.

How to stop tracking if a visitor revokes consent

For more information about how to stop tracking when a visitor revokes consent, see

Why are all the qualified actions not offered?

The **Blocked Actions** report lists the reasons for the qualified action not being offered. Next to each reason the action is blocked, the following details appear:

- Sessions - The number of sessions during which the action is blocked. If an action is blocked multiple times during a single session, the session number is retained at one.
- Count - The number of times an action is blocked. For example, if an action was blocked 30 times during a single session, the count number is 30.

Reason	Description
Page URL condition	The action map did not meet the page URL filters specified in the action map. For more information, see .
SLA throttle	The queue was saturated to capacity which prevented the action being offered. For more information, see .
Existing offer	An offer had already been rolled out to the customer at the time the action map qualified.
Future offer	The action map specifies the future time period for the action to be offered and the action is not set to 'Immediately'. For more information, see , , and .
Multiple offers	The customer qualified for more than one action

Reason	Description
	and received an offer in another action with a higher priority than this action. If all action maps have the same priority, the actions are offered in no particular order. For more information, see .
No agents	The action map specifies that the action be offered only upon agent availability. For more information, see .
Frequency cap	The visitor qualifies for and receives an offer on another action map. For more information, see .

GenesysEngage

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An action map can trigger based on segment or outcome conditions. Genesys Predictive Engagement doesn’t validate free form text when configuring segments or outcomes. If you misspell a value here and the segment or outcome is used in an action map, it may not trigger. For example, typing "moble" instead of "mobile" as the device category; or, typing "ACB Retailer" when the page title is "ABC Retailer".

Why isn't an action map working as expected?

It's possible that the action map's URL conditions aren't configured properly.

Possible causes are:

- There is a configuration issue with the segment or outcome used to trigger the action map
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- The availability of agents on the queue selected
- The schedules selected
- Visitors leaving the site before the action is offered

For more information, see .

Can a visitor qualify for an action map more than once within a single session?

When you , you specify the conditions, or triggers, that qualify it for a visitor. A visitor cannot qualify for the same action map multiple times in a single session. If multiple action maps qualify, the priority of each action map determines which one Genesys Predictive Engagement offers to the visitor. For more information, see .

You can trigger action maps based on:

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How does Predictive Engagement ensure that an agent is available to chat with a visitor?

When Genesys Predictive Engagement presents an to a visitor, that offer can include an invitation to speak directly with a live agent assigned to the queue to which the action map routes. Multiple action maps can route to the same target queue.

Important

- Genesys Predictive Engagement can offer web actions, such as web chats and content offers, every 10 seconds. Visitors may experience a delay in receiving these types of offers.
- Only use the **Route if agents available** option for web chat engagements that you don't intend to route to a bot.
- Multiple action maps can route to the same target queue.
- Genesys Predictive Engagement does not use workforce management (WFM) or Workforce Engagement Management (WEM) data to power the service level throttling / "Route to agent if available" feature. For Genesys Cloud CX customers, Genesys Predictive Engagement uses the real-time presence status of agents that the analytics APIs provide. The status is available for all Genesys Cloud CX customers and the WFM or WEM features do not impact it directly.

Genesys Predictive Engagement allows chat offers when the following criteria are met:

- Action map conditions are met.
- URL conditions are verified.
- allows the chat. By default, throttling aims to have 80% of chats answered within 20 seconds.
  - For Genesys Engage on-premisess customers only, the determines agent availability.
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Genesys Predictive Engagement calculates the service level based on the queue's configuration in Genesys Cloud CX.

How to stop tracking if a visitor revokes consent

For more information about how to stop tracking when a visitor revokes consent, see

Why are all the qualified actions not offered?

The **Blocked Actions** report lists the reasons for the qualified action not being offered. Next to each reason the action is blocked, the following details appear:

- Sessions - The number of sessions during which the action is blocked. If an action is blocked multiple times during a single session, the session number is retained at one.
- Count - The number of times an action is blocked. For example, if an action was blocked 30 times during a single session, the count number is 30.

Reason	Description
Page URL condition	The action map did not meet the page URL filters specified in the action map. For more information, see .
SLA throttle	The queue was saturated to capacity which prevented the action being offered. For more information, see .
Existing offer	An offer had already been rolled out to the customer at the time the action map qualified.
Future offer	The action map specifies the future time period for the action to be offered and the action is not set to 'Immediately'. For more information, see , , and .
Multiple offers	The customer qualified for more than one action and received an offer in another action with a higher priority than this action. If all action maps have the same priority, the actions are offered in no particular order. For more information, see .
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PureConnect

What is Genesys Predictive Engagement?

Genesys Predictive Engagement is a cloud-based, AI-powered customer engagement solution that analyzes visitors' behaviors on websites, predicts the outcomes visitors are trying to achieve, and personalizes engagements to help visitors achieve those outcomes.

What defines a website visit?

A Web visit starts from the moment a visitor lands on a website and provides consent for tracking. The Web visit continues while the visitor browses the website and lasts until the visitor is inactive for 30 minutes. If the visitor resumes browsing after 30 minutes, Genesys Predictive Engagement tracks that activity as a new Web visit.

Does Genesys Predictive Engagement work on mobile applications?

There is no explicit support for using Genesys Predictive Engagement on mobile apps. On both desktop and mobile browsers, Genesys Predictive Engagement tracks websites only.

Which data attributes are captured during a customer's journey?

We recognize that every customer's journey is unique and we can capture numerous data attributes. By default, Genesys Predictive Engagement captures page view data from the browser (URL, page title, browser type, location) and uses this information to assign the appropriate segment(s) to the customer.

For a full list of the data attributes we support, see , , , and .

What standard reports are provided?

Genesys Predictive Engagement offers two families of reports, both of which can be filtered for a time period:

- The shows web visits and can be filtered based on segments matched and outcomes achieved.

- The shows the performance of each individual action map triggered.

Does Genesys Predictive Engagement provide GDPR compliance?

As part of the Genesys Cloud CX platform, Predictive Engagement complies with GDPR regulations. For complete information information about Genesys Cloud CX and GDPR, see Genesys Cloud CX and GDPR compliance. See also .

Does Genesys Predictive Engagement support domain allowlists?

Yes. Customers can . This list limits the domains that Genesys Predictive Engagement tracks.

Does Genesys Predictive Engagement handle IP address blocklists?

You can designate IP addresses for which Genesys Predictive Engagement should not generate web events. For more information, see .

Can Genesys Predictive Engagement distinguish between desktop and mobile browsers?

Yes. Audience segmentation takes into account device type. For more information, see

Can Genesys Predictive Engagement distinguish between browser family and OS type?

Yes. Audience segmentation takes into account browser family and OS type. For more information, see

Does Genesys Predictive Engagement support co-browse or

screenshare in Genesys Cloud CX?

Genesys Predictive Engagement does not support co-browse or screenshare capabilities of Genesys Cloud CX. If a visitor accepts a proactive chat through Genesys Predictive Engagement, an agent cannot escalate the chat to a co-browse or a screenshare session.

Which languages does Genesys Predictive Engagement support?

The user interface for **Predictive Engagement administrative features** is currently localized in the following languages:

- Dutch
- French
- German
- Italian
- Japanese
- Korean
- Portuguese
- Spanish
- Swedish

The user interface for **Predictive Engagement agent features** is currently localized in the following languages:

- Chinese Simplified
- Chinese Traditional
- Danish
- Dutch
- Finnish
- French
- German
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Spanish

- Swedish
- Thai
- Turkish

How can I increase the number of offers from qualified action maps?

1. Genesys Predictive Engagement applies URL conditions after qualification. Consider removing URL conditions or changing to a more restrictive , such as "contains all."
2. If agents belong to multiple queues, it can impact their availability and Genesys Predictive Engagement's ability to offer a chat.
3. When setting page URL conditions in your segment, ensure that you are not targeting visitors who are about to leave the site. Try adjusting the targeting to a step earlier in their journey. Consider this recommendation when setting page URL conditions in action maps also.
4. Conflicting action maps may prevent offers from occurring as Genesys Predictive Engagement only offers one action map per action type, once per page.

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