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Genesys Predictive Engagement Administrator's Guide

[About actions](#)

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

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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](#)