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Genesys Predictive Engagement Administrator's Guide

[About attributes](#)

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Attributes are conditions that affect when action maps trigger, and when users match segments and outcomes.

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Understand the purpose of attributes and how you use them with action maps, segments, and outcomes.

Create attributes

Create attributes for use in segments, outcomes, and action maps.

- Create attributes
- Operators

Types of attributes

Genesys Predictive Engagement organizes attributes by type:

- **Visitor attributes** are characteristics that all users in the group share. For example, location, browser, and device type.
 - **Campaign attributes** enable UTM-tracking of user activity on campaign websites.
 - **Visitor journey attributes** are actions that all users in the group take. For example, they all complete a form or go to a webpage.
 - **Custom attributes** allow you to define criteria that are specific to your business needs.
- Visitor attributes
 - Campaign attributes
 - Visitor journey attributes
 - Custom attributes