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Genesys Predictive Engagement Administrator's Guide

[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.

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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

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

Learn how to manage content offers in the Action Library.

- Edit
 - Duplicate
 - Revert to draft mode
 - Archive
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