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Genesys Predictive Engagement Administrator's Guide

[About global settings](#)

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

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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