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Genesys Predictive Engagement Administrator's Guide

[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.

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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
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