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# Genesys Predictive Engagement Administrator's Guide

[View content offers](#)

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Learn how to create, edit, duplicate, revert, and archive content offers.

## Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey > Action Template > Add, Delete, Edit, View**

## View content offers

### Action Library

Build a collection of actions that you can use with action maps

Create content offer

#### Content offer

Name	Status	Offered	Date Created	Last Modified	CTR
No closing costs plus 2% APR!	Published	19	March 26, 2021	April 5, 2021	5.3%
Insurance Discount Code	Draft	0	April 5, 2021	April 5, 2021	0.0%
2% Back in Cash Mortgage Offer	Draft	0	March 25, 2021	March 26, 2021	0.0%
3% back plus no closing costs	Archived	0	March 25, 2021	March 26, 2021	0.0%
test content offer	Archived	0	March 15, 2021	March 15, 2021	0.0%
Another great content offer	Published	54	June 2, 2020	March 2, 2021	11.1%
Defensive Driving	Published	19	June 8, 2020	October 2, 2020	0.0%

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1. In Admin in Genesys Cloud CX, open the **Action Library** page.
2. To sort the list, click the ascending or descending arrow next to the column heading by which to sort.
3. To view a description of a column's contents, click the Information icon.

### Important

Web chat, web messaging, and Architect flow actions do not appear in the Action Library.

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**Name:** Descriptive and meaningful action name.

**Status:** Status of the content offer.

- **Published:** Configuration is complete and the content offer is available to use in action maps. You can no longer edit the content offer.
- **Draft:** Configuration is in progress and the content offer is unavailable to use in action maps.
- **Archived:** Content offer is no longer available to use in new action maps. However, the content offer continues to work with the action maps that were using it before archival.

**Date Created:** Date that an administrator created the content offer.

**Last Modified:** Most recent date that an administrator modified the content offer.

The action library gathers the following metrics in 3-month intervals.

- **Offered:** Total number of times that Genesys Predictive Engagement offered this content offer to web site visitors.
- **CTR:** (Click-through rate) Ratio of visitors who clicked the content offer to the number of visitors who saw the offer.

[View content offer details](#)

**Action Library**  
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Create content offer

**Content offer**

Name	Status	Offered
Defensive Driving	Published	18
Another great content offer	Published	73

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**Defensive Driving** Edit

**Defensive Driving**  
Save 5% on your car insurance policy  
Sharpen your driving skills and save on your policy.  
Book ...

**Summary**  
**Status**  
Published  
**Description**  
Save 5% on your car insurance policy!  
**Call to action**  
<https://www.genesys.com>

**Linked Action Maps**  
**Used In:** [DB Session Scoped Action map](#) [DB Test Action Map](#)

1. To view details, click the content offer.
2. To view an action map that uses the content offer, click the action map name.
3. To close the details view, click the arrow.

## Create a content offer

## Action Library

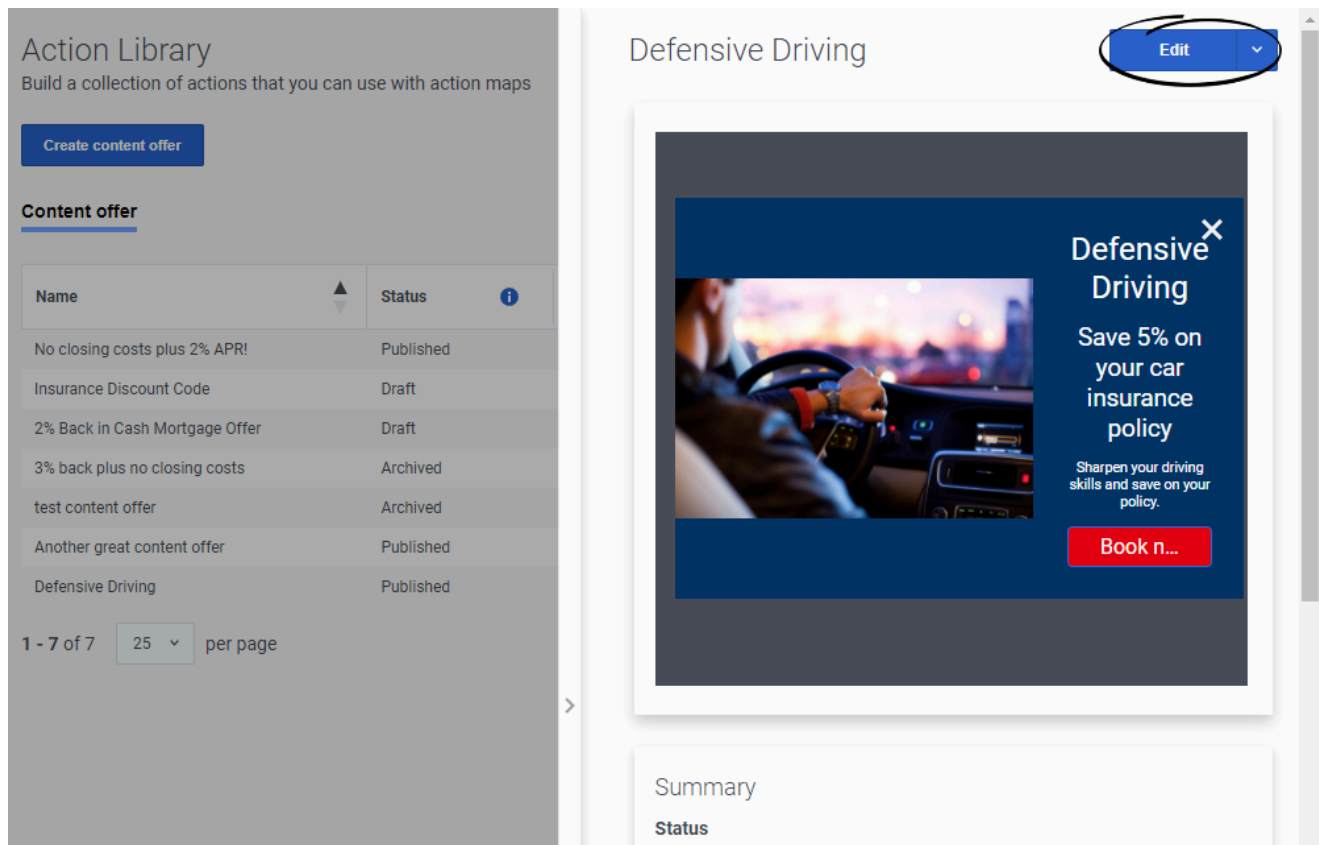
Build a collection of actions that you can use with action maps

Create content offer

### Content offer

Click **Create content offer** and then follow the instructions in Create a content offer.

## Edit a content offer



The screenshot shows the 'Action Library' interface. On the left, there is a list of content offers with columns for 'Name' and 'Status'. The 'Defensive Driving' offer is highlighted. On the right, a preview of the 'Defensive Driving' offer is shown, featuring a car interior image and text: 'Defensive Driving', 'Save 5% on your car insurance policy', and 'Sharpen your driving skills and save on your policy.' A red 'Book n...' button is visible. The 'Edit' menu option is circled in the top right corner of the preview.

Name	Status
No closing costs plus 2% APR!	Published
Insurance Discount Code	Draft
2% Back in Cash Mortgage Offer	Draft
3% back plus no closing costs	Archived
test content offer	Archived
Another great content offer	Published
Defensive Driving	Published

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Defensive Driving

Defensive Driving

Save 5% on your car insurance policy

Sharpen your driving skills and save on your policy.

Book n...

Summary

Status

Click the content offer and then click the **Edit** menu option. For more information about the available options, see Create a content offer.

## Important

You can only edit content offers that you saved as a draft. You cannot edit published content offers.

## Duplicate a content offer

The screenshot shows the 'Action Library' interface. On the left, there is a table of content offers. The table has columns for 'Name' and 'Status'. The 'Defensive Driving' offer is highlighted. On the right, a detailed view of the 'Defensive Driving' offer is shown. The offer features a car interior image and text: 'Defensive Driving', 'Save 5% on your car insurance policy', and 'Sharpen your driving skills and save on your policy.' A red 'Book n...' button is visible. A dropdown menu is open over the 'Edit' button, with the 'Duplicate' option highlighted by a red circle.

Name	Status
No closing costs plus 2% APR!	Published
Insurance Discount Code	Draft
2% Back in Cash Mortgage Offer	Draft
3% back plus no closing costs	Archived
test content offer	Archived
Another great content offer	Published
Defensive Driving	Published

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Defensive Driving

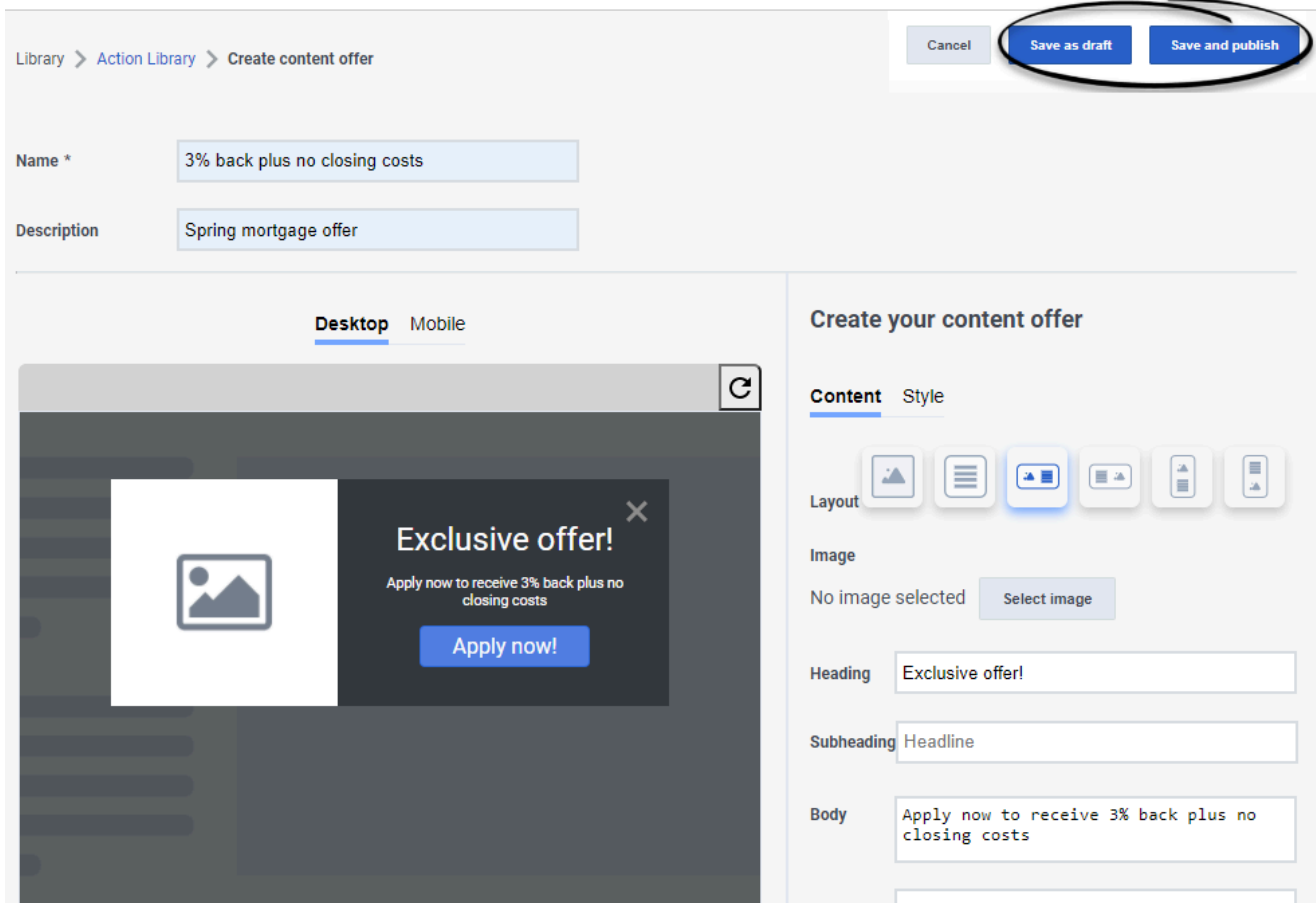
Save 5% on your car insurance policy

Sharpen your driving skills and save on your policy.

Book n...

To simplify the process of creating a content offer, you can duplicate an existing one. Click the content offer to duplicate and then click the **Duplicate** menu option. The duplicate content offer displays in edit mode, with -COPY appended to the name. Change the name of the duplicate content offer and then modify the remaining information as appropriate. For more information about the available options, see Create a content offer.

## Save a content offer



When you create or duplicate a content offer:

- If the content offer is not ready to use in action maps, click **Save as draft**.
- If the content offer is ready to use in action maps, click **Save and publish**.

### Important

You cannot edit published content offers. However, you can revert published offers to draft mode and then edit them.

## Revert published content offer to draft



### Action Library

Build a collection of actions that you can use with action maps

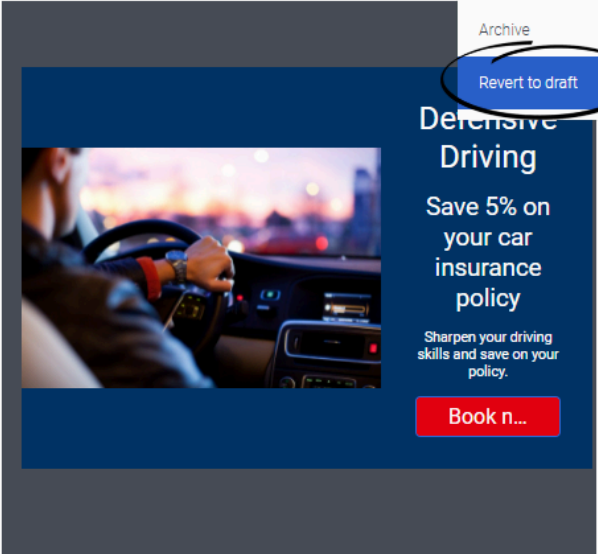
Create content offer

#### Content offer

Name	Status
No closing costs plus 2% APR!	Published
Insurance Discount Code	Draft
2% Back in Cash Mortgage Offer	Draft
3% back plus no closing costs	Archived
test content offer	Archived
Another great content offer	Published
Defensive Driving	Published

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## Defensive Driving



The preview shows a dark blue banner with a photo of a driver at night. Text on the right reads: "Defensive Driving", "Save 5% on your car insurance policy", "Sharpen your driving skills and save on your policy.", and a red "Book n..." button.

Edit

- Duplicate
- Archive
- Revert to draft

To edit a published content offer, revert it to draft mode first. Click the content offer and then click the **Revert to draft** menu option.

Archive a content offer

The screenshot shows the 'Action Library' interface on the left and a preview of a content offer titled 'Defensive Driving' on the right. The 'Action Library' has a 'Create content offer' button and a table of content offers. The 'Defensive Driving' offer preview shows a car interior image and a 'Book n...' button. An 'Edit' dropdown menu is open over the preview, with the 'Archive' option circled in blue.

**Action Library**  
Build a collection of actions that you can use with action maps

Create content offer

**Content offer**

Name	Status
No closing costs plus 2% APR!	Published
Insurance Discount Code	Draft
2% Back in Cash Mortgage Offer	Draft
3% back plus no closing costs	Archived
test content offer	Archived
Another great content offer	Published
Defensive Driving	Published

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**Defensive Driving**

Defensive Driving  
Save 5% on your car insurance policy  
Sharpen your driving skills and save on your policy.  
Book n...

Summary  
Status  
Published

If you no longer need a content offer, deletion is not possible. However, you can archive the content offer. Click the content offer and then click the **Archive** menu option.

### Important

After archiving the content offer, change the status of the action maps that use it to inactive.