GENESYS™

Genesys Predictive Engagement Administrator's Guide

Visitor attributes

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Contents

Learn about the types of attributes that identify visitors based on characteristics like location, browser, device type, and so on.

About visitor attributes

When you create action maps, segments, and outcomes, you use operators to define attributes. One type of attribute is a visitor attribute. Visitor attributes identify visitors based on characteristics like location, browser, device type, and so on.

Types of visitor attributes

For more information on visitor attributes that enable UTM-tracking of campaign-specific activities, see Campaign attributes.

> **Important**
>
> The system doesn't validate free form text. If you misspell a value, the segment doesn't trigger. For example, typing "moble" instead of "mobile" as the device category.

Attribute name	Description	Examples
Device category	Category of device that the visitor is using.	desktop mobile other tablet

Attribute name	Description	Examples
Device type	Type of device that the visitor is using.	Apple Archos Asus Google HTC Huawei Nokia Samsung SUN Microsystems Unknown
OS family	Operating system family that the visitor is using.	Android Chrome OS Firefox OS Google iOS Linux Mac OS Mac OS X Tizen Unknown Windows 9x Windows CE Windows NT Windows Phone Ubuntu
Browser family	Browser family that the visitor is using, including all versions of the browser within that family.	Chrome Firefox HTC_HD2_T8585 Opera IE Mobile Internet Explorer Opera Safari SamsungBrowser Viera

Attribute name	Description	Examples
Browser version	Major version of the browser that the visitor is using.	55
Campaign source*	A search engine, newsletter, or other source (UTM parameter).	direct adWords Google
Campaign medium*	Medium such as email or cost-per-click (UTM parameter).	direct organicsocialppcwebsite-ppc
Campaign name*	Specific product promotion or strategic campaign (UTM parameter).	test campaign Summer19
Campaign term*	Keywords for this ad (UTM parameter).	device trialsubscription
Campaign content*	Ads or links that point to the same URL (UTM parameter).	
Campaign Click ID*	Unique number that generates when a potential customer clicks an affiliate link (UTM parameter).	CjwKCAiA1ZDiBRAXEiwAIWyNC2J6QZBJYwXHJPsZ khECGKaZ7nRjmNEQzmn1Hqh8Labvn3FQ- Tn1pRoCEDYQAvD_BwE
Campaign network*	Ad network to which the click ID belongs (UTM parameter).	search network display network
Country	Visitor's country.	United States
City	Visitor's city or town.	Chicago
Region	Visitor's region. To track by U.S. states, supply the 2-digit state code (all caps).	Midwest IN
Post code	Visitor's postal code.	60610
CCA2 code	Two-letter country code.	US
Browser language code	Language to which the visitor's browser is set.	en-gb Standard browser language codes
Organization name	Organization name derived from the IP.	alto-universal.com
Referral URL	Referrer page URL.	https://alto-universal.com/auto#quote-details
Referral hostname	Referrer host or hostname.	alto-universal.com