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Genesys Predictive Engagement Administrator's Guide

[Content offers overview](#)

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Learn how to use content offers to present special promotions and information to visitors.

Related documentation:

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Prerequisites

- Configure the following permissions in Genesys Cloud CX:
 - **Journey > Action Map > Add , Delete, Edit,** and **View** permissions (to create action maps)
 - **Journey > Action Template > Add, Delete, Edit, and View** permissions (to configure content offers)
- Prepare a Genesys Cloud CX Version 2 widget.

Overview

Back in Cash Mortgage Offer



Our mortgage gives you 2% cash back at drawdown and back on your monthly repayments until 2027.



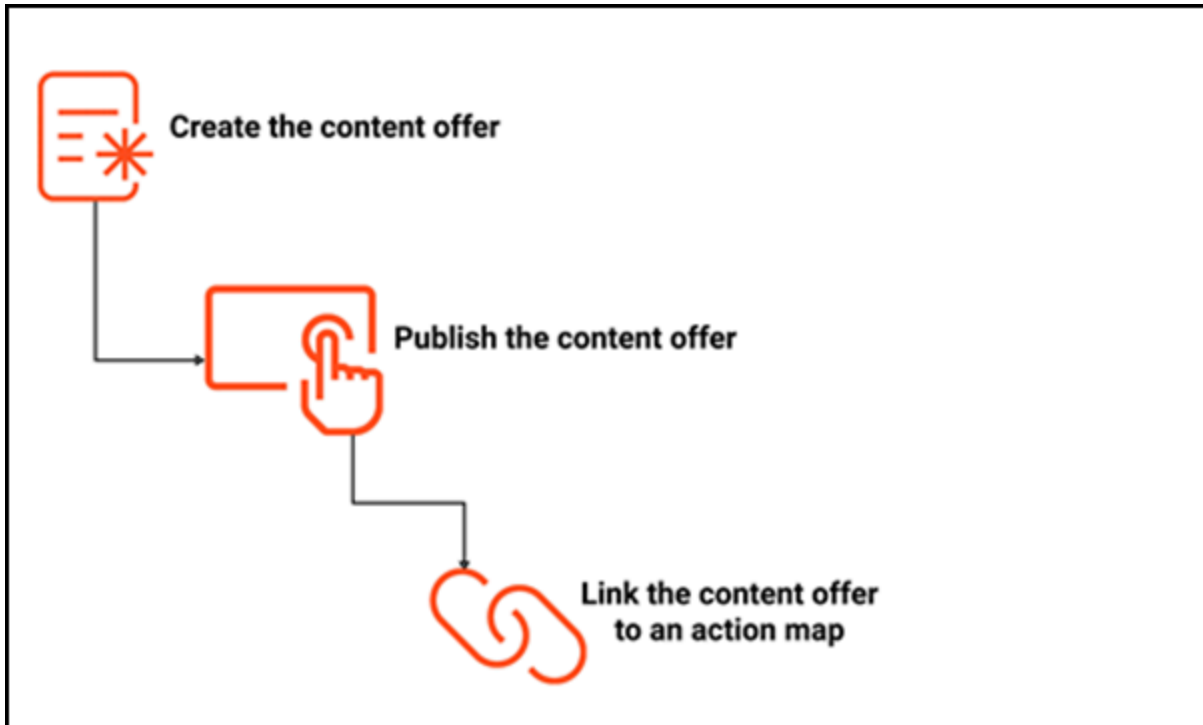
[Find Out More](#)

Let's say you're doing mortgage research on a lending institution site. As you're about to leave the website in search of a better deal elsewhere, a pop-up window appears. It says that their mortgage program offers cash back at drawdown and on each monthly repayment for a certain period.

That's a content offer. The point of a content offer is to engage visitors and then encourage them to take some sort of action. (Find out more about the mortgage program, in this example.)

You use Genesys Predictive Engagement to create content offers for the scenario outlined above and for almost anything that requires a website visitor's buy-in or consent. For example, sign up for an event, subscribe to the newsletter, or try a new product.

How it works



A content offer is a type of web action that Genesys Predictive Engagement can take to engage a visitor and encourage action.

To set up a content offer:

1. Create the content offer.
2. Publish the content offer.
3. Link the content offer to an action map.