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# Genesys Predictive Engagement Administrator's Guide

Journey attributes

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Learn about the types of attributes that identify visitors based on their shared behaviors. For example, completing a form or going to a specific webpage.

## About visitor and journey attributes

When you create segments or outcomes, you define visitor and journey attributes:

- Visitor attributes are characteristics that all the visitors in the group share. Examples of visitor attributes are visitors who use Chrome and visitors from Canada.
- Journey attributes are actions on your website that all the visitors in the group have taken. Examples include completing a form or going to a specific webpage.

### Important

When you create a segment or outcome, you can specify any combination of visitor attributes and visitor journeys for a segment. The more of these conditions you define, the more specific the segment, and the fewer number of visitors who belong to it.

You must specify at least one visitor attribute or visitor journey per segment or outcome.

You complete the same process of defining visitor attributes and visitor journeys when you create both segments and outcomes. However, visitor attributes and visitor journeys are not shared across segments and outcomes.

## Visitor attributes

### Visitor attributes

For example, identify all visitors from Canada or who use Google Chrome

Select one

Visitor attributes identify visitors based on characteristics like location, browser, device type, and so on.

### Tip

If you want to match based on a non-numeric criteria, such as the name of a browser, select the **like** or **not like** operator.

## Types of visitor 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
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

Attribute name	Description	Examples
		Mac OS 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
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	search network

Attribute name	Description	Examples
	belongs (UTM parameter).	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

## Journey attributes

### Important

- The system doesn't validate free form text. If you misspell a value, the segment doesn't trigger. For example, typing "ACB Retailer" when the page title is "ABC Retailer".
- When specifying time for a custom web event, include milliseconds.
- When specifying numeric values for a custom web event, only numeric relational operators are available. For example, say you have a custom event called "CartValue" and you want to target all customers who have a cart value of \$100 or more. You would select the "greater than or equal to" operator and type **100** in the value box. **Note:** You can include decimal points but not the currency symbol.

Attribute name	Description	Example
autotrackClick	To track when and where a visitor clicks on a webpage. For more information, see autotrackClick.	Clicks 'More' button.

Custom attribute	Allows you to identify groups of visitors based on characteristics and behaviors that are specific to your business.	packageDeliveryStatus
Event name	Represents actions that occur on your website. For example, object clicked (such as a button, link, or menu option), error generated, inactivity detected, URL changed, or scroll detected.  For more information about configuring events, see About modules.	The recommended format is object_action.  <ul style="list-style-type: none"> <li>• button_click</li> <li>• link_click</li> <li>• page_scroll</li> <li>• key_press</li> <li>• textbox_entry</li> </ul>
form:track	To track the value of webpage form submissions. For more information, see forms:track.	sign-up-form
Page URL	URL of the page. Full protocol required.	https://www.genesys.com/?s&q=predictive%20e
Page title	Meta title of the page (not the heading on the page).	Contact Us
Page hostname	Host name of the page's URL.	app.genesys.cloud
Page domain	Domain of the page's URL.	app.genesys.cloud
Page fragment	Fragment of the page's URL, sometimes called a named anchor. It usually appears at the end of a URL and begins with a hash (#) character followed by the identifier.	#/journey/segment/create
Page keywords	Keywords from the HTMLtag of the page.	contact
Page pathname	Path name of the page.	/journey/admin/
Search query	Represents the keywords in a visitor's search query.	test
URL query string	Query string that passes to the page in the current event.	q=test

## Campaign attributes

Some visitor attributes are *campaign attributes* because they track activity for specific campaigns. These attributes work with UTM parameters, which are added into page URLs by analytics tools such as Google Analytics, so that you can analyze website activity using campaign information. The following table describes the available campaign attributes in Genesys Predictive Engagement

For more information about Google Analytics, see Custom campaigns.

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<b>Attribute name</b>	<b>UTM parameter name as it appears in a webpage URL or search string</b>
Campaign source	'utm_source'
Campaign medium	'utm_medium'
Campaign name	'utm_campaign'
Campaign term	'utm_term'
Campaign click ID	'gclid'
Campaign network	'network'