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# Genesys Predictive Engagement Administrator's Guide

Manage outcomes

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Learn how to define the business goals that you want to track and predict.

**Related documentation:**

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**Prerequisites**

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

## Create or edit an outcome

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**Name \*****Description****Define outcome conditions \*** At least one condition must be defined

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**Visitor attributes**

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

**Add first attribute**

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**Visitor journey**

For example, all visitors who come to your Home page or purchase something on your website

**Add first activity**

---

**Active**

To simplify the process of creating an outcome, duplicate an existing outcome.

## Important

- You must specify as least one condition.
- Starting on June 14, 2021, you can no longer create more than 10 outcomes. To create an outcome after you reach the outcome limit, delete an existing outcome. For more information, see Outcome limitation change.

Entity	Description
Name	Descriptive name of the outcome.
Description	(Optional) Description of the outcome.
Visitor attributes	Attributes that identify visitors based on characteristics such as location, browser, or device type.
Visitor journey	Attributes that identify visitors based on their shared behaviors. For example, completing a form or going to a specific webpage.
Session type	Session type for grouping data about a visitor's activities.
Active	Outcomes are active by default. When an outcome is active, it is ready to use on your web site. To deactivate an outcome temporarily, slide the toggle to <b>No</b> . To remove an outcome permanently, delete it instead.

## Visitor attributes

### Visitor attributes

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

Device categ...

equals

tablet

✓

✕

Select one

equals

✓

✕

Add next attribute

For more information about visitor attribute operators, see operators.

For more information about 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
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

Attribute name	Description	Examples
		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 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

Attribute name	Description	Examples
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

## Visitor journey session types

### Visitor journey

For example, all visitors who come to your Home page or purchase something on your website

### Session type

For more information about each type of session, see:

- Web sessions
- Custom sessions and custom events

Session type	Examples	Example events in the session
Web	A user goes to your website and completes a form to place an online order.	<ol style="list-style-type: none"> <li>1. Go to the website.</li> <li>2. Go to the online order form.</li> <li>3. Complete the form.</li> <li>4. Submit the form.</li> </ol>
Custom	An order ships.	<ol style="list-style-type: none"> <li>1. Remove from inventory stock.</li> <li>2. Put on a plane.</li> <li>3. Deliver to a distribution center.</li> <li>4. Put on a truck.</li> <li>5. Deliver to customer's address.</li> </ol>

## Visitor journey attributes



## Visitor journey

For example, all visitors who come to your Home page or purchase something on your website

### Session type

### Event details

is\_first\_visit

  

+ add detail

Add next event

When you define a condition that includes a visitor journey attribute, Genesys Predictive Engagement matches visitors based on whether they take the action. For example, visitors who complete a form, go to a specific webpage, or add a product to their shopping cart but don't complete the purchase.

For more information about visitor journey attribute operators, see operators.

## Important

To track a more complex visitor journey, define multiple conditions. Genesys Predictive Engagement evaluates all conditions in the visitor journey sequentially, in the order that you define them.

## 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
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>
Page URL	URL of the page. Full protocol required.	https://www.genesys.com/?s&q=predictive%20engagement
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
Custom attribute	Allows you to identify groups of visitors based on characteristics and behaviors that are specific to your business.	packageDeliveryStatus

## Related articles

- Custom attributes
- Operators
- About outcomes