



# Genesys Predictive Engagement Administrator's Guide

Monitor content offers

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Determine how often visitors view and respond to your content offers.

## Prerequisites

Configure the following permissions in Genesys Cloud:

- **Journey > Action Map > Add, Delete, Edit, and View** (to create action maps and see action maps in the report)
- **Journey > Action Template > Add, Delete, Edit, and View** (to configure content offers)
- **Journey > Report > View**

## View the number of times the content is offered

### Action Library

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

Create content offer

Content offer Webhook

Name	Status	Offered	Date Created	Last Modified	CTR
3% back plus no closing costs	Published	12	January 7, 2020	January 7, 2020	10.0%
College savings account	Draft	20	January 7, 2020	January 7, 2020	45.0%
Savings w/ Free Checking Promotion	Draft	24	January 7, 2020	January 7, 2020	30.0%
2% Back in Cash Mortgage Offer	Published	4	January 6, 2020	January 6, 2020	5.0%
Mortgage - Upload Documents	Published	2	November 27, 2019	November 27, 2019	2.0%

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This column shows you how often Genesys Predictive Engagement presents each content offer to visitors.

### Important

A content offer can present multiple times to the same visitor.

## View the click-through rate

### Action Library

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Name	Status	Offered	Date Created	Last Modified	CTR
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This column shows you the percentage of times that visitors clicked the content offer.

### Important

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A content offer can present multiple times to the same visitor.

## Monitor a content offer's performance

Use the Action Map Performance report to monitor your content offers. The following table describes the metrics available for this report:

Metric	Description
Web Actions Qualified	Number of visitors who matched a segment, activity, or outcome score that triggered the action map.
Web Actions Offered	Number of visitors to whom Genesys Predictive Engagement presented a content offer. <b>Note:</b> When a visitor qualifies for an action map, it does not mean that they receive a content offer immediately. For example, if the visitor matches a segment for the action map but is not on the webpage that triggers the content offer, they don't receive a content offer. Also, if there are no agents available, the visitor does not receive a content offer. For more information, see Progression of web actions metrics.
Web Actions Accepted	Number of visitors who accepted the content offer. These visitors are a subset of those who received the content offer. For more information, see Progression of web actions metrics.
Web Actions Started	Not applicable
Web Actions Engaged	Not applicable
Web Actions Rejected	Number of visitors who dismissed or rejected the content offer. These visitors are a subset of those who received the content offer.
Web Actions Errored	Number of visitors who experienced an error when presented with the content offer. This issue can occur before or after the content offer appears.
Web Actions Timed Out	Not applicable

## Content offer lifecycle

For more information about the lifecycle of a content offer and the metrics that we capture at each stage, see Content offers lifecycle.