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Genesys Predictive Engagement Administrator's Guide

Examples of segments

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Review examples of segments to get ideas for your own segments.

Related documentation:

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Segment based on how a visitor searches

[Link to video](#)

To add visitors to segments based on their search queries, define a "Search query" attribute. For more information, see Visitor journey attributes.

Visitor journey

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

Search query ▾	equals ▾	switch, discount	✓	✕
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Important

Because of frequent updates, the user interface in the accompanying video may appear different in your environment.

Trigger based on visitor activity: abandoned form

In the following example, an action map triggers when a visitor using Chrome version 56 goes to the **Request Quote** page, but then navigates to the **About** page before completing the request.

First define the visitor attributes:

Visitor attributes

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

Browser family	equals	Chrome	✓	✕
Browser version	equals	56	✓	✕

⊕ add detail

Add next attribute

Then define the journey details:

Visitor journey

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

Event name	equals	form.abandoned	✓	✕
Page URL	like	about	✓	✕

⊕ add detail

Add next activity