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# Genesys Predictive Engagement Administrator's Guide

Predictive Engagement tracking snippet

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Learn about Genesys Predictive Engagement's tracking abilities and how you can start tracking visitors on your website.

## Prerequisites

- Configure the following permissions in Genesys Cloud CX:
  - **Journey > Settings > Edit**, or **View**

### Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

## About the tracking snippets

Customers who want to use web chat must deploy the Predictive Engagement tracking snippet. This snippet deploys Predictive Engagement tracking on your website and also allows you to use the web chat feature.

Genesys Cloud CX customers who want to use web messaging must deploy the Messenger snippet. This snippet deploys Predictive Engagement tracking on your website and also allows you to use the web messaging feature.

### Important

This article provides instructions for deploying the Predictive Engagement tracking snippet only.

## Before you begin

Read about the type of data that Genesys Predictive Engagement tracks and how to ensure that you track visitor data in a regulatory-compliant manner. Understand the implications of using ad blocking software. Finally, learn how the tracking snippet works and the types of tracking snippets available.

- About the data we track

- Predictive Engagement and GDPR
- Ad blockers
- About the tracking snippet
  - Types of snippets
  - Snippet recommendations
- Genesys Predictive Engagement and widgets
- Deployment overview

## Copy the snippet

Tracking Settings **Tracking Snippet** Action Settings

### Tracking Snippet

Use Predictive Engagement's tracking snippet to track visitor activity on your webpages.

Documentation related to advanced configuration options can be found [here](#)

### Website Snippet

This snippet should be used if the website loads a new page from a remote server when navigating to a new URL

```
<script>
  (function(a,t,c,l,o,u,d){a['_genesysJourneySdk']=o;a[o]=a[o]||function(){
    (a[o].q=a[o].q||[]).push(arguments)},a[o].l=1*new Date();u=t.createElement(c),
    d=t.getElementsByTagName(c)[0];u.async=1;u.src=1;u.charset='utf-8';d.parentNode.insertBefore(u,d)
  })(window, document, 'script', 'https://[redacted]', 'ac');
  ac('init', '[redacted]', { environment: 'dev' });
  ac('pageview');
</script>
```

Copy snippet

### SPA Snippet

This snippet should be used if the website does not load a new page from a remote server when navigating to a new URL

```
<script>
  (function(a,t,c,l,o,u,d){a['_genesysJourneySdk']=o;a[o]=a[o]||function(){
    (a[o].q=a[o].q||[]).push(arguments)},a[o].l=1*new Date();u=t.createElement(c),
    d=t.getElementsByTagName(c)[0];u.async=1;u.src=1;u.charset='utf-8';d.parentNode.insertBefore(u,d)
  })(window, document, 'script', 'https://[redacted]', 'ac');
  ac('init', '[redacted]', { environment: 'dev' });
  ac('load', 'autotrackUrlChange');
</script>
```

Copy snippet

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Genesys Predictive Engagement provides a tracking snippet that you can copy and paste. Since you are logged in to Genesys Cloud CX, the tracking snippet already contains your organization ID and region.

1. Determine which snippet to use.
2. In Admin in Genesys Cloud CX, open the **Global Settings** page and then click the **Tracking Snippet** tab.
3. Copy the tracking snippet.
4. Paste the snippet. For more information about where to paste the snippet, see [Deploy the snippet](#).

## Ad blockers

Ad blockers are plug-ins or browser extensions that improve page load times and minimize questionable tracking. The majority of ad blockers tested with out-of-the-box settings do not interfere with Genesys Predictive Engagement's tracking capabilities. However, there are a couple considerations if you use uBlock Origin:

- uBlock Origin disables Genesys Predictive Engagement's tracking web beacons; this effectively prevents Genesys Predictive Engagement's tracking capabilities.
- uBlock Origin and uBlock Plus Adblocker block popular tag managers such as Adobe Tag Manager, Google Tag Manager, and more.

### Important

If you use a tag manager to manage JavaScript and tracking on your website, consider adding ad blocker detection to your site to notify visitors with detected ad blockers that they may be missing some important functionality. Also, instead of using a tag manager to deploy the Genesys Predictive Engagement tracking snippet, consider placing the tracking snippet directly in the body or header of your website.

## Types of tracking snippets and recommendations

### Website snippet

The Website snippet provides tracking support to traditional webpages that contain little or no dynamic content. Traditional websites load a new HTML page whenever the visitor navigates to a different URL. To provide tracking support to traditional webpages, the Website snippet calls `ac('pageview')` each time the web browser loads a new page.

### SPA snippet

The SPA snippet can track activity on Single Page Applications (SPAs). SPAs load dynamic content on

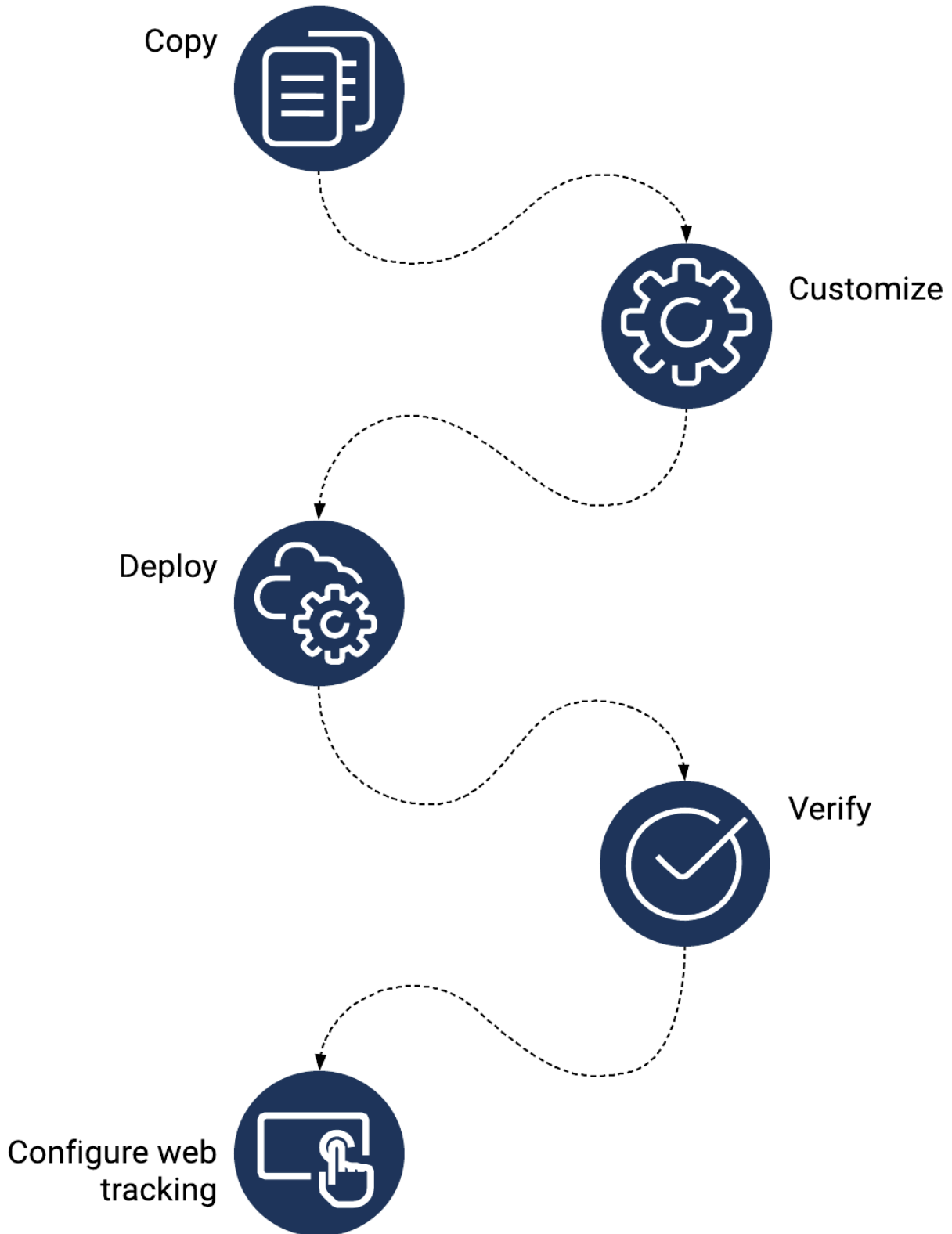
---

demand without requiring a hard reload of the HTML page. The SPA snippet can also track when visitors click relative links, which the Website snippet does not. The SPA snippet works on SPAs such as Angular, React, and Vue.js. For more information about the additional tracking options available with the SPA snippet, see `autotrackURLChange`.

## Snippet recommendations

<b>If you have this type of website...</b>	<b>Use this snippet...</b>
Not sure	SPA
Mix of traditional and SPA pages	SPA
Traditional pages only	Website

## Deployment overview



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1. Copy the snippet.
  2. (Optional) Customize the snippet.
  3. Deploy the snippet.
  4. Verify that the snippet works.
  5. Configure web tracking.

### Tip

For more information about advanced chat routing, see [Genesys Predictive Engagement with advanced chat routing](#).

## (Optional) Customize how the snippet tracks activity

You can customize how the snippet tracks activity on your website.

- To customize how Genesys Predictive Engagement tracks activity on your website, see [About event tracking with tag managers](#).
- To customize the Genesys Predictive Engagement tracking snippet with functions, see the [Journey JavaScript SDK](#).

## Deploy the snippet

### About deploying the snippet

- Deploy the widgets transport above the location where you deploy the Genesys Predictive Engagement tracking snippet.
- Deploy the Genesys Predictive Engagement tracking snippet on the main window of the website to track.
- Paste the tracking snippet in the head section of the website template page before the closing tag.
- Do not deploy the tracking snippet in an iframe.
- The Genesys Predictive Engagement tracking snippet loads JavaScript asynchronously without slowing down page loading. For more information about how the tracking snippet works, see [About the tracking snippet](#).



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## Deployment instructions

### Important

Deploy the widgets transport transport above the location where you deploy the Genesys Predictive Engagement tracking snippet.

After you copy the snippet, do one of the following:

- To deploy the tracking snippet manually, paste the copied snippet on your website.
- To deploy the tracking snippet using Google Tag Manager, see [Deploy the tracking snippet with Google Tag Manager](#).
- To deploy the tracking snippet using Adobe Launch, see [Use Adobe Launch with Genesys Predictive Engagement](#).
- To deploy the tracking snippet using another tag manager, see the tag manager vendor's instructions.

### Important

uBlock and other ad blocking software is known to block tag managers, in which case the tracking snippet deployed through the tag manager would also be blocked. For more information, see [Ad blockers](#).

## Verify that the snippet works

After deploying the tracking snippet, use Live Now to verify that Genesys Predictive Engagement is tracking your website activity. You should see an update every 4-5 seconds.

## Troubleshoot the snippet

If the tracking snippet does not work properly when you load your web pages, check the following:

- Is the snippet on the correct page?
- Is the snippet in the correct place in the page header?
- Are the parameters defined correctly?
- Are there any typos, missing characters, or extra white space?
- Were any characters replaced with their printable equivalents?
- Is the domain on the list of allowed domains?

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For more suggestions, see about deploying the snippet.

## Error reference

Error code	Description
403 error	Is your domain in the list of allowed domains?
404 error	Is there extra white space in the snippet? <b>Note:</b> In a URL, white space is encoded as %20.
Bad request	Is there extra white space in the snippet? <b>Note:</b> In a URL, white space is encoded as %20.
Initialization error	Are there any of the following in the snippet: <ul style="list-style-type: none"><li>• Typos</li><li>• Missing characters</li><li>• Dashes and quotes in URLs replaced with printable equivalents</li></ul>

## Call the tracking snippet

After the tracking snippet is on your webpages, call it using one of the following:

- If you use the traditional snippet, call `ac('init')` to initialize the Journey JavaScript SDK. For more information, see `init`.
- If you use the SPA snippet, use `ac('load')` to load the **autotrackUrlChange** module and initialize the Journey JavaScript SDK. For more information, see `load` and `autotrackURLChange`.

After you initialize the Journey JavaScript SDK, Predictive Engagement tracks pageview events when visitors arrive on your webpages. For more information, see `Tracking methods`.

## Other tracking options

### Web tracking

Use the Web tracking feature to specify the domains to track and configure web-related tracking settings.

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## Custom modules

Use a set of modules to enhance the functionality that the Journey JavaScript SDK provides.

## Event tracking with tag managers

Use your tag manager to build custom tags and triggers that define how Predictive Engagement tracks activity on your website. For more information, see [About event tracking with tag managers](#).

## Domain and subdomain tracking with cookies

Use cookies to track domains and subdomains. For more information, see [Cookies and Advanced tracking with cookies](#).