



# Genesys Predictive Engagement Administrator's Guide

Web tracking

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Configure how Genesys Predictive Engagement tracks visitors as they move through your website.

### Prerequisites

- Configure the following permissions in Genesys Cloud:
  - **Journey > Settings > Edit**, or **View**
- Deploy the tracking snippet.

## About web messaging

**Feature coming soon: Web messaging**

This article applies only to customers using web chat. If you are a Genesys Cloud customer, we encourage you to use the new web messaging feature to replace web chat. To start tracking, configure Messenger and then use the Messenger JavaScript SDK to configure how you want to track web events.

## Configure web tracking

**Tracking Settings** | Tracking Snippet | Action Settings

### Web Tracking

Define how you track the paths your customers take through your website. Save

**Allowed Domains**

alto-universal.com ✎ 🗑️

Add more

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**Exclude IP Addresses**

Add IP address

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**Short ID Length**

5 ▼

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**Exclude URL Query Parameters**

license ✎ 🗑️

zipCode ✎ 🗑️

Add more

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**Keep URL Fragments**

Yes  
 No

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**Site Search Settings**

term ✎ 🗑️

Add more

1. In Admin in Genesys Cloud, open the **Global Settings** page and then click the **Tracking Settings** tab.

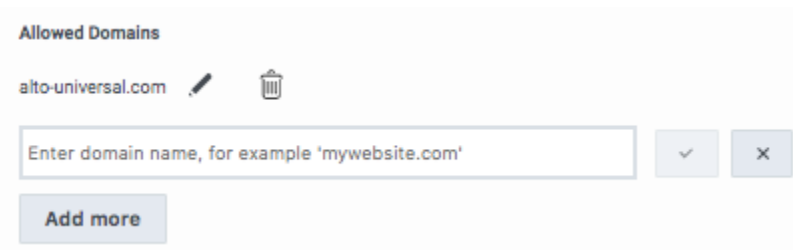
- 
- Specify the allowed domains.

### Tip

Initially, configure only the allowed domains. Then use Live Now to verify that Genesys Predictive Engagement is tracking events. After basic tracking works, configure the rest of the web tracking settings.

- Specify any excluded IP addresses.
- Specify the short ID length.
- Specify any URL query parameters for Genesys Predictive Engagement to ignore.
- Indicate whether Genesys Predictive Engagement should keep URL fragments.
- Specify any site search settings.
- Save your changes.

## Allowed domains



The screenshot shows a configuration panel titled "Allowed Domains". At the top, the domain "alto-universal.com" is listed with a pencil icon for editing and a trash can icon for deletion. Below this is a text input field with the placeholder text "Enter domain name, for example 'mywebsite.com'". To the right of the input field are two buttons: a checkmark button and an 'X' button. Below the input field is a button labeled "Add more".

Identify the website domains from which to accept web traffic.

### Important

- Include only domain and sub-domain labels. Do not include other "/paths" after the domain.
- Genesys Predictive Engagement validates your domain entries and, if any are incorrect, displays an error message.
- **NEW:** This list of allowed domains should match the list of allowed domains for the widget.

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## Exclude IP addresses

### Exclude IP Addresses

Add IP address

### Short ID Length

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You can designate IP addresses for which you don't want Genesys Predictive Engagement to generate web events. For example, when you don't want to track visits from internal users.

### Important

- This feature works in addition to whatever blocking your corporate IT department does to block external traffic (for example, from competitors, robo-spammers).
- You can add up to 10 IP filters.
- If you are not sure what IP addresses to exclude, check with your network administrator and watch incoming traffic on your website logs.
- IP filtering works only when Genesys Predictive Engagement processes web beacons. Therefore, you cannot use this setting to block Genesys Predictive Engagement's tracking of custom events.

To block an IP address, add it to the list of IP addresses to exclude.

**IP filter:** Specify either a single IP address or use CIDR notation to specify a range of IP addresses.

- Genesys Predictive Engagement supports both IPv4 and IPv6 protocols. For IPv6, Genesys Predictive Engagement supports the shorthand and expanded version.
- IP examples

**Reference name for the IP filter:** Specify a recognizable name for the IP address.

### Tip

To see the implied CIDR range of the IP address that you provided, rest your mouse on it.

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## IP examples

### Valid IP addresses (IPv4)

Valid IPv4 CIDR input follows the format: */*.

Good examples	Bad examples
<ul style="list-style-type: none"><li>• 10.10.10.10/8</li><li>• 10.10.10.10/16</li><li>• 10.10.10.10/24</li><li>• 10.10.10.10/32</li></ul>	<ul style="list-style-type: none"><li>• 10.10.10.10/33 (the max for IPv4 is /32)</li><li>• 10.10.10.10/-1 (cannot be a negative number)</li><li>• 10.10.10.10/.10 (must be a whole number)</li><li>• 10.10.10.10/&amp; (no special characters allowed)</li><li>• 10.10.10.10/8/16 (only 1 slash allowed)</li></ul>

### Valid IP addresses (IPv6)

Valid IPv6 CIDR input follows the format: */*.

Good examples	Bad examples
<ul style="list-style-type: none"><li>• ::1/32</li><li>• ::1/64</li><li>• ::1/128</li></ul>	<ul style="list-style-type: none"><li>• ::1/129 (the max for IPv6 is /128)</li><li>• ::1/-1 (cannot be a negative number)</li><li>• ::1/.10 (must be a whole number)</li><li>• ::1/&amp; (no special characters allowed)</li><li>• ::1/128/64 (only 1 slash allowed)</li></ul>

## Short ID length

Genesys Predictive Engagement assigns each visit a unique number based on a lengthy, automatically-generated ID. In the Short ID box, specify the number of digits for Genesys Predictive Engagement to use for each visit ID.

Choose a short ID length that is long enough to be unique among all visitors that are active on your website currently. The more traffic your site gets, the longer your short ID should be. For example, if you always have less than 10,000 visitors at any time, a short ID length of 4 will suffice. If you could have more than 100,000 visitors at any one time, choose a short ID length of 6.

**Important**

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You can increase the length of the short ID at any time. Your changes are effective immediately.

## Exclude URL query parameters

Specify any URL Query Parameters for Genesys Predictive Engagement to ignore. URL query parameters appear near the end of URLs. They can lead to overly-specific tracking data. They also have the potential to expose personally identifiable information, which violates GDPR.

## Keep URL fragments

You can configure whether Genesys Predictive Engagement uses URL fragments to identify web pages.

URL fragments appear after a URL. For example, in "`predictive-engagement.com#pagename`", `#pagename` is a URL fragment.

While URL fragments can identify specific webpages, they also have the potential to expose personally identifiable information, which violates GDPR. They can also result in an excess amount of tracking data.

### Important

Unless you want to track the URL fragments, do not enable this option.

## Site search settings

[Link to video](#)

Each time a visitor searches your site, the URL for your webpage changes. Since Genesys Predictive Engagement tracks URL changes, the information about each visitor's specific searches can appear as part of the customer journey data. You can see this information in Live Now under Searches performed. Your agents have a similar view.

To configure, in the **Site search settings** box type the URL parameter for search terms on your website. For example, suppose that when a visitor searches for "Sale," the string, "`?term=Sale#search`" appends to the end of your URL. In this case, type **term** in the **Site search settings** box.



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### Tip

If you do not know your URL parameter for search terms, try searching for something on your website. Then note what appears when the URL changes.