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# Genesys Predictive Engagement Administrator's Guide

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Configure and administer Genesys Predictive Engagement for your organization.

## Get started

Get started implementing Genesys Predictive Engagement in your organization.

- Genesys Predictive Engagement overview
- Genesys Cloud CX
- Genesys Engage on-premises
- Genesys Multicloud CX
- PureConnect

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## Track journey events

Learn how to start tracking visitors on your website with Genesys Predictive Engagement. Then, learn about the tools for identifying and organizing types of visitors and their trackable behaviors.

- Tracking with Predictive Engagement
- Segments
- Outcomes
- Attributes
- About journey data
- Live Now
- About event tracking with tag managers

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## Create actions and action maps

Learn about the types of actions available in Genesys Predictive Engagement. Learn how to create action maps that use actions to engage visitors and further your business goals.

- Actions
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- Action maps
  - Create a web messaging offer
  - Create a web chat offer
  - Create a content offer
  - Configure a content offer action map
  - Integrate with an external system using an Architect flow
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## See results

Learn about the analytics capabilities that Genesys Predictive Engagement provides.

- Analytics
  - Availability of analytics data
  - Action map performance
  - Visitor Activity
- 

## Third-party integrations

Use an Architect flow action to send journey context data information to third-party systems using a special type of Architect workflow.

- Salesforce lead creation and campaign attribution
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## Solutions, best practices, and business scenarios

Review these articles to improve and extend your use of Genesys Predictive Engagement.

- Predictive Engagement with advanced chat routing
  - Use Google Tag Manager with Genesys Predictive Engagement
  - Use Adobe Launch with Genesys Predictive Engagement
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## Pre-configured settings

Learn about the pre-configured settings that Genesys Predictive Engagement contains. The settings cannot be edited.

- [Maximum entities allowed for an organization](#)
- [Maximum web tracking entries allowed for an organization](#)

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## Glossary

Learn Genesys Predictive Engagement terminology.

- [Genesys Predictive Engagement Glossary](#)
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