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Event tracking with tag managers

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Learn how to track events with tag managers.

Get started

Get started tracking events with tag managers.

- About event tracking with tag managers
- Event tag examples

Tag managers

Learn how to deploy Genesys Predictive Engagement tracking on your website using your preferred tag manager.

- About tag managers
- Use Google Tag Manager with Genesys Predictive Engagement
- Use Adobe Launch with Genesys Predictive Engagement

Business scenarios and best practices

See example business scenarios and review best practices.

- About business scenarios and best practices
- Scenario: Segment visitors who wait too long
- Scenario: Segment visitors who wait 6 seconds
- Scenario: Engage visitors who scroll to the bottom of a page

Tag library

Learn how to use predefined tags to customize how Genesys Predictive Engagement works.

-
- Messaging-related tags (for Genesys Cloud CX customers using web messaging)
 - Chat-related tags (for customers using web chat)
 - Event click-related tags
 - Page-related tags
 - Product-related tags
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About event tracking with tag managers

Use your preferred tag manager to deploy Genesys Predictive Engagement tracking on your website and customize tracking behavior.

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- [2 Google Tag Manager](#)
- [3 Adobe Launch](#)
- [4 Tag library](#)

Examples and scenarios

View examples of the types of event tags you can use to refine how Genesys Predictive Engagement tracks user activities. Review the scenario to understand the complete process of building custom tags, deploying them on your website, and then using them with Genesys Predictive Engagement segments.

- Examples of event tags
 - Scenario: Engage visitors who scroll to the bottom of a page
 - Scenario: Segment visitors who wait 6 seconds
 - Scenario: Segment visitors who wait too long
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Google Tag Manager

You can use Google Tag Manager's pre-built tags, triggers, and variables, to track events that are specific to your webpage and business needs.

- Use Google Tag Manager with Genesys Predictive Engagement
 - Triggers
 - Tags
 - Suppress triggering
 - Debug
 - Google's Tag Manager Help
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Adobe Launch

You can use Adobe Launch's pre-built extensions, rules, actions, events, and conditions, to track events that are specific to your webpage and business needs.

- Use Adobe Launch with Genesys Predictive Engagement
 - Extensions
 - Rule example
 - Debug
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- [Adobe's Launch User Guide](#)
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Tag library

Use prebuilt tags to streamline your implementation.

- Messaging-related tags (for Genesys Cloud CX customers using web messaging)
 - Chat-related tags (for customers using web chat)
 - Event click-related tags
 - Page-related tags
 - Product-related tags
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Event tag examples

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Review some examples of the types of tags that you can create and deploy with tag managers.

Examples

Event Tag	Action Map Trigger
Add to cart	Visitor removes an item from a cart.
Remove from cart	Visitor submits a form.
Submit quote	Visitor re-submits details multiple times into a free form box.
Multiple entries in box	Visitor receives an error message after submitting a form.
Adobe Analytics CMP Tracking in URL	Visitor is on the checkout page and starts viewing other pages without returning to the checkout within 5 minutes.
Scroll to Bottom	Visitor scrolls to the bottom of a page. See the scenario.

Video Gallery for Genesys Predictive Engagement

View tag manager videos.

Selected Videos

Deploy the Predictive Engagement tracking snippet with Google Tag Manager

From:

Video: Create a segment of visitors who wait 6 seconds

From:

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About tag managers

Learn about the tag managers that you can use to customize and deploy Genesys Predictive Engagement tracking on your website.

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Google Tag Manager

You can use Google Tag Manager's pre-built tags, triggers, and variables, to track events that are specific to your webpage and business needs.

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Adobe Launch

You can use Adobe Launch's pre-built extensions, rules, actions, events, and conditions, to track events that are specific to your webpage and business needs.

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Use Google Tag Manager with Genesys Predictive Engagement

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- [7 Example trigger: track how long a visitor stays on a page](#)
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Learn how to use Google Tag Manager to customize and deploy Genesys Predictive Engagement tracking on your website.

About the tracking snippets

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

About Google Tag Manager

When you use Google Tag Manager to deploy Genesys Predictive Engagement tracking, Genesys Predictive Engagement tracks standard customer journey events including pageviews and form entries. You can also use Google Tag Manager's prebuilt tags, triggers, variables, to track other events that are specific to your webpage and business needs.

For more information about using Google Tag Manager, see [Google's Tag Manager Help](#).

Deploy the Messenger snippet with Google Tag Manager

If you are a Genesys Cloud CX customer and want to use the new web messaging feature, these instructions apply to you. If not, see [Deploy the Predictive Engagement tracking snippet with Google Tag Manager](#).

To deploy the Messenger snippet (available to Genesys Cloud CX customers only), complete these steps:

1. In Genesys Cloud CX Admin under **Message**, click **Messenger Deployments**.
2. Click the name of the Messenger deployment to deploy.
3. In the **Deploy your snippet** section, click **Copy to Clipboard**.
4. In Google Tag Manager, create a Custom HTML tag.
5. Paste the snippet into the body of the Custom HTML tag.
6. Enclose the JavaScript code with
7. Save the tag.

8. Select the **All Pages** trigger.
9. Save the tag with a meaningful name, such as Messenger Tag.
10. Click **Submit** and then click **Publish**. The tag publishes to all pages on your website.

For more information, see [Deploy Messenger](#) in the Genesys Cloud CX Resource Center.

Deploy the Predictive Engagement tracking snippet with Google Tag Manager

[Link to video](#)

If you are a Genesys Cloud CX customer and want to use the new web messaging feature, these instructions don't apply to you. Instead, see [Deploy the Messenger snippet with Google Tag Manager](#).

This video shows you how to use Google Tag Manager to deploy the Genesys Predictive Engagement tracking snippet on your website.

To deploy the Predictive Engagement tracking snippet, complete these steps:

1. In Google Tag Manager, create a new trigger and select **DOM Ready** as the type.
2. Create a new tag and select **Custom HTML** for the type.
3. Configure the tag to use the new DOM Ready trigger.
4. In Genesys Predictive Engagement, copy the tracking snippet.
5. In Google Tag Manager, paste the snippet in the new Custom HTML tag.
6. Save your changes and publish your workspace.

Triggers

Added in this workspace Abandon changes

Trigger Configuration

Trigger Type

✓ **Form Submission** ✎

Wait for Tags ?

Check Validation ?

This trigger fires on

All Forms Some Forms

Fire this trigger when an Event occurs and all of these conditions are true

Form ID	▼	equals	▼	signup_form	-	+
---------	---	--------	---	-------------	---	---

A trigger is a condition that defines when a tag must run. Google Tag Manager provides a collection of built-in triggers. You can also create your own trigger.

This example shows the **Form Submission** trigger, which launches when the visitor clicks **Sign up** to submit the form.

Tip

Track submission errors with the built-in Element Visibility trigger. If an error message appears on the page, you can assume that the form contains errors and take appropriate actions. You can also track field-related error messages the same way.

Example trigger: track when a visitor scrolls

The screenshot shows the 'Trigger Configuration' window in Google Tag Manager. The 'Trigger Type' is set to 'Scroll Depth'. Under 'Vertical Scroll Depths', the 'Percentages' radio button is selected, with a value of '100' and a unit of 'percent'. The 'Horizontal Scroll Depths' checkbox is unchecked. The 'Enable this trigger on:' dropdown is set to 'Window Load (gtm.load)'. At the bottom, the 'All Pages' radio button is selected, indicating the trigger fires on all pages.

This example shows how to use the Scroll Depth trigger to capture vertical and horizontal scrolling events on webpages.

- This trigger can fire either on all webpages or on a subset of pages that match the conditions that you specify
- Specify the vertical and horizontal scroll depths in either percent or pixels.
- Separate multiple values with commas.

Important

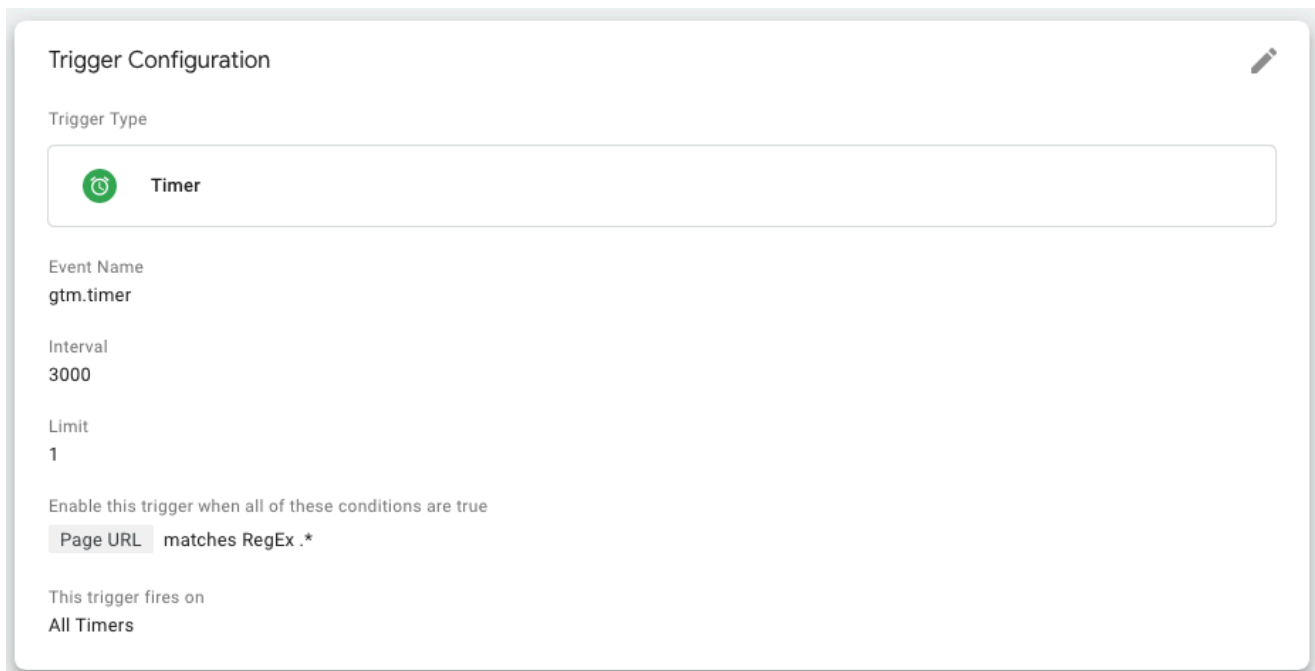
The **Enable this trigger on Window Load (gtm.load)** option makes sense only when the whole content of the webpage loads.

Limitations

The trigger can run only once per webpage. You cannot reset it manually. If a page is not scrollable, the trigger always fires. To avoid the trigger always firing, wrap the tag with the following code:

```
if ($(document).height() > $(window).height()) { /* your tag code */ }
```

Example trigger: track how long a visitor stays on a page




This example shows how to define a trigger to track whether a webpage remains open for 3 seconds.

Example trigger: form submission error

Trigger Configuration

Trigger Type

 **Element Visibility**

Selection Method
CSS Selector

Element Selector [?](#)
div.sign-up-response

When to fire this trigger
Once per page

Minimum Percent Visible [?](#)
1 percent

Observe DOM changes [?](#)

Selected options may affect site performance.

Setting a minimum on-screen duration or configuring the trigger to observe DOM changes requires Google Tag Manager to monitor the status of the selected element(s). When multiple elements on a given page are matched, site performance (after page load) may be affected. For best performance, ensure that your CSS Selector does not match a large number of elements, or use ID as your selection method instead.

This trigger fires on
All Visibility Events

The **Element Visibility** trigger fires when an element is shown on the page. It is useful to catch form submission errors (such as when a field validator error message appears.)

Tags

Samples of available GTM tags

- Click Element
- Click Class
- Click ID
- Click Target
- Click URL
- Click TextErrors
- Error Message
- Error URL
- Error LineForms
- Form Classes
- Form Element
- Form ID
- Form Target
- Form Text
- Form URLScroll
- Scroll Depth Threshold
- Scroll Depth Units
- Scroll Direction

Tags are code snippets that Google Tag Manager injects into your website and runs when a trigger condition occurs. For more information about the built-in tags available with Google Tag Manager, see Custom tags.

Important

Google Tag Manager treats JavaScript function calls as regular HTML, which results in errors. To avoid these types of errors, be sure to use triggers and tags as they are intended. Namely, use a trigger when you want to call a function.

Tip

If you deployed the Predictive Engagement tracking snippet, you can invoke Journey JavaScript SDK methods from Google Tag Manager tags.

Example tag: sign-up button

The screenshot shows the Google Tag Manager 'Tag Configuration' interface. At the top, it says 'Added in this workspace' and 'Abandon changes'. The 'Tag Type' is set to 'Custom HTML'. The HTML code is as follows:

```
1 <script>
2   (function(){
3     var msg = 'Given name: ' + $('[name="givenName"]').val();
4     msg += '\nLast name: ' + $('[name="familyName"]').val();
5     msg += '\nMobile number: ' + $('[name="mobilePhone"]').val();
6     msg += '\nLandline number: ' + $('[name="landline"]').val();
7     msg += '\nEmail: ' + $('[name="email"]').val();
8     msg += '\nBusiness: ' + $('[name="business"]').val();
9     alert(msg)
10  })
11  ();
12 </script>
```

The 'Triggering' section shows a firing trigger named 'sign_up_form' (Form Submission).

The screenshot shows a web form titled 'SIGN UP' for 'UNIVERSAL INSURANCE'. The form fields are: First Name* (Ivan), Last Name* (Ivanov), Mobile Number* (+1234567890), Landline Number* (+1234567890), Email* (vanya@gmail.com.fake), and Business* (Genesys). A modal window is open, displaying the following information:

```
Given name: Ivan
Last name: Ivanov
Mobile number: +1234567890
Landline number: +1234567890
Email: vanya@gmail.com.fake
Business: Genesys
```

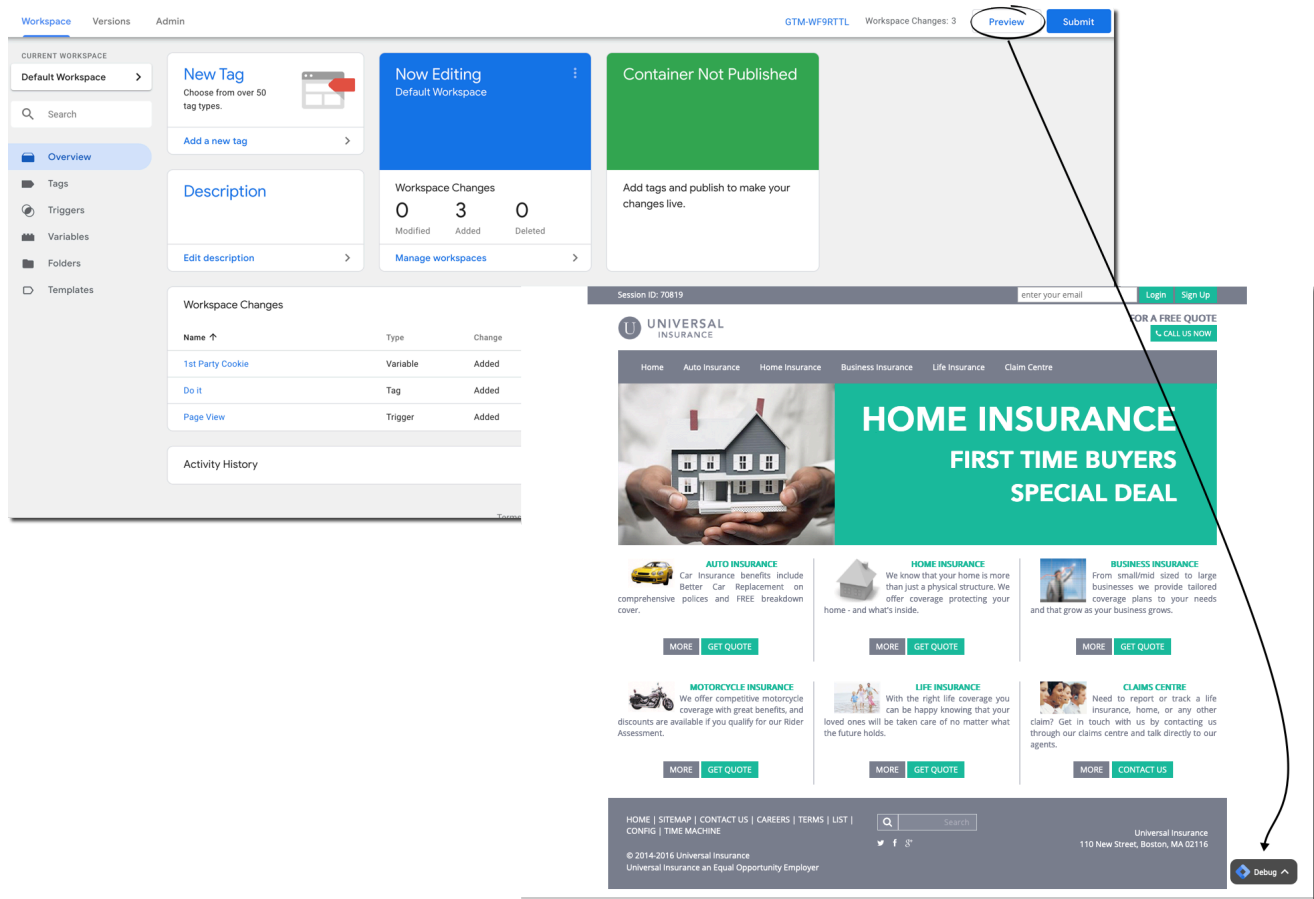
Below the form, a green banner says 'Thank you. Your details have been submitted.' and a 'Sign Up' button is visible.

This example shows a simple tag that triggers when the visitor clicks **Sign up**. It displays the form values in a modal window.

Suppress triggering a tag

To prevent a tag from triggering, use `event.preventDefault()` on a webpage element listener.

Debug



To run Google Tag Manager integration in debug mode, click **Preview** on your account page. **Debug** appears on the bottom right corner of each integrated page on your website.

Use the console to track all events on the webpage. You can see information such as which tags have or have not triggered, error messages, and values of the variables.

Use Google Tag Manager with Genesys Predictive Engagement

The screenshot displays the Google Tag Manager interface. At the top left, the 'Tag Manager' logo is visible. The navigation bar includes 'Tags', 'Variables', 'Data Layer', and 'Errors (0)'. The version is identified as 'QUICK_PREVIEW'. The main content area is titled 'Summary' and is divided into two sections: 'Tags Fired On This Page' and 'Tags Not Fired On This Page'. The 'Tags Fired On This Page' section lists 'smart-tag' and 'Custom HTML - Fired 1 time(s)'. The 'Tags Not Fired On This Page' section lists 'testing_alert_tag' and 'Custom HTML'. On the left side, a list of events is shown with their corresponding tag counts: 7 Click, 6 Click, 5 Click, 4 Click, 3 Window Loaded, and 2 DOM Ready.

Event	Count
Click	7
Click	6
Click	5
Click	4
Window Loaded	3
DOM Ready	2

Use Adobe Launch with Genesys Predictive Engagement

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Learn how to use Adobe Launch to customize and deploy the Genesys Predictive Engagement tracking snippet.

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.

Adobe Launch and Genesys Predictive Engagement

When you use Adobe Launch to deploy the Genesys Predictive Engagement tracking snippet, Genesys Predictive Engagement tracks standard visitor journey events, including pageviews and form entries. You can also use Adobe Launch's prebuilt extensions, rules, actions, events, and conditions to track other events that are specific to your webpage and business needs.

For more information about using Adobe Launch, see the Adobe Launch User Guide.

Extensions

The Genesys Predictive Engagement extension for Adobe Launch allows you to deploy the Genesys Predictive Engagement tracking snippet to your website. It also allows you to send web events and custom web events from the SDK to track events on your website.

The Core extension is the default Adobe Launch extension. It contains default event types such as browser, form, keyboard, and page load. If necessary, you can install other extensions from the Adobe catalog (such as Facebook Pixel, and Google Analytics). For more information, see Adobe Extensions.

Deploy the Genesys Predictive Engagement tracking snippet

Following are the high-level steps for using the Genesys Predictive Engagement extension to deploy the tracking snippet to your website.

1. In the Adobe Launch catalog, search for and install the Genesys Predictive Engagement extension.
2. Provide your Genesys organization ID and your organization's region; and then save your changes. For more information about your organization ID, see View organization settings.

3. Create a rule:

1. Add an event to the rule, select the Core extension, select the event type, and then save the event.
2. Add an action to the rule, select the Genesys Predictive Engagement extension, and then select the **Start Tracking (Website)** or **Start Tracking (SPA)** action type. For more information about which type to use, see Types of tracking snippets.

Important

You can define an optional cookie prefix in the extension settings for your selected tracking snippet type.

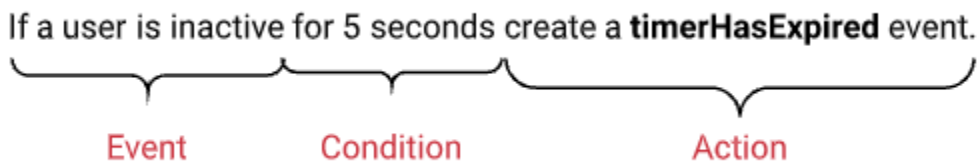
3. Save the action and then save the rule.
4. To deploy the Genesys Predictive Engagement tracking snippet to your website, enable the rule and then publish it.

Action types

The following table describes the action types available in the Genesys Predictive Engagement extension.

Action Type	Description
Send a Custom Web Event	Sends a custom web event from the SDK to track web events on your website.
Send a Web Event	Sends a web event from the SDK to track web events on your website.
Start Tracking (SPA)	Starts tracking activity on Single Page Applications.
Start Tracking (Website)	Starts tracking activity on traditional websites.
Stop Tracking	Stops tracking activity on SPAs or websites.

Rules



Rules define how Launch operates.

Each rule contains:

- An **event** that you want the rule to look for. For example, a visitor moves to another page on your website, presses a key, or scrolls on a page.
- Any **conditions** and **exceptions** for the event. For example, if the event occurs on a specific page or the event occurs after a certain amount of time passes.
- An **action** that you want the rule to take when the event occurs and its conditions are satisfied.

For more information about rules, see Rules in the *Adobe Launch User Guide*.

Example rule: Trigger after 6 seconds

This example shows how to use the Core extension to configure a rule that triggers after a visitor is on a webpage for 6 seconds. These instructions work with the 6-second scenario.

Configure a rule

The image displays the Adobe Launch 'Edit Rule' interface. The main window is titled 'Edit Rule' and has tabs for Overview, Rules, Data Elements, Extensions, Hosts, Environments, and Publishing. The 'Rules' tab is active. The rule name is 'Create a segment if a user s...'. Below the name, there are sections for 'IF - Determines when you want the rule to fire', 'EVENTS', 'CONDITIONS', 'THEN - Determines what you want the rule to do', and 'ACTIONS'. The 'EVENTS' section contains 'Core - Time On Page'. The 'CONDITIONS' section contains 'all_pages'. The 'ACTIONS' section contains 'Core - Custom Code'. Two configuration windows are overlaid on the main interface. The 'Event Configuration' window shows the 'Core' extension, 'Time On Page' event type, and a 'Trigger after' field set to '6' seconds. The 'Condition Configuration' window shows the 'Core' extension, 'Path And Query String' condition type, and a 'Path equals' field set to '*'. Arrows point from the 'Core - Time On Page' event in the main interface to the 'Event Configuration' window, and from the 'all_pages' condition to the 'Condition Configuration' window.

Important

In this example, the value in the **Condition** field indicates that this rule triggers on all pages. If you do not specify where a rule triggers, it triggers on all webpages where you deployed the Genesys Predictive Engagement tracking snippet.

Configure an action for the rule

This example shows how to use the Genesys Predictive Engagement extension to configure an action for the rule.

The screenshot shows the 'Action Configuration' screen for a rule named 'sendAWebEventRule'. The interface includes a sidebar on the left with the following settings:

- Extension:** Genesys Predictive Engagement
- Action Type:** Send a Web Event
- Name:** Genesys Predictive Engagement for Genesys C...

Below these settings is a link for 'ADVANCED OPTIONS'. The main content area is titled 'Send a Web Event' and contains the following instructions and input fields:

- Send a Web Event from the SDK, using the supplied Event Name.
- Enter the event name:
- Click [here](#) for more information on valid event names.

At the top right of the configuration area, there are 'Cancel' and 'Keep Changes' buttons.

Debug

To run Adobe Launch in debug mode, add the Adobe Experience Cloud Debugger extension.

About business scenarios and best practices

Review business scenarios and best practices to improve and extend your tracking.

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Examples and scenarios

View examples of the types of event tags that you can use to refine how Genesys Predictive Engagement tracks user activities. Review the scenario to understand the complete process of creating custom tags, deploying them on your website, and then using them with Genesys Predictive Engagement segments.

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Scenario: Segment visitors who wait too long

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Create a custom event tag and a corresponding segment in Genesys Predictive Engagement, and see visitors assigned to that segment in Live Now.

Scenario

You want to create a segment of visitors who are lingering too long on a page.

Summary of steps

1. Use JavaScript to create a `timerHasFired` event tag to record when a timer fires.
2. Deploy your event tag with your preferred tag manager.
3. Create a segment that uses the event tag.
4. Test your solution in Live Now.

Create a `timerHasFired` event tag

In your preferred code editor, create and validate a **`timerHasFired`** event tag.

Predictive Engagement tracking snippet

If you deployed the Predictive Engagement tracking snippet, use the following example to create a **`timerHasFired`** event tag.

In the example:

- `ac('record')` is the function name.
- `timerHasFired` is your event tag.
- `{'timerName': 'gtm'}` is a custom attribute.

For more information about the available Journey JavaScript methods you can use to create event tags, see the Journey JavaScript SDK.

Messenger snippet

If you are a Genesys Cloud CX customer and you deployed the Messenger snippet, use the following example to create a **timerHasFired** event tag.

In the example:

- `Journey.record` is the command.
- `timerHasFired` is your event tag.
- `{timerName:gtm}` is the custom attribute.

For more information about the available plugins and their associated commands and events, see [Commands and events in the Genesys Cloud CX Developer Center](#).

Deploy the event tag

Deploy your event tag using your preferred tag manager:

- Adobe Launch
- Google Tag Manager (Predictive Engagement tracking snippet deployments only)

Important

The JavaScript code that you define for an event tag runs every time a visitor is on a page that matches the run condition defined for the tag (either the specific page URL or the presence of an HTML element).

Create a Timerhasfired segment

Visitor journey

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

Event name	equals	Timerhasfired	✓	✕
⊕ add detail				

1. In **Segments**, under **Visitor journey**, click **Add first activity**.
2. In the **Attribute** box, select **Event name**.
3. In the **Operator** box, select **equals**.

4. In the **Value** box, type the event name of your tag as you defined it in your ac('record') or Journey.record call.

Important

- You must create a visitor journey attribute of the **Event name** type. Do not use the **Custom attribute** type.
- Genesys Predictive Engagement uses initial caps. If you created an event with the name **timerHasFired**, in the **Value** box, type **Timerhasfired**.

Test your solution in Live Now

The screenshot displays the 'Live Now' interface for a customer summary. On the left, there are navigation links for 'Visitors', 'Live now', and 'Customer summary'. The main area shows session details for 'October 1, 2019 7:15 PM' with a duration of 'a few seconds'. Below this, there are sections for 'Visit journey' (showing 'Home Page'), 'Searches performed' (with a message 'No searches performed'), 'Segments assigned' (highlighted with a black circle and containing a red 'Timerhasfired' tag), and 'Outcome scores' (with a message 'No outcome scores available').

1. Open Live Now.
2. Open your website.
3. Start a visit and go to the page that you are tracking.
4. Scroll to the bottom.
5. Refresh Live Now and verify that a new visitor appears and that the visitor was added to the **Timerhasfired** segment.

Scenario: Segment visitors who wait 6 seconds

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Create a custom event tag and a corresponding segment in Genesys Predictive Engagement, and see visitors assigned to that segment in Live Now.

Scenario

You want to create a segment of visitors who wait 6 seconds on a page.

Summary of steps

1. Use JavaScript to create a create a `timeOnPage6Secs` event tag to record when a timer fires.
2. Deploy the event tag with your preferred tag manager.
3. Create a `TimeonPage6Secs` segment that uses the event tag.
4. Test your solution in Live Now.

Video: Create a segment of visitors who wait 6 seconds

[Link to video](#)

This video only applies to customers using the Predictive Engagement tracking snippet. If you are a Genesys Cloud CX customer using web messaging, you must use the Messenger snippet.

Create a `timeOnPage6Secs` event tag

In your preferred code editor, develop and validate a **`timeOnPage6Secs`** event tag. For more information, see Adobe Launch instructions.

Predictive Engagement tracking snippet

If you deployed the Predictive Engagement tracking snippet, use the following example to create a **`timeOnPage6Secs`** event tag.

In the example:

- `ac('record')` is the function name

- `timeOnPage6Secs` is your event tag

For more information about the available Journey JavaScript methods you can use to create event tags, see the Journey JavaScript SDK.

Messenger snippet

If you are a Genesys Cloud CX customer and you deployed the Messenger snippet, use the following example to create a **timeOnPage6Secs** event tag.

In the example:

- `Journey.record` is the function name
- `timeOnPage6Secs` is your event tag

Deploy the event tag

Deploy your event tag using your preferred tag manager:

- Adobe Launch
- Google Tag Manager (Predictive Engagement tracking snippet deployments only)

Important

The JavaScript code that you define for an event tag runs every time a visitor is on a page that matches the run condition defined for the tag (either the specific page URL or the presence of an HTML element).

Create a TimeonPage6Secs segment

Visitor journey

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

Event name	▼	equals	▼	TimeOnPage6Secs	▼	×
------------	---	--------	---	-----------------	---	---

1. In **Segments**, under **Visitor journey**, click **Add first activity**.
2. In the **Attribute** box, select **Event name**.
3. In the **Operator** box, select **equals**.
4. In the **Value** box, type the name for your tag as you defined it in your `ac('record')` or `Journey.record` call.

Important

You must create a visitor journey attribute of the **Event name** type. Do not use the **Custom attribute** type.

Test your solution in Live Now

Live Now
Live Now is a list of currently active visits with live tracking information.

Choose segment ▼ Search...

Status	Name	Browsing	Page views	Organization	Location	Segments matched
●	Unknown	Home Page (a few seconds ago)	2			TimeOnPage6Secs

1. Open Live Now.
2. Open your website.
3. Start a visit and go to the page that you are tracking.
4. Do nothing for 6 seconds.
5. Refresh Live Now and verify that a new visitor was added to the **TimeOnPage6Secs** segment.

Scenario: Engage visitors who scroll to the bottom of a page

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- [4 Deploy the event tag](#)
- [5 Create a ScrollToBottom segment](#)
- [6 Create a ScrollToBottom action map](#)
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Learn how to create a custom event tag and a corresponding segment in Genesys Predictive Engagement. Then, use that segment with an action map and see in Live Now the visitors that the action map engaged.

Scenario

You created a webpage announcing a new product. You want to create a segment of those visitors who view the entire page and start an interaction with them.

Summary of steps

1. Use JavaScript to create a `ScrollToBottom` event tag.
2. Deploy your event tag with your preferred tag manager.
3. Create a segment that uses the event tag.
4. Create an action map to engage your visitors.
5. Test your solution in Live Now.

Create a `ScrollToBottom` event tag

In your preferred code editor, develop and validate a **`ScrollToBottom`** event tag.

If you deployed the Predictive Engagement tracking snippet, use the following example to create a **`ScrollToBottom`** event tag.

For more information about the available Journey JavaScript methods you can use to create event tags, see the Journey JavaScript SDK.

Messenger snippet

If you are a Genesys Cloud CX customer and you deployed the Messenger snippet, use the following example to create a **`ScrollToBottom`** event tag.

For more information about the available plugins and their associated commands and events, see Commands and events in the Genesys Cloud CX Developer Center.

Deploy the event tag

Deploy your event tag using your preferred tag manager:

- Adobe Launch
- Google Tag Manager (Predictive Engagement tracking snippet deployments only)

Important

The JavaScript code that you define for an event tag runs every time a visitor is on a page that matches the run condition defined for the tag (either the specific page URL or the presence of an HTML element).

Create a ScrollToBottom segment

Visitor journey

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

Event name	▼	equals	▼	ScrollToBottom	✓	✕
------------	---	--------	---	----------------	---	---

1. In Genesys Cloud CX Admin, create a segment.
2. Under **Visitor Journey**, click **Add first event**.
3. In the **Session type** box, click **Web**.
4. In the **Event Details** box, click **event action**.
5. In the **Attribute** box, click **name**.
6. In the **Operator** box, click **equals**.
7. In the **Value** box, type the name for your tag as you defined it in your ac('record') or Journey.record call and then click the checkmark.

Important

You must create a Web session type. Do not use the Custom session type.

Create a ScrollToBottom action map

Scenario: Engage visitors who scroll to the bottom of a page

Engagement > Action Maps > Create action map

Cancel Save Save and close

Name *

ScrolledToBottom

Select trigger *

What is going to trigger the action map? Selected 1 segments Segment match User activity

Hide details

Select segments *

Would you like to apply this action map to all visitors or specific segments? Select segments

ScrolledToBottom

Configure User Engagement *

How would you like to engage with your customers? Engage using: Webchat Configure

Show details

Configure outcome probability

Select an outcome and its probability Select one

1. In Genesys Cloud CX Admin, create an action map.
2. Name the action map ScrollToBottom.
3. In the **Select trigger** section, click **Segment match**.
4. Click **Show details** and then click **Select segments**.
5. In the **Select segments** dialog box, select the ScrollToBottom segment.
6. Configure the rest of the action map as needed and then save it.

Test your solution in Live Now

1. Open Live Now.
2. Open your website.
3. Start a visit and go to the page that you are tracking.
4. Scroll to the bottom.
5. Refresh Live Now and verify that a new visitor appears and that the visitor was added to the **ScrolltoBottom** segment.

Chat-related tags

Contents

- [1 Record a custom web event when a visitor rejects a chat offer](#)
 - [1.1 Tag](#)

Review chat-related tags that you can use in your organization.

Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer using web messaging, see [Messaging-related tags](#).

Record a custom web event when a visitor rejects a chat offer

This tag records a custom web event when a visitor rejects a chat offer.

Tag

```
ac('dom', 'ready', function () {
  Array.prototype.forEach.call(document.querySelectorAll('cx-toaster button.cx-btn-default,
.cx-toaster button.cx-button-close'), function (closeButton) {
    closeButton.on('click', function () {
      ac('record', 'chatoffer_rejected');
    });
  });
});
```

Messaging-related tags

Contents

- [1 Record a custom web event when a visitor rejects a messaging offer](#)
 - [1.1 Tag](#)

Review messaging-related tags that you can use in your organization.

Important

This article only applies to Genesys Cloud CX customers using web messaging. If you are using web chat, see Chat-related tags.

Record a custom web event when a visitor rejects a messaging offer

This tag records a custom web event when a visitor rejects a messaging offer.

Tag

```
Genesys("subscribe", "Journey.ready", function(){
  Array.prototype.forEach.call(document.querySelectorAll('cx-toaster button.cx-btn-default,
.cx-toaster button.cx-button-close'), function (closeButton) {
    closeButton.on('click', function () {
      Genesys("command", "Journey.record", { eventName: "messagingoffer_rejected"});
    });
  });
});
```

Event click-related tags

Contents

- [1 Offer a chat when a visitor clicks a section on a page](#)
 - [1.1 Tag](#)
- [2 Present a messaging offer when a visitor clicks a section on a page](#)
 - [2.1 Tag](#)

Review event click-related tags that you can use in your organization.

Offer a chat when a visitor clicks a section on a page

This section only applies to customers using web chat. If you are a Genesys Cloud CX customer using web messaging, see [Present a messaging offer when a visitor clicks a section on a page](#).

Use the following tag to trigger an action map to offer a chat to a visitor when the visitor opens the "Contact Us" section of a page. The visitor's action indicates that the visitor is very likely to call the contact center.

Tag

```
console.log('[Predictive Engagement] Contact Us Section v0.2');
ac('dom', 'ready', function () {
  setTimeout(function(){
    $('div.spl-accordion-heading').on('click', function() {
      const sectionTitle = $(this).text().trim();
      ac('record', 'section_opened', 'Contact Us Section', {
        sectionTitle: sectionTitle
      });
    });
  }, 1500);
});
```

Present a messaging offer when a visitor clicks a section on a page

This section only applies to Genesys cloud customers using web messaging. If you are using web chat, see [Offer a chat when a visitor clicks a section on a page](#).

Tag

```
console.log('[Predictive Engagement] Contact Us Section v0.2');
Genesys("subscribe", "Journey.ready", function(){
  setTimeout(function(){
    $('div.spl-accordion-heading').on('click', function() {
      const sectionTitle = $(this).text().trim();
      Genesys("command", "Journey.record", { eventName: "section_opened",
        customAttributes: { sectionTitle: "Contact Us Section"
      }
    });
  }, 1500);
});
```

```
});
```

Page-related tags

Contents

- [1 Record a custom web event when a visitor hesitates on a page for more than 60 seconds](#)
 - [1.1 Tag for web chat customers](#)
 - [1.2 Tag for web messaging customers](#)

Review page-related tags that you can use in your organization.

Record a custom web event when a visitor hesitates on a page for more than 60 seconds

If a timeout completes on a page, this tag records a custom web event.

Tag for web chat customers

The following tag only applies to customers using web chat. If you are a Genesys Cloud CX customer using web messaging, use the tag for web messaging customers.

```
ac('dom', 'ready', function () {
  setTimeout(function(){
    ac('record', 'timeout-60', 'Hesitate On Page');
  }, 60000);
});
```

Tag for web messaging customers

The following tag only applies to Genesys Cloud CX customer using web messaging. If you are using web chat, use the tag for web chat customers.

```
Genesys("subscribe", "Journey.ready", function(){
  setTimeout(function(){
    Genesys("command", "Journey.record", { eventName: "timeout-60", customAttributes: {
message: "Hesitate On Page"
    }
  });
}, 60000);
});
```

Product-related tags

Contents

- 1 Record a custom web event when a visitor enters a wrong promo code twice
 - 1.1 Assumptions
 - 1.2 Approach
 - 1.3 HTML before the visitor submits the form
 - 1.4 HTML after the visitor enters an invalid code
 - 1.5 Tag for web chat customers
 - 1.6 Tag for web messaging customers
- 2 Record a custom web event when a visitor adds a product to their cart
 - 2.1 Assumptions
 - 2.2 Approach
 - 2.3 HTML
 - 2.4 Tag for web chat customers
 - 2.5 Tag for web messaging customers
- 3 Track when a visitor has an attached product on the complete order page
 - 3.1 Tag for web chat customers
 - 3.2 Tag for web messaging customers

Review product-related tags that you can use in your organization.

Record a custom web event when a visitor enters a wrong promo code twice

Assumptions

- Validation occurs on the backend.
- When a visitor clicks a button with the ID `promo-code-submit-button`, the promo code submits for validation.
- If the promo code is invalid, the frontend displays a message that has a class called `promo-code-error-message`.

Approach

1. Check whether the promo code validation error message is present after the form submits.
2. Wait 3 seconds after promo code submits to allow for backend validation of the promo code to complete and render on the frontend.
3. If the validation code is not valid, increment a counter. If the validation code is valid, set the counter to 0.
4. If the counter gets to 2, send the custom web event.

HTML before the visitor submits the form

Promo Code:

Submit

HTML after the visitor enters an invalid code

Promo Code:

Submit

The submitted promo code is invalid

Tag for web chat customers

The following tag only applies to customers using web chat. If you are a Genesys Cloud CX customer using web messaging, use the tag for web messaging customers.

```
var promoErrorCounter = 0;

document.querySelector('#promo-code-submit-button').on('click', function () {
  setTimeout(function () {
    if (document.querySelector('.promo-code-error-message').length) {
      promoErrorCounter += 1;

      if (promoErrorCounter === 2) {
        ac('record', 'promoError2x_triggered');
      }
    } else {
      promoErrorCounter = 0;
    }
  }, 3000);
});
```

Tag for web messaging customers

The following tag only applies to Genesys Cloud CX customer using web messaging. If you are using web chat, use the tag for web chat customers.

```
var promoErrorCounter = 0;

document.querySelector('#promo-code-submit-button').on('click', function () {
  setTimeout(function () {
    if (document.querySelector('.promo-code-error-message').length) {
      promoErrorCounter += 1;

      if (promoErrorCounter === 2) {
        Genesys("command", "Journey.record", { eventName: "promoError2x_triggered"});
      }
    } else {
      promoErrorCounter = 0;
    }
  }, 3000);
});
```

Record a custom web event when a visitor adds a product to

their cart

Assumptions

This tag assumes that there is a common Add-to-cart class for the **Add to cart** button, and that the class and button are used consistently across the site.

Approach

When a visitor clicks a button that uses the common Add-to-cart class, Genesys Predictive Engagement records a custom web eventCode.

HTML



Tag for web chat customers

The following tag only applies to customers using web chat. If you are a Genesys Cloud CX customer using web messaging, use the tag for web messaging customers.

```
ac('dom', 'ready', function () {
  Array.prototype.forEach.call(document.querySelectorAll('.add-to-cart'), function
(addToCartButton) {
    addToCartButton.on('click', function () {
      ac('record', 'product_added');
    });
  });
});
```

Tip

"product_added" is an event name that gets a special icon in the customer journey map.

Tag for web messaging customers

The following tag only applies to Genesys Cloud CX customers using web messaging. If you are using web chat, use the tag for web chat customers.

```
Genesys("subscribe", "Journey.ready", function(){
  Array.prototype.forEach.call(document.querySelectorAll('.add-to-cart'), function
(addToCartButton) {
    addToCartButton.on('click', function () {
      Genesys("command", "Journey.record", { eventName: "product_added"});
    });
  });
});
```

```
});  
});  
});
```

Tip

"product_added" is an event name that gets a special icon in the customer journey map.

Track when a visitor has an attached product on the complete order page

To use this tag, replace the **productURL** and **product** values with your organization-specific attributes.

Tag for web chat customers

The following tag only applies to Genesys Cloud CX customers using web chat. If you are using web messaging, use the tag for web messaging customers.

```
// check the content of the shopping cart when the checkout button is clicked  
// load the following snippet on page load  
$("#button.checkoutKaButton").on("click", function () {  
  $(".product-item-wrapper").find("a").each(function () {  
    var productUrl = this.href;  
    if (productUrl.indexOf("attachments") != -1 && productUrl.indexOf("product") != -1) {  
      // send an event to Genesys Predictive Engagement  
      ac('record', 'product_purchased');  
    }  
  });  
});
```

Tag for web messaging customers

The following tag only applies to Genesys Cloud CX customers using web messaging. If you are using web chat, use the tag for web chat customers.

```
// check the content of the shopping cart when the checkout button is clicked  
// load the following snippet on page load  
$("#button.checkoutKaButton").on("click", function () {  
  $(".product-item-wrapper").find("a").each(function () {  
    var productUrl = this.href;  
    if (productUrl.indexOf("attachments") != -1 && productUrl.indexOf("product") != -1) {  
      // send an event to Genesys Predictive Engagement  
      Genesys("command", "Journey.record", { eventName: "product_purchased"});  
    }  
  });  
});
```

