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## Event tracking with tag managers

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.

**Related documentation:**

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## 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.

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## 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

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.

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.