Event tracking with tag managers

About business scenarios and best practices

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

Contents

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.

- 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