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# Event tracking with tag managers

[About tag managers](#)

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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.

- 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
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- Adobe's Launch User Guide