

# **GENESYS**

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# Event tracking with tag managers

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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- 1 Google Tag Manager
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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

#### 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
- Adobe's Launch User Guide