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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.

## Contents

- [1 Google Tag Manager](#)
- [2 Adobe Launch](#)

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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](#)
- [Adobe's Launch User Guide](#)