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Event tracking with tag managers

Use Adobe Launch with Genesys Predictive Engagement

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Learn how to use Adobe Launch to customize and deploy the Genesys Predictive Engagement tracking snippet.

Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

Adobe Launch and Genesys Predictive Engagement

When you use Adobe Launch to deploy the Genesys Predictive Engagement tracking snippet, Genesys Predictive Engagement tracks standard visitor journey events, including pageviews and form entries. You can also use Adobe Launch's prebuilt extensions, rules, actions, events, and conditions to track other events that are specific to your webpage and business needs.

For more information about using Adobe Launch, see the Adobe Launch User Guide.

Extensions

The Genesys Predictive Engagement extension for Adobe Launch allows you to deploy the Genesys Predictive Engagement tracking snippet to your website. It also allows you to send web events and custom web events from the SDK to track events on your website.

The Core extension is the default Adobe Launch extension. It contains default event types such as browser, form, keyboard, and page load. If necessary, you can install other extensions from the Adobe catalog (such as Facebook Pixel, and Google Analytics). For more information, see Adobe Extensions.

Deploy the Genesys Predictive Engagement tracking snippet

Following are the high-level steps for using the Genesys Predictive Engagement extension to deploy the tracking snippet to your website.

1. In the Adobe Launch catalog, search for and install the Genesys Predictive Engagement extension.
2. Provide your Genesys organization ID and your organization's region; and then save your changes. For more information about your organization ID, see View organization settings.

3. Create a rule:

1. Add an event to the rule, select the Core extension, select the event type, and then save the event.
2. Add an action to the rule, select the Genesys Predictive Engagement extension, and then select the **Start Tracking (Website)** or **Start Tracking (SPA)** action type. For more information about which type to use, see Types of tracking snippets.

Important

You can define an optional cookie prefix in the extension settings for your selected tracking snippet type.

3. Save the action and then save the rule.
4. To deploy the Genesys Predictive Engagement tracking snippet to your website, enable the rule and then publish it.

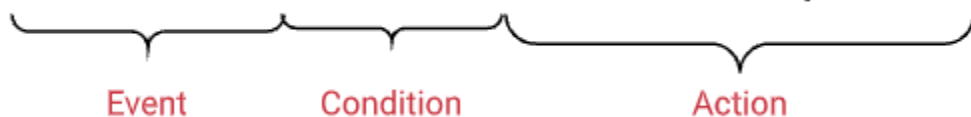
Action types

The following table describes the action types available in the Genesys Predictive Engagement extension.

Action Type	Description
Send a Custom Web Event	Sends a custom web event from the SDK to track web events on your website.
Send a Web Event	Sends a web event from the SDK to track web events on your website.
Start Tracking (SPA)	Starts tracking activity on Single Page Applications.
Start Tracking (Website)	Starts tracking activity on traditional websites.
Stop Tracking	Stops tracking activity on SPAs or websites.

Rules

If a user is inactive for 5 seconds create a **timerHasExpired** event.



Rules define how Launch operates.

Each rule contains:

- An **event** that you want the rule to look for. For example, a visitor moves to another page on your website, presses a key, or scrolls on a page.
- Any **conditions** and **exceptions** for the event. For example, if the event occurs on a specific page or the event occurs after a certain amount of time passes.
- An **action** that you want the rule to take when the event occurs and its conditions are satisfied.

For more information about rules, see Rules in the *Adobe Launch User Guide*.

Example rule: Trigger after 6 seconds

This example shows how to use the Core extension to configure a rule that triggers after a visitor is on a webpage for 6 seconds. These instructions work with the 6-second scenario.

Configure a rule

The screenshot displays the 'Edit Rule' interface in Adobe Launch. The rule is named 'Create a segment if a user s...'. It is configured with the following settings:

- IF - Determines when you want the rule to fire:**
 - EVENTS:** Core - Time On Page
 - CONDITIONS:** all_pages
- THEN - Determines what you want the rule to do:** Core - Custom Code

The 'Event Configuration' dialog is open, showing the following details:

- Extension:** Core
- Event Type:** Time On Page
- Name:** Core - Time On Page
- Order:** 50
- Trigger after:** 6 seconds spent on the page

The 'Condition Configuration' dialog is also open, showing the following details:

- Logic Type:** Regular
- Extension:** Core
- Condition Type:** Path And Query String
- Name:** all_pages
- Path equals:** *

Arrows indicate the configuration flow: from the 'Core - Time On Page' event in the main rule editor to the 'Event Configuration' dialog, and from the 'all_pages' condition in the main rule editor to the 'Condition Configuration' dialog.

Important

In this example, the value in the **Condition** field indicates that this rule triggers on all pages. If you do not specify where a rule triggers, it triggers on all webpages where you deployed the Genesys Predictive Engagement tracking snippet.

Configure an action for the rule

This example shows how to use the Genesys Predictive Engagement extension to configure an action for the rule.

The screenshot shows the 'Action Configuration' interface for a rule named 'sendAWebEventRule'. The breadcrumb path is 'Latest sendAWebEventRule > Action Configuration'. At the top right, there are 'Cancel' and 'Keep Changes' buttons. The left sidebar contains the following configuration options:

- Extension:** Genesys Predictive Engagement
- Action Type:** Send a Web Event
- Name:** Genesys Predictive Engagement for Genesys C...
- ADVANCED OPTIONS:** (indicated by a chevron icon)

The main content area is titled 'Send a Web Event' and contains the following instructions and input fields:

- Send a Web Event from the SDK, using the supplied Event Name.
- Enter the event name:
- Click [here](#) for more information on valid event names.

Debug

To run Adobe Launch in debug mode, add the Adobe Experience Cloud Debugger extension.