



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.

About web messaging

Feature coming soon: Web messaging

This article only applies to customers using web chat. If you are a Genesys Cloud customer, we encourage you to use the new web messaging feature to replace web chat. To start tracking, configure Messenger and then use the Messenger JavaScript SDK to configure how you want to track web events.

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, action, 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.

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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.

The diagram shows the sentence "If a user is inactive for 5 seconds create a **timerHasExpired** event." with three brackets underneath. The first bracket covers "If a user is inactive" and is labeled "Event". The second bracket covers "for 5 seconds" and is labeled "Condition". The third bracket covers "create a **timerHasExpired** event." and is labeled "Action".

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 with three overlapping configuration windows:

- Event Configuration:** Shows 'Core' as the extension, 'Time On Page' as the event type, and 'Trigger after 6 seconds spent on the page'.
- Condition Configuration:** Shows 'Core' as the extension, 'Path And Query String' as the condition type, and 'all_pages' as the name. The logic type is set to 'Regular' and 'Path equals' is selected.
- Main Rule Editor:** Shows the rule name 'Create a segment if a user s...', the event 'Core - Time On Page', the condition 'all_pages', and the action 'Core - Custom Code'.

Arrows indicate the flow of configuration from the main editor to the detailed configuration windows.

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.

Latest sendAWebEventRule > Action Configuration Cancel [Keep Changes](#)

Extension

Action Type

Name

> ADVANCED OPTIONS

Send a Web Event

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.