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## Event tracking with tag managers

Use Google Tag Manager with Genesys Predictive Engagement

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## Contents

- [1 About the tracking snippets](#)
- [2 About Google Tag Manager](#)
- [3 Deploy the Messenger snippet with Google Tag Manager](#)
- [4 Deploy the Predictive Engagement tracking snippet with Google Tag Manager](#)
- [5 Triggers](#)
- [6 Example trigger: track when a visitor scrolls](#)
  - [6.1 Limitations](#)
- [7 Example trigger: track how long a visitor stays on a page](#)
- [8 Example trigger: form submission error](#)
- [9 Tags](#)
- [10 Example tag: sign-up button](#)
- [11 Suppress triggering a tag](#)
- [12 Debug](#)

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Learn how to use Google Tag Manager to customize and deploy Genesys Predictive Engagement tracking on your website.

## About the tracking snippets

Customers who want to use web chat must use the Predictive Engagement tracking snippet. This snippet deploys Predictive Engagement tracking on your website and also allows you to use the web chat feature.

Genesys Cloud CX customers who want to use web messaging instead of web chat must use the Messenger snippet. This snippet deploys Predictive Engagement tracking on your website and also allows you to use the web messaging feature.

## About Google Tag Manager

When you use Google Tag Manager to deploy Genesys Predictive Engagement tracking, Genesys Predictive Engagement tracks standard customer journey events including pageviews and form entries. You can also use Google Tag Manager's prebuilt tags, triggers, variables, to track other events that are specific to your webpage and business needs.

For more information about using Google Tag Manager, see [Google's Tag Manager Help](#).

## Deploy the Messenger snippet with Google Tag Manager

If you are a Genesys Cloud CX customer and want to use the new web messaging feature, these instructions apply to you. If not, see [Deploy the Predictive Engagement tracking snippet with Google Tag Manager](#).

To deploy the Messenger snippet (available to Genesys Cloud CX customers only), complete these steps:

1. In Genesys Cloud CX Admin under **Message**, click **Messenger Deployments**.
2. Click the name of the Messenger deployment to deploy.
3. In the **Deploy your snippet** section, click **Copy to Clipboard**.
4. In Google Tag Manager, create a Custom HTML tag.
5. Paste the snippet into the body of the Custom HTML tag.
6. Enclose the JavaScript code with
7. Save the tag.

- 
8. Select the **All Pages** trigger.
  9. Save the tag with a meaningful name, such as Messenger Tag.
  10. Click **Submit** and then click **Publish**. The tag publishes to all pages on your website.

For more information, see [Deploy Messenger](#) in the Genesys Cloud CX Resource Center.

## Deploy the Predictive Engagement tracking snippet with Google Tag Manager

[Link to video](#)

If you are a Genesys Cloud CX customer and want to use the new web messaging feature, these instructions don't apply to you. Instead, see [Deploy the Messenger snippet with Google Tag Manager](#).

This video shows you how to use Google Tag Manager to deploy the Genesys Predictive Engagement tracking snippet on your website.

To deploy the Predictive Engagement tracking snippet, complete these steps:

1. In Google Tag Manager, create a new trigger and select **DOM Ready** as the type.
2. Create a new tag and select **Custom HTML** for the type.
3. Configure the tag to use the new DOM Ready trigger.
4. In Genesys Predictive Engagement, copy the tracking snippet.
5. In Google Tag Manager, paste the snippet in the new Custom HTML tag.
6. Save your changes and publish your workspace.

## Triggers

Added in this workspaceAbandon changes

### Trigger Configuration

Trigger Type

✔ **Form Submission** ✎

Wait for Tags [?](#)

Check Validation [?](#)

This trigger fires on

All Forms  Some Forms

Fire this trigger when an Event occurs and all of these conditions are true

Form ID

▼

equals

▼

signup\_form

-

+

A trigger is a condition that defines when a tag must run. Google Tag Manager provides a collection of built-in triggers. You can also create your own trigger.

This example shows the **Form Submission** trigger, which launches when the visitor clicks **Sign up** to submit the form.

### Tip

Track submission errors with the built-in Element Visibility trigger. If an error message appears on the page, you can assume that the form contains errors and take appropriate actions. You can also track field-related error messages the same way.

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## Example trigger: track when a visitor scrolls

The screenshot shows the 'Trigger Configuration' window. At the top, it says 'Trigger Configuration'. Below that, 'Trigger Type' is set to 'Scroll Depth'. Underneath, 'Vertical Scroll Depths' is checked. The 'Percentages' radio button is selected, with a value of '100' and a unit of 'percent'. The 'Pixels' radio button is unselected. 'Horizontal Scroll Depths' is unchecked. The 'Enable this trigger on:' dropdown is set to 'Window Load (gtm.load)'. At the bottom, 'All Pages' is selected under 'This trigger fires on'.

This example shows how to use the Scroll Depth trigger to capture vertical and horizontal scrolling events on webpages.

- This trigger can fire either on all webpages or on a subset of pages that match the conditions that you specify
- Specify the vertical and horizontal scroll depths in either percent or pixels.
- Separate multiple values with commas.

### Important

The **Enable this trigger on Window Load (gtm.load)** option makes sense only when the whole content of the webpage loads.

### Limitations

The trigger can run only once per webpage. You cannot reset it manually. If a page is not scrollable, the trigger always fires. To avoid the trigger always firing, wrap the tag with the following code:


```
if ($(document).height() > $(window).height()) { /* your tag code */ }
```

---

Example trigger: track how long a visitor stays on a page

### Trigger Configuration

Trigger Type

 **Timer**

Event Name  
**gtm.timer**

Interval  
**3000**

Limit  
**1**

Enable this trigger when all of these conditions are true

**Page URL** matches RegEx **.\***

This trigger fires on  
**All Timers**


This example shows how to define a trigger to track whether a webpage remains open for 3 seconds.

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## Example trigger: form submission error

### Trigger Configuration

Trigger Type

 **Element Visibility**

Selection Method  
**CSS Selector**

Element Selector [?](#)  
**div.sign-up-response**

When to fire this trigger  
**Once per page**

Minimum Percent Visible [?](#)  
**1 percent**

Observe DOM changes [?](#)

**Selected options may affect site performance.**

Setting a minimum on-screen duration or configuring the trigger to observe DOM changes requires Google Tag Manager to monitor the status of the selected element(s). When multiple elements on a given page are matched, site performance (after page load) may be affected. For best performance, ensure that your CSS Selector does not match a large number of elements, or use ID as your selection method instead.

This trigger fires on  
**All Visibility Events**

The **Element Visibility** trigger fires when an element is shown on the page. It is useful to catch form submission errors (such as when a field validator error message appears.)

## Tags



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## Samples of available GTM tags

- Click Element
- Click Class
- Click ID
- Click Target
- Click URL
- Click TextErrors
- Error Message
- Error URL
- Error LineForms
- Form Classes
- Form Element
- Form ID
- Form Target
- Form Text
- Form URLScroll
- Scroll Depth Threshold
- Scroll Depth Units
- Scroll Direction

Tags are code snippets that Google Tag Manager injects into your website and runs when a trigger condition occurs. For more information about the built-in tags available with Google Tag Manager, see Custom tags.

### Important

Google Tag Manager treats JavaScript function calls as regular HTML, which results in errors. To avoid these types of errors, be sure to use triggers and tags as they are intended. Namely, use a trigger when you want to call a function.

### Tip

If you deployed the Predictive Engagement tracking snippet, you can invoke Journey JavaScript SDK methods from Google Tag Manager tags.

## Example tag: sign-up button

Added in this workspace Abandon changes

### Tag Configuration

Tag Type

<> Custom HTML  
Custom HTML Tag

HTML

```
1 <script>
2   (function(){
3     var msg = 'Given name: ' + $('[name="givenName"]').val();
4     msg += '\nLast name: ' + $('[name="familyName"]').val();
5     msg += '\nMobile number: ' + $('[name="mobilePhone"]').val();
6     msg += '\nLandline number: ' + $('[name="landline"]').val();
7     msg += '\nEmail: ' + $('[name="email"]').val();
8     msg += '\nBusiness: ' + $('[name="business"]').val();
9     alert(msg)
10  })
11  ();
12 </script>
```

Triggering

Firing Triggers

sign\_up\_form  
Form Submission

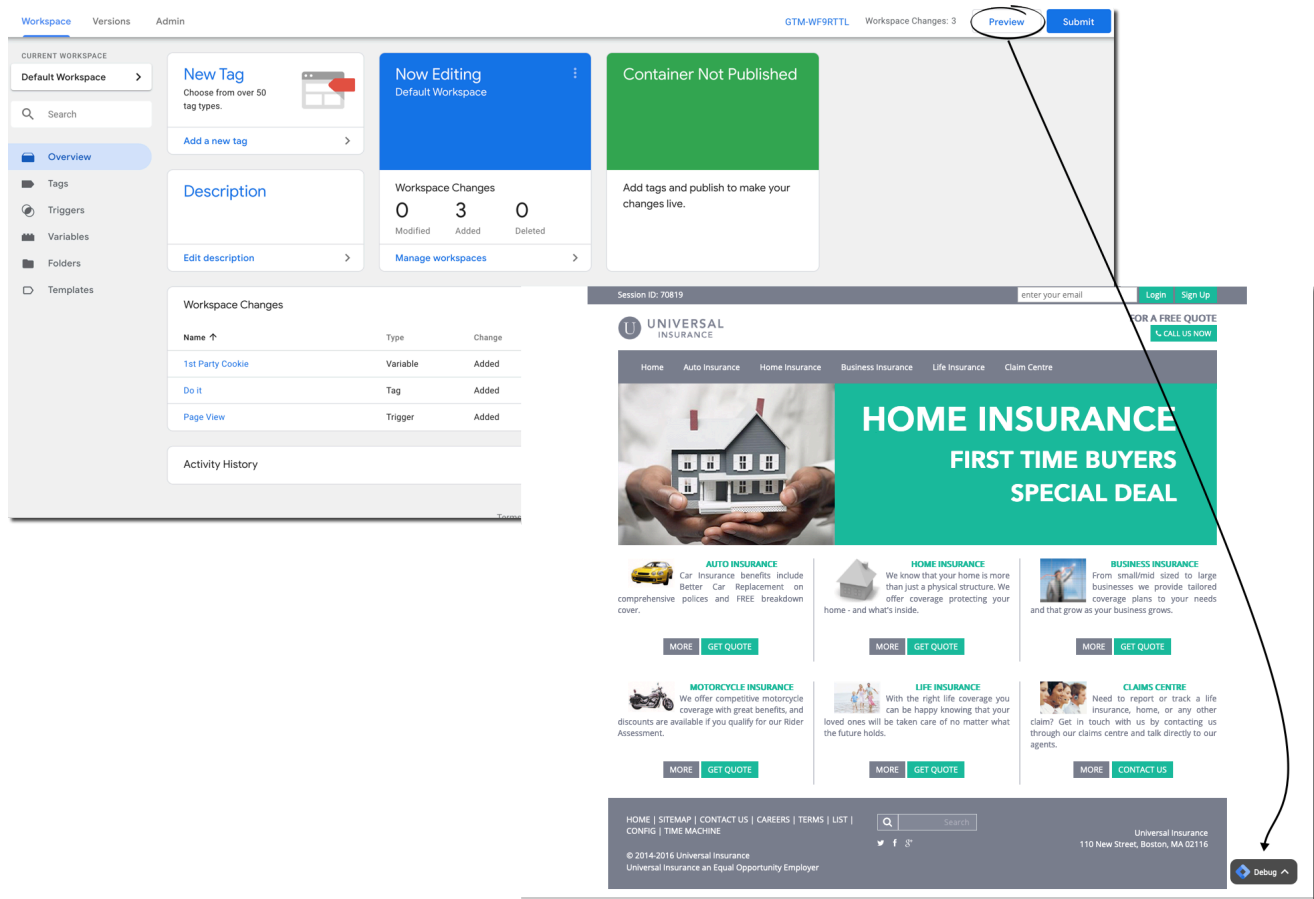
The screenshot shows the Universal Insurance website's sign-up form. The form fields are: First Name\* (Ivan), Last Name\* (Ivanov), Mobile Number\* (+1234567890), Landline Number\* (+1234567890), Email\* (vanya@gmail.com.fake), and Business\* (Genesys). A modal window is open, displaying the submitted data: Given name: Ivan, Last name: Ivanov, Mobile number: +1234567890, Landline number: +1234567890, Email: vanya@gmail.com.fake, and Business: Genesys. A green banner at the bottom of the form says "Thank you. Your details have been submitted." and a "Sign Up" button is visible below it.

This example shows a simple tag that triggers when the visitor clicks **Sign up**. It displays the form values in a modal window.

## Suppress triggering a tag

To prevent a tag from triggering, use `event.preventDefault()` on a webpage element listener.

## Debug



The image shows two overlapping screenshots. The top screenshot is the Google Tag Manager (GTM) interface. It features a sidebar with navigation options like 'Overview', 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'. The main area displays 'New Tag' options, a 'Description' field, and a 'Workspace Changes' summary showing 0 Modified, 3 Added, and 0 Deleted changes. A 'Preview' button is circled in red, with an arrow pointing to the bottom right of the second screenshot. The bottom screenshot is a website for 'UNIVERSAL INSURANCE' with a 'HOME INSURANCE FIRST TIME BUYERS SPECIAL DEAL' banner. A 'Debug' button is visible in the bottom right corner of the website page.

To run Google Tag Manager integration in debug mode, click **Preview** on your account page. **Debug** appears on the bottom right corner of each integrated page on your website.

Use the console to track all events on the webpage. You can see information such as which tags have or have not triggered, error messages, and values of the variables.

Summary

- 7 Click
- 6 Click
- 5 Click
- 4 Click
- 3 Window Loaded
- 2 DOM Ready

Summary

Tags Fired On This Page

- smart-tag
- Custom HTML - Fired 1 time(s)

Tags Not Fired On This Page

- testing\_alert\_tag
- Custom HTML