



Event tracking with tag managers

Use Google Tag Manager with Genesys Predictive Engagement

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Learn how to use Google Tag Manager 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.

Use Google Tag Manager

When you use Google Tag Manager to deploy the Genesys Predictive Engagement tracking snippet, 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 additional 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 tracking snippet with Google Tag Manager

[Link to video](#)

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

In summary:

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 workspace Abandon 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	-	+
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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.

Example trigger: track when a visitor scrolls

Trigger Configuration

Trigger Type

Scroll Depth

Vertical Scroll Depths [?](#)

Percentages

percent

Pixels

Horizontal Scroll Depths [?](#)

Enable this trigger on: [?](#)

This trigger fires on

All Pages Some Pages

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.

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

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

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

UNIVERSAL INSURANCE

Home Auto Insurance Home Insurance Business Insurance Life Insurance Claim Centre

Sign Up

Enter your details to be notified of upcoming products and offers. All fields with an * are required

First Name*	Last Name*
Ivan	Ivanov
Mobile Number*	Landline Number*
+1234567890	+1234567890
Email*	Business*
vanya@gmail.com.fake	Genesys

Given name: Ivan
Last name: Ivanov
Mobile number: +1234567890
Landline number: +1234567890
Email: vanya@gmail.com.fake
Business: Genesys

OK

Thank you. Your details have been submitted.

Sign Up

Contact Info

1019 Geary Street, San Francisco, 94102, CA

Click to connect with our agents

Info@Universalinsurance.com

Business Hours

Mon - Fri: 9am - 6pm
Saturday: 9am - 4pm
Sunday: closed

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 screenshot displays the Google Tag Manager (GTM) interface on the left and a website preview on the right. In the GTM interface, the 'Preview' button is circled in red. The website preview shows a 'HOME INSURANCE' page with a 'FIRST TIME BUYERS SPECIAL DEAL' banner. A 'Debug' button is visible in the bottom right corner of the website preview.

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 and haven't triggered, error messages, and values of the variables.

The screenshot shows the Google Tag Manager interface. At the top left is the 'Tag Manager' logo. To its right are navigation tabs: 'Tags' (selected), 'Variables', 'Data Layer', and 'Errors (0)'. On the far right, it says 'Version: QUICK_PREVIEW'. Below the navigation is a 'Summary' section. On the left side of this section is a list of events: 7 Click, 6 Click, 5 Click, 4 Click, 3 Window Loaded, and 2 DOM Ready. The main area of the 'Summary' section is divided into two parts. The top part is titled 'Tags Fired On This Page' and contains two items: 'smart-tag' and 'Custom HTML - Fired 1 time(s)'. The bottom part is titled 'Tags Not Fired On This Page' and contains two items: 'testing_alert_tag' and 'Custom HTML'.