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Event tracking with tag managers

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Learn how to track events with tag managers.

Get started

Get started tracking events with tag managers.

- About event tracking with tag managers
- Event tag examples

Tag managers

Learn how to deploy Genesys Predictive Engagement tracking on your website using your preferred tag manager.

- About tag managers
- Use Google Tag Manager with Genesys Predictive Engagement
- Use Adobe Launch with Genesys Predictive Engagement

Business scenarios and best practices

See example business scenarios and review best practices.

- About business scenarios and best practices
- Scenario: Segment visitors who wait too long
- Scenario: Segment visitors who wait 6 seconds
- Scenario: Engage visitors who scroll to the bottom of a page

Tag library

Learn how to use predefined tags to customize how Genesys Predictive Engagement works.

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- Messaging-related tags (for Genesys Cloud CX customers using web messaging)
 - Chat-related tags (for customers using web chat)
 - Event click-related tags
 - Page-related tags
 - Product-related tags
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