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Journey JavaScript SDK

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Learn how to use the Journey JavaScript SDK to customize how Genesys Predictive Engagement tracks and manages customer activity on your website.

Important

The articles in this guide only apply 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.

Get started

Learn how to get started using the Journey JavaScript SDK.

- [Get started](#)
- [About the tracking snippet](#)
- [Cookies](#)
- [Advanced tracking with cookies](#)

Methods

Learn about the methods that are available in the Journey JavaScript SDK.

- [Method reference](#)
- [Initialization methods](#)
- [Session methods](#)
- [Tracking methods](#)
- [Event methods](#)
- [Utility methods](#)

APIs

Learn how to use APIs to track user activity, form submissions, and abandonment events.

- Web Tracking API
 - Form Tracking API
-

Trait mapping

Learn how to map multiple records for the same customer to see more complete customer profiles.

- Map traits to link customer records
-

Modules

Learn about JavaScript files that enhance the functionality that the Journey JavaScript SDK provides.

- About modules
-

Get started

Get started using the Journey JavaScript SDK.

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.

When you deploy the Genesys Predictive Engagement tracking snippet on your website, you initialize the Journey JavaScript SDK. You can enhance and refine the tracking snippet using the Journey JavaScript SDK.

- Copy and deploy the tracking snippet.
- Track activity in a GDPR-compliant manner.
- Configure advanced tracking.
- Understand how Genesys Predictive Engagement uses cookies.
- Use the Web Tracking API.
- Method reference

About the tracking snippet

Contents

- [1 How the tracking snippet works](#)

Learn what happens after you deploy the tracking snippet on your webpages.

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.

How the tracking snippet works

Genesys Predictive Engagement provides a traditional tracking snippet and an SPA tracking snippet to track activity on your webpages. For more information, see [Types of snippets](#).

When you add the snippet to a webpage, the tracking snippet loads the Journey JavaScript SDK whenever a visitor accesses a tracked page. To ensure that the process of loading the Journey JavaScript SDK does not cause the visitor to wait for the page to load, we cache the Journey JavaScript SDK in the visitor's browser and load it asynchronously.

Important

- The Genesys Predictive Engagement tracking snippet loads JavaScript asynchronously without slowing down page loading.
- The Genesys Predictive Engagement SDK does not block the loading of any other resources.
- This snippet represents the minimum configuration needed to add the Genesys Predictive Engagement customer support widget. To start sending tracking data from your visitors back to the Genesys Predictive Engagement servers, see [Web Tracking API](#).

Once loaded, the Journey JavaScript SDK:

- Creates a new script HTML element
- Sets the source attribute to the Genesys Predictive Engagement SDK's URL
- Sets the async attribute to 1 (truthy)
- Adds the script element to the DOM
- Sets the name of the only global function exposed by the Genesys Predictive Engagement SDK to 'ac'
- Calls the ac function and runs the following commands:

About the tracking snippet

- `init` to set the organization ID and region, and to specify which account to send the data to
- `pageview` to record an event when a page with the tracking snippet loads, allowing Genesys Predictive Engagement to track the visitor's journey across the website.

For more information about the the tracking method, see [Web Tracking API](#).

Cookies

Contents

- [1 Purpose](#)
- [2 The cookie that identifies customers](#)
- [3 Cookies that expire after 1 year](#)
- [4 Cookies that expire after 30 minutes](#)
- [5 Cookies that expire at varying times](#)

Configure how Genesys Predictive Engagement uses cookies to store customer data.

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.

Purpose

Genesys Predictive Engagement uses cookies to store non-sensitive data in the browser. The visitor's browser must allow cookies for Genesys Predictive Engagement to work properly.

The cookie that identifies customers

To identify customers, Genesys Predictive Engagement uses a first-party cookie named **_actmu** to store the visitor ID. This cookie is a unique, randomly generated string that is stored in the browser. This cookie is sent to the Genesys Predictive Engagement APIs to determine whether a **tracked event** is associated with a particular customer and to associate subsequent visits to the same site with the same customer.

Cookies that expire after 1 year

Important

You can change the expiration time for all cookies that expire after 1 year. For more information, see [Advanced tracking with cookies](#).

Important

On January 31, 2023, Genesys removed the functionality of the identify method that is used to add a customer record. After the removal date, the `_actmi` and `_actmh` cookies will no longer be created or updated. The existing cookies will retain the information that they had before the removal date.

| Cookie name | Purpose |
|---------------------|--|
| <code>_actcc</code> | Distinguishes visitor's beacon and pageview counts for the current session and all sessions collectively. |
| <code>_actmi</code> | Distinguishes logged in visitors. This cookie is set to the user ID passed when calling the identify method. |
| <code>_actmu</code> | Distinguishes visitors. The cookie is created when the Journey JavaScript SDK library executes and no existing <code>_actmu</code> cookies exists. |
| <code>_actvc</code> | Distinguishes the visit count for an individual visitor. This cookie is created and updated on each separate visit. |
| <code>_actts</code> | Distinguishes timestamps of the visitor's first, previous, and current session. |

Cookies that expire after 30 minutes

| Cookie name | Purpose |
|---------------------|-------------------------------------|
| <code>_actmm</code> | Distinguishes UTM information. |
| <code>_actmr</code> | Distinguishes the session referrer. |
| <code>_actms</code> | Distinguishes session ID. |

Cookies that expire at varying times

| Cookie name | Purpose | Expiration details |
|-----------------------|---|--|
| <code>_ac_test</code> | Genesys Predictive Engagement uses this cookie to check whether the browser supports first-party cookies and whether Genesys Predictive Engagement can set the tracking cookies successfully. | Immediately after it is set. |
| <code>_actmf</code> | Stores data submitted in a form and sends it on the next page load. | If this cookie is not set before the visitor leaves the site, the cookie expires when the session expires. |
| <code>_actmh</code> | Stores a hash of the visitor | |

Cookies

| | | |
|--|--|--|
| | information that is passed when calling <code>identify</code> to minimize the number the times that this information is sent to the Genesys Predictive Engagement servers. | |
|--|--|--|

Advanced tracking with cookies

Contents

- [1 About advanced tracking](#)
- [2 Cookie options](#)
 - [2.1 Example](#)
- [3 Track a domain and its subdomains](#)
 - [3.1 Tracking subdomains in 2 different accounts](#)
- [4 Track multiple domains](#)
- [5 Asymmetric site linking](#)

Learn how to use the Journey JavaScript SDK to refine how Genesys Predictive Engagement tracks visitor data. Alternatively, you can refine tracking using your preferred tag manager. For more information, see [About event tracking with tag managers](#).

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.

About advanced tracking

Use `init` options to change how Genesys Predictive Engagement sets cookies and how you track your visitors across subdomains or multiple domains.

Cookie options

By default, the Journey JavaScript SDK sets the cookie expiration date and determines the cookie domain. To customize these settings, use the following parameters with the `init` method.

| me | Description | Default |
|-----------------------------|--|-----------------------------------|
| <code>allowedLinkers</code> | Array of domains that can link into the current domain for cross-domain tracking. | Null |
| <code>autoLink</code> | Augments all links to the specified domains on the site to contain information that allows the linked page to continue the current tracking session. | Null |
| <code>cookieDomain</code> | Determines the domain on which the cookies are set. | The highest level domain possible |
| <code>cookieExpires</code> | Specifies the expiration time in seconds for the <code>actmi</code> , <code>_actmu</code> and <code>_actvc</code> cookies. For example, 1 year = 365 days * 24 hours * 60 minutes * 60 seconds = 31536000 seconds. | 1 year |
| <code>cookiePrefix</code> | Adds a prefix to the names of the Genesys Predictive Engagement cookies. | "_" (underscore) |

Example

```
ac('init', 'YOUR-ORGANIZATION-ID', {
  region: 'YOUR-REGION',
  cookieDomain: 'YOUR-DOMAIN',
  cookieExpires: 31536000,
  cookiePrefix: 'YOUR-PREFIX'
});
```

Track a domain and its subdomains

By default, to simplify cross-domain tracking implementations, Genesys Predictive Engagement writes cookies to the highest level domain possible. If you manage both a domain and one or more subdomains such as `www.example.com`, `blog.example.com` and `store.example.com`, the cookie domain used to store cookies will be `.example.com`.

Tracking subdomains in 2 different accounts

For tracking subdomains separately in 2 different accounts, you need to customize the Genesys Predictive Engagement tracking snippet to specify the desired domain in the `init` call:

```
ac('init', 'YOUR-ORGANIZATION-ID', {
  region: 'YOUR-REGION',
  cookieDomain: 'subdomain.example.co.uk'
});
```

Track multiple domains

A default setup tracks traffic to each domain (for example: `example.com` and `example.co.uk`) independently. Therefore, a visitor arriving in one domain who then proceeds to another domain that is set up with the same tracking account counts as two separate visitors with two separate visits or sessions. Each one comprises the activities (pages visited, and so on) that occurred on each domain.

To enable cross domain tracking, also known as *site linking*, to bundle together the traffic to both domains, modify the `init` call in the Genesys Predictive Engagement tracking snippet to allow auto linking to another domain. Suppose you have a site, `example.com` that links to `example.co.uk` and in opposite manner.

To enable tracking across both of these domains, modify the following in the Genesys Predictive Engagement tracking snippet in `example.com`:

```
ac('init', 'YOUR-ORGANIZATION-ID', {
  region: 'YOUR-REGION',
  allowedLinkers: ['example.co.uk'],
  autoLink: ['example.co.uk']
});
```

Then, modify the Genesys Predictive Engagement tracking snippet in `example.co.uk` to also allow

linking. Specifically, to accept the visitor tracking cookies from another site, and to enable auto linking to decorate all links pointing to example.com:

```
ac('init', 'YOUR-ORGANIZATION-ID', {  
  region: 'YOUR-REGION',  
  allowedLinkers: ['example.com'],  
  autoLink: ['example.com']  
});
```

Asymmetric site linking

You can set up asymmetric site linking. It allows you to carry cookies from example.com to example.co.uk but not the other way around. The Genesys Predictive Engagement tracking snippet in example.com removes example.co.uk from allowedLinkers, and removes autoLink from the Genesys Predictive Engagement tracking snippet added to example.co.uk.

Method reference

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- [1 Initialization methods](#)
- [2 Session methods](#)
- [3 Tracking methods](#)
- [4 Events methods](#)
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View a list of methods available in the Journey JavaScript SDK.

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.

Initialization methods

For more information about a method, including signature and arguments, click the method's name.

| Method | Description |
|-----------------------------|---|
| init | Initializes the Journey JavaScript SDK. |
| initialized | Notifies when the Journey JavaScript SDK is initialized fully. |
| destroy | Stops all Journey JavaScript SDK activity and removes all tracking information. |

Session methods

For more information about a method, including signature and arguments, click the method's name.

| Method | Description |
|---|--|
| api.session.getData | Returns an object that contains session information. |
| api.session.getCustomerCookieId | Returns a string that contains the customer cookie ID. |
| api.session.getId | Returns a string containing session ID. |

Tracking methods

For more information about a method, including signature and arguments, click the method's name.

| Method | Description |
|-------------|--|
| pageview | Tracks page views. |
| record | Records custom website events. |
| forms:track | Captures when visitors complete web-based forms. |

Events methods

For more information about a method, including signature and arguments, click the method's name.

| Method | Description |
|--------|---|
| on | Subscribes to notifications about a particular type of Journey JavaScript SDK activity. |
| once | Subscribes to notifications for first event for a particular type of Journey JavaScript SDK activity. |
| off | Unsubscribes from notifications about a particular type of Journey JavaScript SDK activity. |

Utility methods

For more information about a method, click the method's name.

| Method | Description |
|-------------|--|
| serialize | Passes serialized data from a form. |
| dom - ready | Allows you to specify a function handler to run when the DOM has loaded fully. |
| debug | Sends helpful messages to the console. |

Initialization methods

Contents

- **1 Initialization methods**

View the methods that initialize and destroy the Journey JavaScript SDK.

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.

Initialization methods

- `init`
- `initialized`
- `destroy`

init

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- [1 Description](#)
- [2 Signature](#)
- [3 Arguments](#)
- [4 organizationId](#)
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- [6 Find your org ID and region ID](#)
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Learn how to use the `init` method to initialize the Journey JavaScript SDK.

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.

Description

The `init` method initializes the Journey JavaScript SDK.

Important

For GDPR compliance, obtain a customer's consent before you call the `init` method. For more information about how to use Genesys Predictive Engagement in a GDPR-compliant manner, see [GDPR](#).

Signature

```
ac('init', organisationId, options)
```

Arguments

- `organizationId`
- `options`

`organizationId`

- **Description:** Your organization's unique ID. Find your organization ID
- **Type:** String
- **Status:** Required

options

Tip

For detailed explanations of how you can use these options to configure tracking, see [Advanced tracking with cookies](#).

- **Description:** Configures the Journey JavaScript SDK with its region and other known default options.
- **Type:** Object
- **Status:** Required
- **Properties:** See the following table.

| Name | Description |
|--------------------|---|
| region | Your organization's region. Find your region ID |
| cookieDomain | Sets a custom cookie domain. |
| cookieExpires | Sets a time in seconds for a visitor's cookie to expire. |
| cookiePrefix | Sets a custom cookie prefix. |
| autoLink | An array of domains whose outbound links will be modified to contain tracking information for advanced tracking. |
| allowedLinkers | An array of domains whose inbound referral will set tracking information. For an example, see Allowed Linkers . |
| canonicalLink | Uses canonical links. |
| globalTraitsMapper | Maps custom attributes to traits. For more information, see Traits Mapper . |

Find your org ID and region ID

Tracking Snippet

Use Predictive Engagement's tracking snippet to track visitor activity on your webpages.

Documentation related to advanced configuration options can be found [here](#)

Website Snippet

This snippet should be used if the website loads a new page from a remote server when navigating to a new URL

```
<script>
  (function(a,t,c,l,o,u,d){a['_genesysJourneySdk']=o;a[o]=a[o]||function(){
  (a[o].q=a[o].q||[]).push(arguments)},a[o].l=1*new Date();u=t.createElement(c),
  d=t.getElementsByTagName(c)[0];u.async=1;u.src=1;u.charset='utf-8';d.parentNode.insertBefore(u,d)
  })(window, document, 'script', '
  ac('init', '
  ac('pageview');
</script>
```

Org ID

Region ID

Copy snippet

SPA Snippet

This snippet should be used if the website does not load a new page from a remote server when navigating to a new URL

```
<script>
  (function(a,t,c,l,o,u,d){a['_genesysJourneySdk']=o;a[o]=a[o]||function(){
  (a[o].q=a[o].q||[]).push(arguments)},a[o].l=1*new Date();u=t.createElement(c),
  d=t.getElementsByTagName(c)[0];u.async=1;u.src=1;u.charset='utf-8';d.parentNode.insertBefore(u,d)
  })(window, document, 'script', '
  ac('init', '
  ac('load', 'autotrackUrlChange');
</script>
```

Org ID

Region ID

Copy snippet

Go to **Genesys Cloud CX > Admin > Tracking Snippet**.

Region names and IDs

The following table lists the available region names and corresponding IDs.

| Region name | ID |
|--------------------|------|
| Americas (US West) | usw2 |
| Americas (US East) | use1 |
| Americas (Canada) | cac1 |
| EMEA (Dublin) | euw1 |
| EMEA (London) | euw2 |

init

| Region name | ID |
|-----------------------|-------|
| EMEA (Frankfurt) | euc1 |
| Asia Pacific (Tokyo) | apne1 |
| Asia Pacific (Seoul) | apne2 |
| Asia Pacific (Sydney) | apse2 |

initialized

initialized

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- [1 Description](#)
- [2 Signature](#)
- [3 Example](#)

Learn how to use the `initialized` method to receive notification when the Journey JavaScript SDK has initialized fully.

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.

Description

Use the `initialized` method to receive notification when the Journey JavaScript SDK initializes fully. This information is useful in situations that require tracking data from the Journey JavaScript SDK, but because SDK initialization takes place after the page loads, tracking has not begun.

For example, some businesses require GDPR consent before they begin tracking visitor activity. A business can present a GDPR consent confirmation request to a visitor when the visitor arrives at the webpage. Until the visitor agrees to allow tracking, the Journey JavaScript SDK remains in an uninitialized state, and calls to SDK methods, such as the `api.session` methods, fail.

After the visitor provides their consent, the SDK initializes and can begin tracking visitor activity. Once initialized, callbacks registered using the `initialized` method are invoked and can begin to use the Journey JavaScript SDK's other methods.

Signature

```
ac('initialized', eventHandler);
```

Example

```
ac('initialized', () => {
  console.log('Tracking SDK initialized');
  ac('api.session.getData', (session) => {
    console.log('Session data', session);
  });
});
```

destroy

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Arguments](#)
- [4 GDPR and destroyed data](#)

Learn how to use the `destroy` method to stop all Journey JavaScript SDK activity and remove all tracking information.

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.

Description

The `destroy` method stops all Genesys Predictive Engagement SDK activity and removes all tracking information.

Signature

```
ac('destroy')
```

Arguments

None.

GDPR and destroyed data

The `destroy` method stops all Genesys Predictive Engagement tracking immediately. It also removes all cookies that the SDK set; and doesn't offer anymore proactive engagements. Use the `destroy` method when a customer requests that you stop tracking their activities on your website. For more information about using Genesys Predictive Engagement in a GDPR-compliant manner, see [GDPR](#).

Session methods

Contents

- [1 Session methods](#)

View the methods that allow you to obtain data about a specific session.

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.

Session methods

Genesys Predictive Engagement session methods allow you to obtain session-specific data from web sessions.

- `api.session.getCustomerCookield`
- `api.session.getData`
- `api.session.getId`

api.session.getCustomerCookieId

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Callback](#)

Learn how to obtain a customer's cookie ID.

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.

Description

api.session.getCustomerCookieId returns a string that contains the customer's cookie ID.

Signature

```
ac('api.session.getCustomerCookieId', (err, cookieInfo) => {
  if (err) {
    // handle error
    return;
  }
  return cookieInfo;
});
```

Callback

The callback takes err as the first parameter.

api.session.getData

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- [1 Description](#)
- [2 Signature](#)
- [3 Example](#)
- [4 Callback](#)

Learn how to obtain the data such as the short ID for a particular customer's session.

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.

Description

api.session.getData returns an object that contains the session ID, short ID, and customer cookie ID.

Signature

```
ac('api.session.getData', (err, sessionInfo) => {
  if (err) {
    // handle error
    return;
  }

  return sessionInfo;
});
```

Example

The following is an example of an object that api.session.getData returns:

```
{
  id:
  shortId: 12345
  customerCookieId:
}
```

api.session.getData

Callback

The callback takes err as the first parameter.

api.session.getId

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Callback](#)

Learn how to get the Id of a particular session.

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.

Description

api.session.getData returns an object that contains session ID.

Signature

```
ac('api.session.getId', (err, IdInfo) => {
  if (err) {
    // handle error
    return;
  }
  return IdInfo;
});
```

Callback

The callback takes err as the first parameter.

Tracking methods

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Learn about the methods available in the Journey JavaScript SDK that you can use to extend and enhance how Genesys Predictive Engagement tracks visitor activity on your website.

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.

Tracking methods

- pageview
- record
- identify
- forms:track

Events that these methods track are custom web events.

pageview

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- [1 Description](#)
- [2 Signature](#)
- [3 Arguments](#)
- [4 pageOverrides](#)
- [5 customAttributes](#)
- [6 options](#)

Learn how to use the pageview method to track when visitors view your webpages.

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.

Description

The Pageview method tracks page views.

Signature

```
ac('pageview', [pageOverrides], [customAttributes], [options])
```

Arguments

- pageOverrides
- customAttributes
- options

pageOverrides

- **Description:** Sets custom page view location and title
- **Type:** Object
- **Status:** Optional
- **Properties:** See the following table.

| Name | Description | Type | Status | Default |
|----------|-------------|--------|----------|---------|
| location | Page URL | string | optional | |
| title | Page title | string | optional | |

customAttributes

- **Description:** Adds extra information to pageview event
- **Type:** Object
- **Status:** Optional
- **Restrictions:** Object with properties of type string, number, Boolean or customAttribute. See customAttributes.

options

- **Description:** Use for more configuration
- **Type:** Object
- **Status:** Optional
- **Properties:** See the following table.

| Name | Description | Type | Status | Default |
|-----------------|---|--------------|----------|---------|
| traitsMapper | Used to map custom attributes to traits. For more information, see Traits Mapper. | traitsMapper | | |
| callback | Called once beacon is sent | function | optional | |
| callbackTimeout | ms to wait for beacon to send | number | optional | |

record

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Learn how to use the record method to capture website events.

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.

Description

The record method records custom website events.

Signature

```
ac('record', eventName, [customAttributes], [options])
```

Arguments

- eventName
- customAttributes
- options

eventName

- **Description:** Name of the custom event
- **Type:** String
- **Status:** Required
- **Restrictions:** See Guidelines for custom event names.

record

customAttributes

- **Description:** Adds extra information to pageview event
- **Type:** Object
- **Status:** Optional
- **Restrictions:** Flat object with properties of type string, number, Boolean, or customAttribute

Example

```
ac('record', 'product_added', { price: 15.99, code: 'CDE-123', name: 'Product', hasBatteries: false });
```

Additionally, define the datatype for the attribute to define the value better.

Example

```
ac('record', 'product_added', { price: {datatype: 'integer' value: 15, name: {datatype: 'string' value: 'Product'}}});
```

customAttributes for outcome value tracker

To derive the value of an outcome, create an event that comprises an associated value field. Then, using this event and the value field (within the same event), track the value of the outcome you created.

For example, the following event tracks the products added with the value, price. When you create an outcome using this event, the products added along with their value is tracked as part of the outcome.

- **Description:** Adds extra information to pageview event
- **Type:** Object
- **Status:** Optional
- **Restrictions:** Flat object with properties of type string, number, or Boolean

Example

```
ac('record', 'product_added', { price: 15, code: 'CDE-123', name: 'Product', hasBatteries: false });
```

options

- **Description:** Used for more configuration

record

- **Type:** Object
- **Status:** Optional
- **Properties:** See the following table.

| Name | Description | Type | Status | Default |
|-----------------|---|--------------|----------|---------|
| traitsMapper | Used to map custom attributes to traits. For more information, see Traits Mapper. | traitsMapper | | |
| callback | Called once beacon is sent | function | optional | |
| callbackTimeout | ms to wait for beacon to send | number | optional | |

identify

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Arguments](#)
- [4 login](#)
- [5 traits](#)
- [6 callback](#)

Learn how to use the identify method to add information to a customer record.

Important

On January 31, 2023, Genesys removed the functionality of the identify method that is used to add a customer record. For more information, see [Deprecation: identify journey SDK method](#).

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.

Description

The identify method adds information to a customer record.

Important

identify affects the next web event sent using the pageview or record method.

Signature

```
ac('identify', [loginId], [traits], [callback])
```

Arguments

- loginId
- traits

identify

- callback

login

- **Description:** ID used to stitch customer identities together
- **Type:** String/null
- **Status:** Required
- **Note:** If loginId is null, the current identity is cleared.

traits

- **Description:** Information about a customer
- **Type:** Object
- **Status:** Optional
- **Restrictions:** Flat object with properties of type string, number, or Boolean

For more information about how to link different customer records, see Traits mapper.

callback

- **Description:** Callback
- **Type:** Function
- **Status:** Optional

forms:track

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Arguments](#)
- [4 selector](#)
- [5 options](#)
 - [5.1 Example](#)
 - [5.2 Use events to track outcome value](#)

Learn how to use the `forms:track` method to capture when visitors complete web-based forms.

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.

Description

The `forms:track` method tracks form submission and abandonment events. By default, forms tracking captures form data when a visitor submits or abandons a form.

- Recorded form data **includes** the values of all input, select, and text area fields.
- Recorded form data **excludes** the values of hidden, submit, and password fields, along with any fields that contain any of the sensitive input strings.

Important

For Genesys Predictive Engagement SDK forms tracking to capture form data, each input requires a properly defined name attribute.

For more information, see [Form Tracking API](#).

Signature

```
ac('forms:track', [selector], [options]);
```

Arguments

- selector

- options

selector

- **Description:** CSS selector for the element or elements to track
- **Type:** String
- **Status:** Optional
- **Default:** Form

options

- **Description:** Activity or behavior to track
- **Type:** Object
- **Status:** Optional
- **Default:** {}
- **Properties:** See the following table.

| Name | Description | Type | Status | Default | Arguments |
|--------------------------|--|--------------|----------|---------|----------------|
| captureFormDataOnAbandon | | Boolean | optional | true | |
| captureFormDataOnSubmit | | Boolean | optional | true | |
| transform | | function | optional | | formDataObject |
| traitsMapper | | traitsMapper | | | |
| customAttributes | Field used to send additional information when a form-related event occurs. The field can be set with static, predetermined values. Once the form tracker module initiates, the value that is available in the value field is applied for the rest of the session. The value cannot be changed | object | optional | | |

| | | | | | |
|--|---|--|--|--|--|
| | dynamically according to user action. There can be more than one field. | | | | |
|--|---|--|--|--|--|

Example

To create an event to track the number of customers who sign themselves up from the sign-up page, use the `customAttributes` within the `form:track` SDK as follows:

```
{
  captureFormDataOnSubmit: [
    'forms:track', 'sign-up-form', { captureFormOnSubmit: true, customAttributes: {formValue: 200}
  ]
}
```

Use events to track outcome value

Use the attributes from the `form:track` SDK to track an outcome from action maps. You can further use the value set within the SDK to define the value of the outcome. In this example, the value of sign up is set at 200. This means that if the outcome value of the outcome stands at 2000, the total number of sign ups is 10 whose with a total value of 2000.

Display icons in the Journey gadget

Contents

- [1 About the icons](#)
 - [1.1 Available icons](#)
- [2 Code example](#)
- [3 Purchase-related icons](#)
- [4 Form-related icons](#)
- [5 Miscellaneous icons](#)

Learn how to use the SDK to display icons for tracked visitor behavior on the Journey map.

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.

About the icons



Positive



Neutral



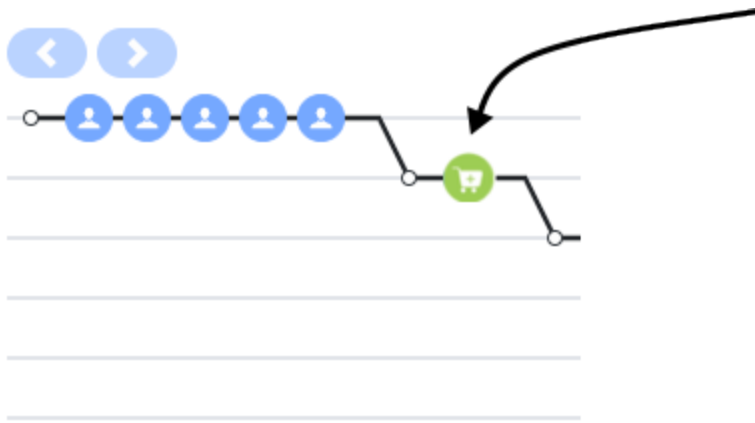
Negative

Use the `ac('record')` method to display a Genesys Predictive Engagement icon on the Visit journey map (admin view) when a visitor completes a tracked behavior.

Available icons

- Purchase-related icons
- Form-related icons
- Journey-related icons

Code example



This code example shows how to use `ac('record')` to display the Product added icon in the Visit journey map (admin view) when a visitor adds a t-shirt to their shopping cart.

```
ac('record', 'product_added', [optionalExtraDataObject])  
ac('record', 'product_added', { name: 't-shirt', id: 'hkds9d8j', price: '$45.45' });
```



Purchase-related icons

| Icon | Tooltip text | Description | Name |
|---|---------------------------|---|---------------------|
|  | Product added to cart | Visitor added a product to their shopping cart. | "product_added" |
|  | Product removed from cart | Visitor removed a product from their shopping cart. | "product_removed" |
|  | Checkout complete | Visitor completed the purchase of the items in their shopping cart. | "product_purchased" |


Form-related icons

Important

You can display the icons in this section using `ac('record')` or auto form tracking.

| Icon | Tooltip text | Description | Name |
|---|----------------|--|------------------|
|  | Form submitted | Visitor submitted a form. | "form_submitted" |
|  | Form abandoned | Visitor navigated away from a form before completing it. | "form_abandoned" |

Miscellaneous icons

| Icon | Tooltip text | Description | Name |
|--|--------------|---|--------------------|
|  | Searched | Visitor searched for the string shown in the tooltip. | "search_performed" |

About Events methods

Events methods allow developers to build functionality that reacts to state changes in the SDK.

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.

Contents

- [1 Events methods](#)
- [2 Use Events methods with content offers](#)
- [3 Use Events methods with web chats](#)

Events methods

Events methods allow you to receive notifications about activities that the Journey JavaScript SDK tracks.

- on
 - once
 - off
-

Use Events methods with content offers

You can use Events methods to capture data related to Content offers.

- Use Events methods with web actions
 - Content offers lifecycle
 - Examples: Events methods with content offers
-

Use Events methods with web chats

You can use Events methods to capture data related to web chats.

- Use Events methods with web actions
 - Content offers lifecycle
 - Examples: Events methods with web chats
-

on

on

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Examples](#)

on

To subscribe to receive notifications about a particular type of SDK activity, use `ac('on')`.

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.

Description

Use `ac('on')` to subscribe to SDK events of a given event type and state.

Signature

```
ac('on', '', function eventHandler(evt) { /* do stuff */ });
```

Examples

For examples, see:

- [Examples: Events methods with content offers](#)
- [Examples: Events methods with web chats](#)

once

once

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Example](#)

once

To receive a notification for only the first SDK event for a particular type of activity, use `ac('once')`.

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.

Description

Use `ac('once')` to subscribe to the first SDK event of a given event type and state.

Signature

```
ac('once', '', function eventHandler(evt) { /* do stuff */ });
```

Example

See:

- Examples: Events methods with content offers
- Examples: Events methods with web chats

off

off

Contents

- [1 Description](#)
- [2 Signature](#)
- [3 Example](#)

off

To unsubscribe from receiving notifications about a particular type of SDK activity, use `ac('off')`.

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.

Description

Use `ac('off')` to unsubscribe from receiving future SDK events of a given event type and state.

Signature

```
ac('off', '', function eventHandler(evt) { /* do stuff */ });
```

Example

See:

- Examples: Events methods with content offers
- Examples: Events methods with web chats

Use Events methods with web actions

Contents

- [1 Event methods for web actions](#)
- [2 Media types, lifecycle states, and code examples using Events methods](#)
- [3 Event types for web actions](#)
- [4 Capture more data with Genesys widgets](#)

Use Events methods to subscribe to events that occur during the lifecycle of Genesys Predictive Engagement web actions such as web chats and content offers. This raw data can be streamed to third-party analytics platforms or to tag management platform data layers for use in analytics and reporting platforms.

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.

Event methods for web actions

To capture information about events that occur during the lifecycle of a web action, use the Events methods shown in the following table.

| Method | Description |
|--------|--|
| on | Subscribe to start receiving events for a given type of web action in a given state. |
| once | Receive events for only the first occurrence of a given type of web action in a given state. |
| off | Unsubscribe to stop receiving events for a given type of web action in a given state. |

Media types, lifecycle states, and code examples using Events methods

| Media type | Lifecycle states | Code examples |
|--------------|--------------------------|--|
| contentoffer | Content offers lifecycle | Examples: Events methods with content offers |
| webchat | Web chat lifecycle | Examples: Events methods with web chats |

Event types for web actions

The following table lists the events that you can use with Events methods for web actions. Event information returned includes the action state, customer ID, session ID, and action map ID.

| Event | Data type | Description |
|------------------|-----------|--|
| actionId | UUIDv4 | Unique Id for a specific Predictive Engagement action. |
| actionState | String | Current state of the action. For example, offered. |
| actionMediaType | String | The engagement type. For example, webchat. |
| actionMapId | UUIDv4 | Id of the action map that qualified/triggered this action. |
| actionMapVersion | Integer | Version of the action map. |
| customerId | UUIDv4 | Stable identifier of the customer. For example, a cookie Id. |
| customerIdType | String | The specific type of customer identifier (always "cookie"). |
| sessionId | UUIDv4 | Identifier of the customer's current web session. |
| errorCode | Integer | Status code for any exceptions caught during presentation of the action. |
| errorMessage | String | Error message for any exceptions caught during presentation of the action. |

Capture more data with Genesys widgets

You can use the Web Action Events API with Genesys Widgets commands to enrich events with more data that may be useful.

For example, the Genesys Cloud CX `conversationId` may be useful in an analytics context. For more information on the Widgets API, see [API Commands](#).

```
ac('on', 'webchat:all', (evt) => {
  _genesys.widgets.bus.command('WebChatService.getSessionData').then((data) => {
    if (data.conversationId) {
      evt.conversationId = data.conversationId;
    }

    someAnalyticsProvider.send(evt);
  })
});
```

Important

The data that `WebChatService.getSessionData` returns differs based on your Genesys platform.

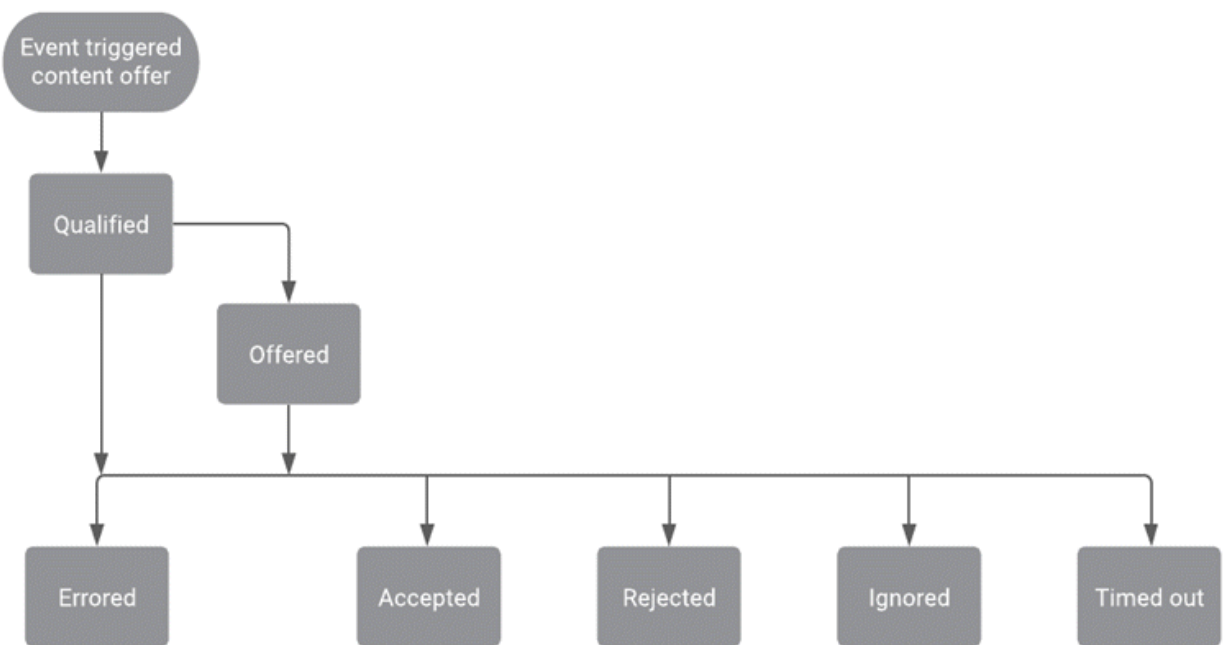
Content offers lifecycle

Contents

- 1 State transitions for content offers
- 2 Content offer lifecycle states
- 3 Terminal states for content offers
- 4 Report metrics and events

See the lifecycle of a content offer and the metrics that we capture at each state along the way. We use lifecycle states in reporting and when determining the triggering behavior of action maps that use content offers.

State transitions for content offers



Content offer lifecycle states



The following table provides details about the lifecycle of a content offer, including the events that can occur and the data that is available for use with the Events methods.

| State | Event | Description | Data available |
|----------|----------------------|---|--|
| offered | Web Actions Offered | Visitor's activity qualified an action map, and a proactive invitation is offered. | See Events methods with web actions. |
| accepted | Web Actions Accepted | Visitor accepts the invitation by clicking a button like Book now! This state is a terminal state. | See Events methods with web actions. |
| rejected | Web Actions Rejected | Visitor rejects the invitation by either clicking X or a button like, No, but thank you. This state is a terminal state. | See Events methods with web actions. |
| errored | Web Actions Errored | An error occurred in the widget that prevented the engagement from occurring. Note: This event does not have a corresponding metric in the Action Map Performance Report. | See Events methods with web actions. Also, the errorMessage field is available. |
| ignored | Web Actions Ignored | Visitor ignored the invitation by navigating | See Events methods with web actions. |

| State | Event | Description | Data available |
|-------|-------|---|----------------|
| | | away from or around it. This state is a terminal state. Note: This event does not have a corresponding metric in the Action Map Performance Report. | |

Terminal states for content offers

In the content offer lifecycle, certain states are considered *terminal*, or final states. If a visitor navigates to a webpage where an action map is set to trigger a content offer, the action map doesn't offer the content offer if it is in a terminal state. This feature ensures that a visitor does not receive the same content offer after accepting the offer or indicating that they are not interested in that particular content offer.

Terminal states for content offers are:

- Accepted
- Rejected
- Ignored

For more information, see [Define an action map's triggers](#).

Report metrics and events

The metrics in the Action Map Performance report correlate directly with the event types for web actions. For more information about metrics for content offers, see [Monitor a content offer's performance](#).

Examples: Events methods with content offers

Contents

- [1 Subscribe to offered events](#)
- [2 Subscribe to accepted events](#)
- [3 Subscribe to rejected events](#)
- [4 Subscribe to ignored events](#)
- [5 Subscribe to errored events](#)
- [6 Subscribe to all content offer events](#)
- [7 Unsubscribe from content offers in the offered state](#)

See examples of how to use Events methods with content offers.

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.

Subscribe to offered events

```
ac('on', 'contentoffer:offered', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to accepted events

```
ac('on', 'contentoffer:accepted', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to rejected events

```
ac('on', 'contentoffer:rejected', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to ignored events

```
ac('on', 'contentoffer:ignored', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to errored events

```
ac('on', 'contentoffer:errored', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to all content offer events

```
ac('on', 'contentoffer:all', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Unsubscribe from content offers in the offered state

```
ac('off', 'contentoffer:offered', eventHandler); // unsubscribes `eventHandler` from  
'contentoffer:offered' events
```

Web chat lifecycle

Contents

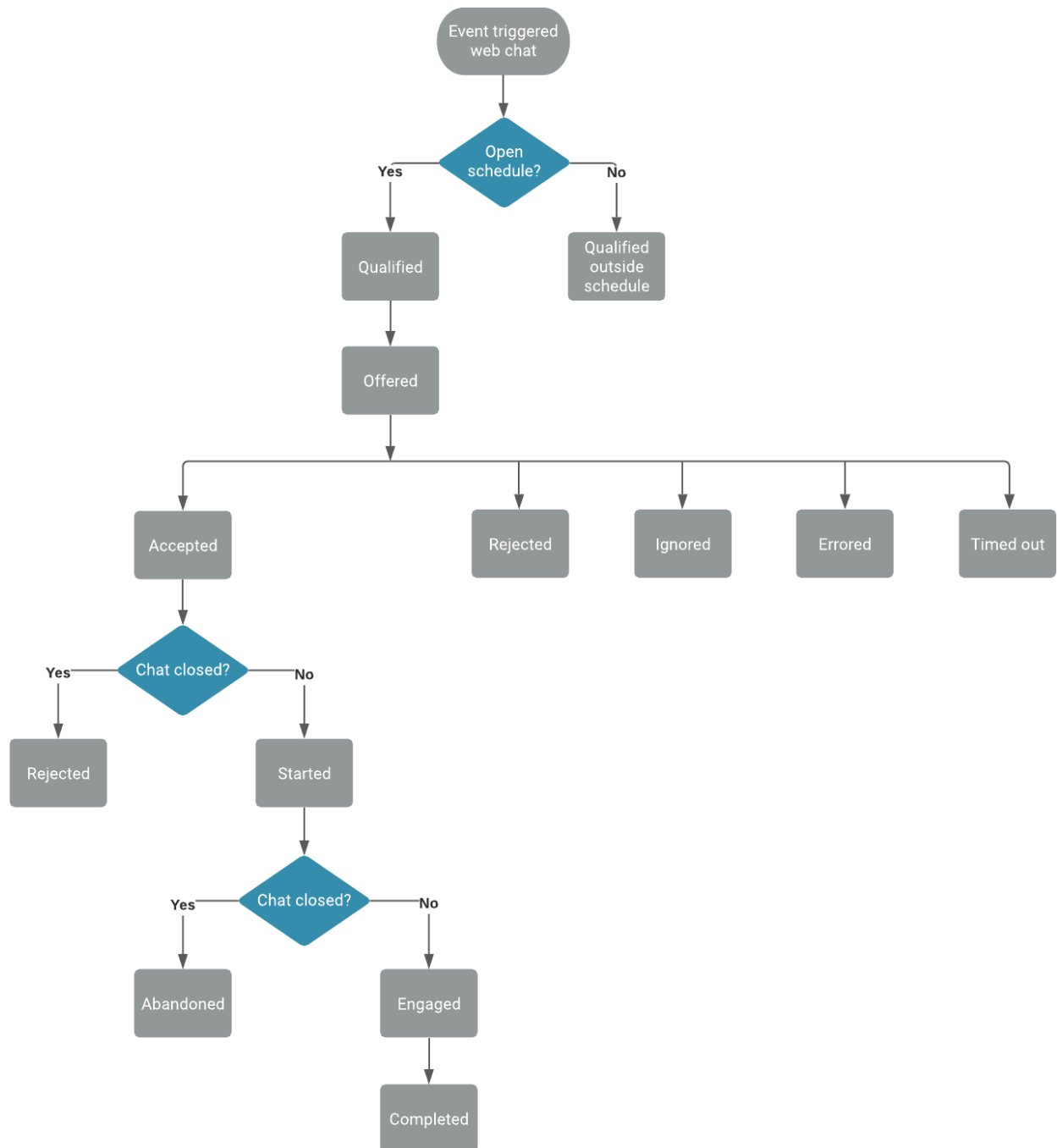
- [1 Web chat operations](#)
- [2 Web chat lifecycle](#)
- [3 1. Web chat invitation](#)
- [4 2. Web chat form](#)
- [5 3. Web chat window: before agent connects](#)
- [6 4 Web chat window: after agent connects](#)
- [7 5. Web chat completion](#)
- [8 Terminal states for web chats](#)
- [9 Report metrics and events](#)

See the lifecycle of a web chat and the metrics that we capture at each state along the way. Genesys Predictive Engagement uses lifecycle states for reporting and determining the triggering behavior of action maps that use web chats.

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.

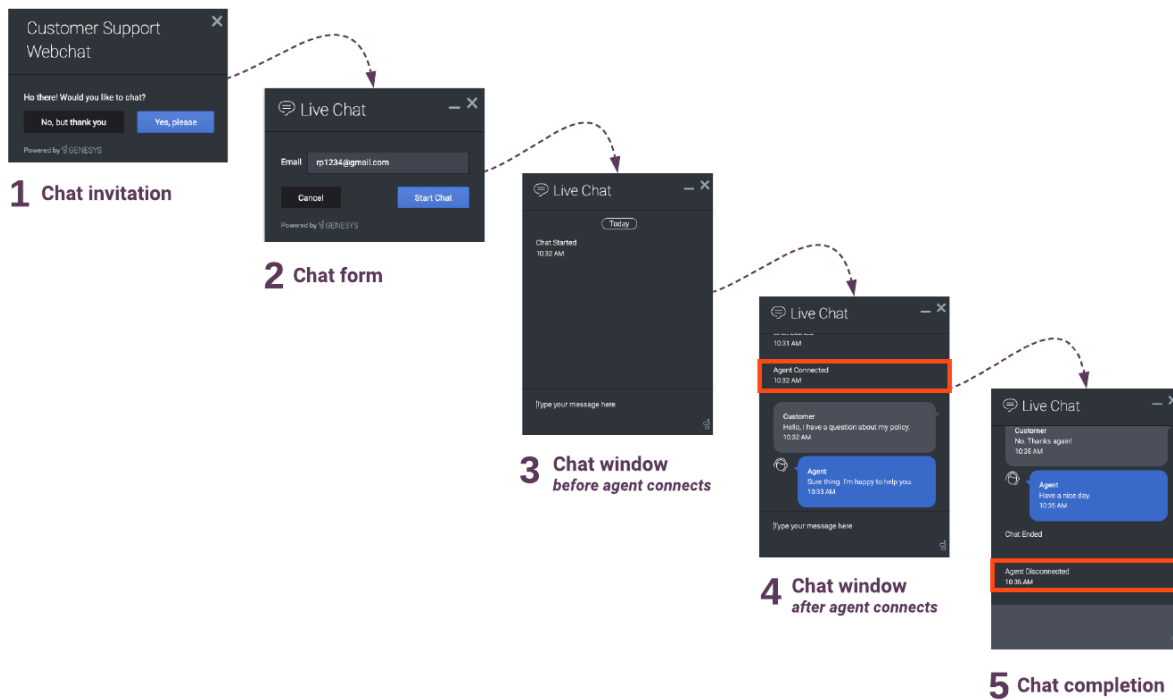
Web chat operations



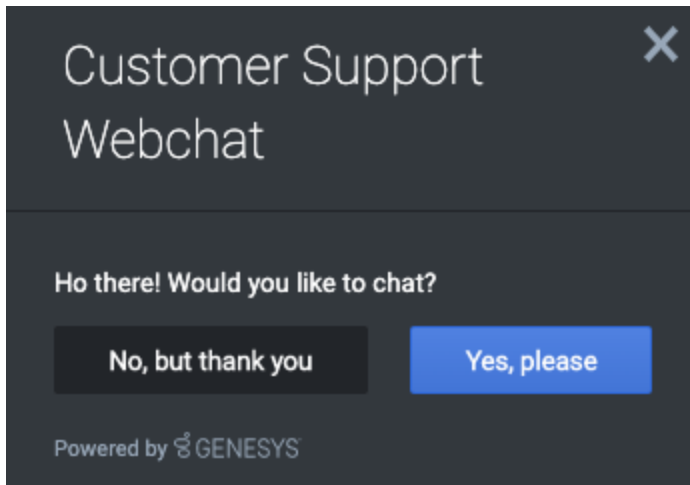
Web chat lifecycle

The following diagram shows the stages that occur during the lifecycle of web chats after offering them to customers. Subsequent sections provide details about specific states, including the events that can occur and the data that is available for use with the Events methods for web actions. The Terminal states section explains how states ensure that customers do not see the same offer to chat repeatedly.

For more information about web chat offering, see Offered action maps.



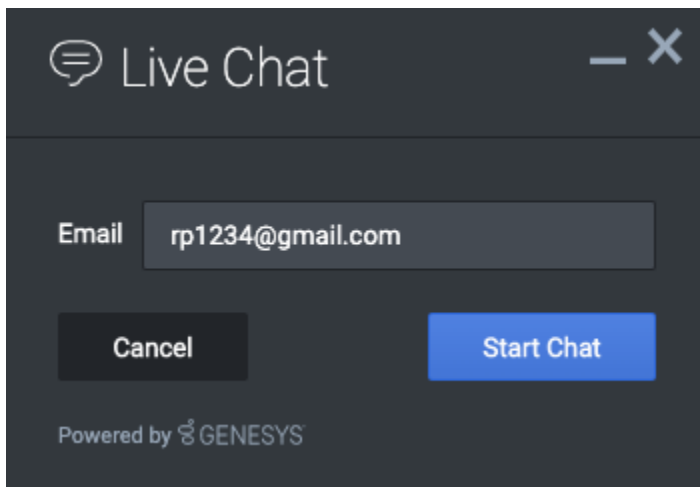
1. Web chat invitation



| State | Event | Description | Data collected |
|-----------|-----------------------|--|---|
| offered | Web Actions Offered | Visitor's activity qualified an action map and triggered a chat invitation. | See Event types for web actions. |
| accepted | Web Actions Accepted | Visitor accepts the chat invitation. | See Event types for web actions. |
| rejected | Web Actions Rejected | Visitor rejects the chat invitation. This state is a terminal state. | See Event types for web actions. |
| ignored | Web Actions Ignored | Visitor ignored the invitation by navigating away from or around it. This state is a terminal state. Note: This event does not have a corresponding metric in the Action Map Performance Report. | See Event types for web actions. |
| errored | Web Actions Errored | Error occurred in the widget that prevented the engagement from occurring. Note: This event does not have a corresponding metric in the Action Map Performance Report. | See Event types for web actions. Also, the errorMessage field is available. |
| timed out | Web Actions Timed Out | Chat invitation timed out and was rescinded. This state is a terminal state. Note: This event does not have a corresponding metric | See Event types for web actions. |

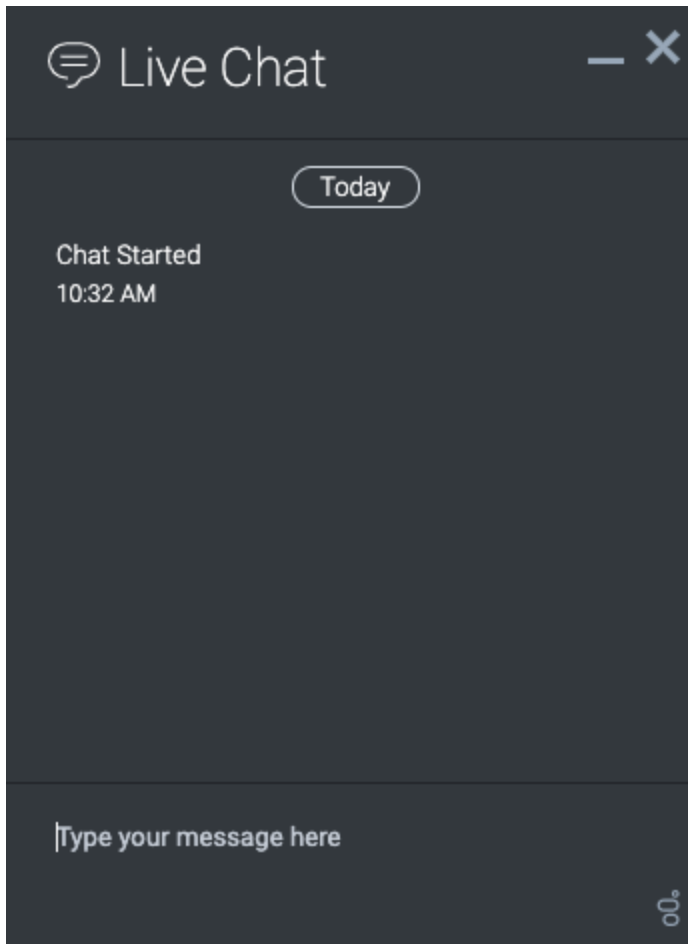
| State | Event | Description | Data collected |
|-------|-------|--|----------------|
| | | in the Action Map Performance Report. The timeout period is configurable through the widget. | |

2. Web chat form



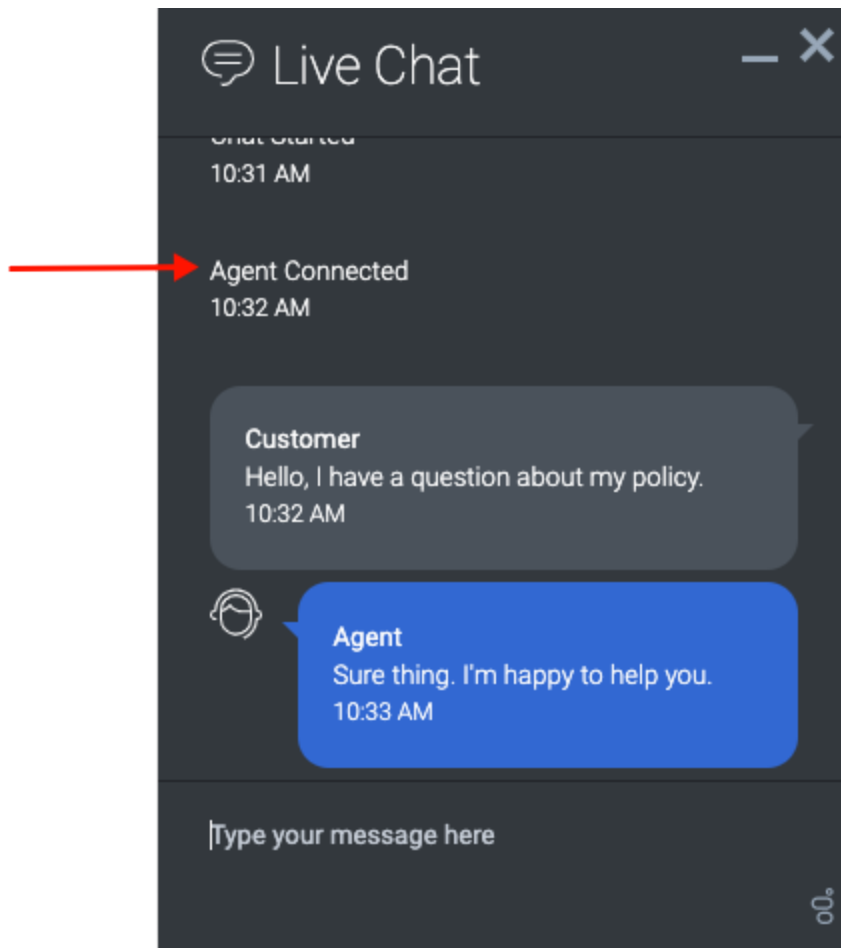
| State | Event | Description | Data collected |
|----------|----------------------|---|----------------------------------|
| rejected | Web Actions Rejected | Visitor cancels or closes the form. This state is a terminal state. | See Event types for web actions. |

3. Web chat window: before agent connects



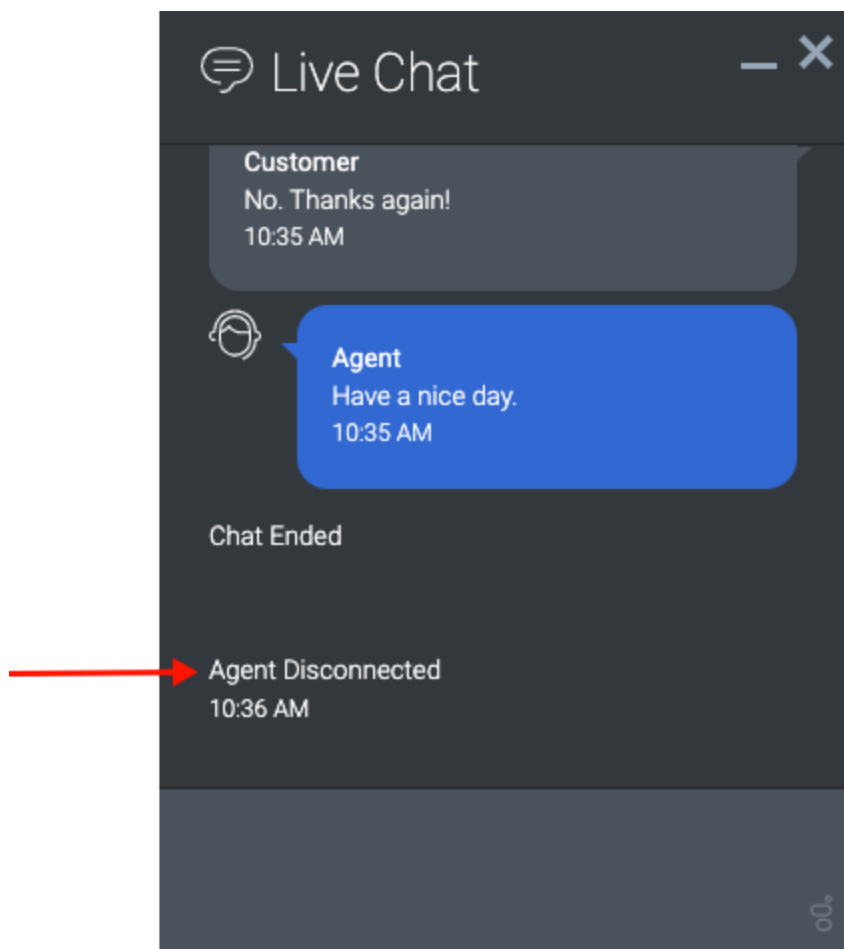
| State | Event | Description | Data collected |
|-----------|-----------------------|--|----------------------------------|
| started | Web Actions Started | After the visitor submits the form, a chat interaction starts. | See Event types for web actions. |
| abandoned | Web Actions Abandoned | Visitor closes the chat window before an agent connects. This state is a terminal state. | See Event types for web actions. |

4 Web chat window: after agent connects



| State | Event | Description | Data collected |
|---------|---------------------|---|----------------------------------|
| engaged | Web Actions Engaged | Agent accepts the chat and connects with the visitor. This state is a terminal state. | See Event types for web actions. |

5. Web chat completion



| State | Event | Description | Data collected |
|----------------------------|----------------------------|--|----------------------------------|
| Not applicable/Not tracked | Not applicable/Not tracked | Either the visitor or the agent ends the chat. Note: This event does not have a corresponding metric in the Action Map Performance Report. | See Event types for web actions. |

Terminal states for web chats

In the web chat lifecycle, certain states are *terminal*, or final, states. If a visitor visits a webpage where an action map is set to trigger a web chat, the action map doesn't offer the web chat if it is in a terminal state. This feature ensures that a visitor does not receive the same offer to chat after accepting the offer already or indicating that they are not interested in that particular chat offer.

Terminal states for web chats are:

- Engaged
- Rejected
- Timed out
- Ignored
- Abandoned

For more information, see [Define an action map's triggers](#).

Report metrics and events

The metrics used in the Action Map Performance report metrics correlate directly with the event types for web actions. For more information about metrics for web chats, see [Monitor a web chat's performance](#).

Examples: Events methods with web chats

Contents

- [1 Subscribe to offered events](#)
- [2 Subscribe to accepted events](#)
- [3 Subscribe to started events](#)
- [4 Subscribe to engaged events](#)
- [5 Subscribe to rejected events](#)
- [6 Subscribe to ignored events](#)
- [7 Subscribe to errored events](#)
- [8 Subscribe to timedout events](#)
- [9 Subscribe to all web chat events](#)
- [10 Unsubscribe from web chats in the offered state](#)

See examples of how to use Events methods with web chats.

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.

Subscribe to offered events

```
ac('on', 'webchat:offered', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to accepted events

```
ac('on', 'webchat:accepted', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to started events

```
ac('on', 'webchat:started', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to engaged events

```
ac('on', 'webchat:engaged', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to rejected events

```
ac('on', 'webchat:rejected', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to ignored events

```
ac('on', 'webchat:ignored', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to errored events

```
ac('on', 'webchat:errored', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to timedout events

```
ac('on', 'webchat:timedout', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Subscribe to all web chat events

```
ac('on', 'webchat:all', (event) => {  
  console.log('received %s:%s event', event.actionMediaType, event.actionState, event);  
});
```

Unsubscribe from web chats in the offered state

```
ac('off', 'webchat:offered', eventHandler); // unsubscribes `eventHandler` from  
'webchat:offered' events
```

Utility methods

Contents

- [1 Utility methods](#)

Learn how to simplify calls to the Journey JavaScript SDK collection methods.

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.

Utility methods

Genesys Predictive Engagement utility methods simplify calls to the Journey SDK collection methods.

For more information, see [Collect tracking data in Web Tracking API](#).

- [serialize](#)
- [dom - ready](#)
- [debug](#)

serialize

Contents

- [1 serialize](#)

Learn how to use the `serialize` method to submit serialized data from a form.

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.

serialize

The `serialize` method creates a JSON object where the keys are the form elements names, and the value for each key is the value(s) of the corresponding form elements. This method is useful in scenarios such as submitting a form with AJAX, since `submit` cannot capture the form submission. Instead a record can be invoked passing the serialized form data as its last argument. The `serialize` method takes the following parameters:

- A unique identifier of the HTML form element
- An (optional) array with the names of the elements to serialize
- A callback function with the serialized form data into a JSON object

```
ac('serialize', 'my-form', function(data) {  
  console.log(data['contact-email']);  
});
```

dom - ready

Contents

- [1 dom - ready](#)

Learn how to specify a function handler to run when the DOM has loaded fully.

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.

dom - ready

The ready method of the dom module allows you to specify a function handler to run when the DOM has loaded fully. A webpage cannot be altered safely until the document is ready, Journey SDK starts executing regardless of the DOM readiness, and may even fire events before that. Place any code reacting to these events that need to modify the DOM inside the ready handler.

```
ac('dom', 'ready', function () {  
  // safely modify the DOM here  
});
```

debug

debug

Contents

- [1 debug](#)

Learn how to send helpful messages to the console when you are troubleshooting tracking behavior.

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.

debug

To turn on debug mode, invoke the debug method. This mode logs helpful messages to the console.

This example shows how to enable debug mode:

```
ac('debug');
```

This example shows how to disable debug mode:

```
ac('debug', false);
```

Web Tracking API

Contents

- [1 About the Web Tracking API](#)
- [2 Obtain consent before tracking visitors](#)
- [3 Enable web tracking](#)
- [4 Stop tracking when a visitor revokes consent](#)

Learn how to track visitor activity using an API.

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.

About the Web Tracking API

The Web Tracking API lets you track what visitors do on your website. Tracking data is collected through a series of interactions occurring on your website such as pageviews, button clicks, and custom events. These interactions are grouped into visits and act as a container for the actions that a specific visitor takes on your website.

Visits do not have a predefined duration. Depending on your visitor, the visit may be a few seconds or a couple of hours long. A new visit is created when the visitor has been idle for 30 minutes or more, but they all are linked to the same visitor.

Obtain consent before tracking visitors

Important

To achieve compliance with GDPR requirements, consider whether you need to obtain a visitor's consent before tracking their data. For more information on using Genesys Predictive Engagement in a GDPR-compliant manner, see [GDPR](#).

To implement tracking after receiving consent, modify the tracking snippet so that the ``ac('init')`` and ``ac('pageview')`` are only called when consent is given, as shown in the following example:

```
(function(a,t,c,l,o,u,d){a['_genesysJourneySdk']=o;a[o]=a[o]||function(){(a[o].q=a[o].q||[]).push(arguments)};a[o].l=1*new Date();u=t.createElement(c),d=t.getElementsByTagName(c)[0];u.async=1;u.src=l;u.charset='utf-8';d.parentNode.insertBefore(u,d)})(window, document, 'script', 'https://apps.inindca.com/journey/sdk/js/web/v1/ac.js', 'ac');if (consentGiven) {
```

```
// Call the ac('init') function to enable tracking
ac('init', 'a061a3fe-7a80-4b50-9d3b-df88c0f9efad', { region: 'use1' });
ac('pageview');
}
```

You are responsible for setting the value for the `consentGiven` variable based on the visitor's choice.

Enable web tracking

To enable Web tracking on your website, initialize the Tracking SDK and then call the `pageview` method when a visitor navigates to a new page.

Stop tracking when a visitor revokes consent

If a visitor revokes consent at any point, invoke the `destroy` command to stop tracking and remove all cookies, as shown in the following example.

```
// to disable tracking and delete Genesys Predictive Engagement cookies
ac('destroy');
```

Types of tracked data

Contents

- [1 Track viewed pages](#)
- [2 Track custom events](#)
- [3 Guidelines for custom event names](#)

Learn how to track different types of data using Journey SDK.

The Journey JavaScript SDK lets you customize how you collect tracking data for your website. The most basic form of tracking is page view tracking. For page view tracking, Genesys Predictive Engagement records each page a visitor visits. You can also use the Journey JavaScript SDK to record custom visitor activities such as button clicks. For more information see [Track custom events](#).

Track viewed pages

The `pageview` method tracks the webpages that your visitors view. To send a pageview, call the `ac` function and pass `pageview` as the first argument.

```
ac('pageview');
```

Important

By default, the Genesys Predictive Engagement tracking snippet contains the `ac` function.

Track custom events

The `record` method allows you to track custom events, usually as a result of a person interacting with an element or control in your website. For example, the click of a button.

The `record` method takes two parameters:

- The name of the event to record as a string. **Note:** See [Guidelines for custom event names](#).
- An (optional) key-value hash of properties for the event.
- An (optional) callback function that invokes when the request is completed.
- An (optional) callback timeout, in milliseconds, to configure how long to wait when the event takes too long to complete. This option is useful to capture events (such as file downloads) before navigating to a different page/URL, ensuring that the visitor is always redirected.

```
ac('record', 'section_opened');
```

You can also provide extra metadata with your custom event:

```
ac('record', 'button_clicked', {
```

Types of tracked data

```
    companyName: 'Acme Inc,',  
    employees: '100-500'  
});
```

The following code sample shows how to record a file download and navigate to the file URL `/files/pricing.pdf` when capturing the event, or after 400 milliseconds:

```
ac('record', 'file.downloaded', {  
  name: 'Pricing',  
  fileType: 'pdf'  
}, function () {  
  navigateTo('/files/pricing.pdf');  
}, 400);
```

Guidelines for custom event names

Important

Event names:

- Must be less than 255 characters; we recommend keeping them short and descriptive
- Can contain any combination of alphanumeric characters, underscores, or hyphens only

The suggested format for custom event names is: *object-delimiter-action*, where *object* is the object that was interacted with, and *action* is the type of interaction that occurred.

Examples of custom event names include:

- "detected_errors"
- "section_failed"
- "section_submitted"
- "product_added"
- "product_removed"
- "address_selected"

customAttributes

Contents

- [1 Format](#)
- [2 Validation](#)
- [3 Event and eventType validation](#)

Learn how to use custom attribute to send additional information about your web events.

Custom attributes are optional properties that can be set on a Journey event to pass additional information about the event.

Use customAttribute in the following cases:

- To display the information to an agent handling the interaction with customer or viewing customer's web session.
- To use the information to match segments or to trigger action maps.

Format

To track Journey web events with custom attributes, include the custom attributes in the Journey tracking command arguments.

Ensure that the custom attribute you add to the event following the format below:

- Meaningful name - Since the custom attribute name is displayed as a tooltip for agents watching the customer journey and for administrators who add the event to a segment or an action, ensure you have a meaningful name with a quick recall value. For example: productPrice, totalValue, catalogNumber.
- Associated value - Genesys Cloud supports three primitive JavaScript types and one specific object type:
 - The primitive values supported are number, string, and boolean.
 - The customAttribute object type can have a dataType (of type integer, number, string, and boolean) and a value based on the specified dataType. For example, if the dataType is 'integer', the value could be 123.

In the following example, we have added the custom attribute to the event *product_added* to the *record* command.

```
ac('record', 'product_added', {
  price: 15.99,
  productCode: 'CDE-123',
  productName: 'Product',
  hasBatteries: false,
  quantity: {
    dataType: 'integer',
    value: '12'
  }
});
```

Validation

Ensure that the custom attributes follow the rules below. Invalid custom attributes are dropped and therefore cannot be used by admins nor can be seen by agents.

- The attribute value cannot be **null** or **undefined**.
- The attribute value cannot be an **empty string**.
- The customAttribute must contain both `dataType` and `value`. Both the keys must contain a string value, and the value attribute must match the string you specified for the 'dataType'. For example, if the `dataType` is 'Boolean', the value can be 'True'. The value must not be set to 'Yes'.
- The attribute 'dataType' is associated with the specified event attribute when first processed. To use a different dataType, create an event with a different name or an attribute with a different name.

Event and eventType validation

The following rules apply to event type that contains custom attributes:

- A maximum of 20 attributes is allowed for an event. When the number of attributes is greater than 20, the event is not recorded.
- A maximum of 50 unique attributes is allowed for an event type. When the number of unique attributes is greater than 50, the event types will not store the attribute definitions. However, the event will be processed as normal.
- For changing the event type and all associated custom attribute names and data types, use the Journey Event Types Public API. See Event types.

Form Tracking API

Contents

- [1 About the Form Tracking API](#)
- [2 Enable form tracking](#)
- [3 Example: Track a webpage with 3 forms](#)
 - [3.1 Sample webpage with multiple forms](#)
 - [3.2 Track all forms in the HTML page](#)
 - [3.3 Track by element IDs](#)
 - [3.4 Track by element classes](#)
 - [3.5 Track by a combination of element IDs and element classes](#)
- [4 Manage form field data](#)
- [5 Transform data before sending it](#)
- [6 Sensitive form fields that are never tracked](#)

Learn how to use an API to track form submission and abandonment events, including what information visitors provide in your forms.

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.

About the Form Tracking API

To track customer activities on your website, you must first deploy the tracking snippet. Then, you can track form-level activity with the Form tracking API.

To track a form, it needs an ID, name, or action field that identifies it uniquely.

By default, the values of the input, select, and text area elements provided in the form (fields with personal information such as name, email, phone number, and company name) are sent with the form submission and abandoned events. The customer profile updates accordingly upon form submission.

Important

You can use Genesys Predictive Engagement to track visitor activity in a GDPR compliant-manner. However, you need to modify the tracking snippet to be compliant. For more information on how to be compliant with the GDPR requirements, see [General Data Protection Regulation \(GDPR\)](#).

Enable form tracking

To enable form tracking, call `forms:track` and specify the CSS selector of the form(s) that you want to track. For example:

```
ac('forms:track', '.hs-form');
```

To enable tracking for all forms, call the function without specifying the selector. For example:

```
ac('forms:track');
```

To enable tracking for multiple forms based on the CSS selector, specify a group of selectors as a comma-separated list. For example:

```
ac('forms:track', '#firstFormId, #secondFormId');
```

Important

Where the same selector is applied to multiple forms, each form with that selector is tracked separately.

```
ac('forms:track', '#firstFormId, #secondFormId');
```

Example: Track a webpage with 3 forms

Sample webpage with multiple forms

Tracking Forms Example

Get Name Form

First name:

Last name:

Submit

Get Account Information Form

Account No.:

Account branch:

Submit

Register for Newsletter Form

First name:

Last name:

Email address:

Submit

Track all forms in the HTML page

The following code tracks all of the form tags in the HTML page:

```
ac('forms:track');
```

or

```
ac('forms:track', 'form');
```

Track by element IDs

The following code tracks only the Get Account Information form:

```
ac('forms:track', '#get-account-information');
```

The following code tracks both the Get Account Information Form and Get Name Form:

```
ac('forms:track', '#get-account-information, #get-name');
```

Track by element classes

The following code tracks all forms with the `target-class` class. Both the Get Account Information form and Register for Newsletter form are tracked:

```
ac('forms:track', '.target-class');
```

Track by a combination of element IDs and element classes

The following code tracks a form with the `get-name` ID and all forms with the `target-class` class. As a result, all forms shown in the sample are tracked.

```
ac('forms:track', '#get-name, .target-class');
```

Manage form field data

To manage how form field data is sent with form submission and abandonment events, use the `captureFormDataOnAbandon` and `captureFormDataOnSubmit` options with the `forms:track` method. Set these options to `true` or `false`, depending on the result that you want to obtain.

For example, to record a form abandonment event, but exclude any form field data, set `captureFormDataOnAbandon` to `false`.

```
ac('forms:track', '.hs-form', {  
  captureFormDataOnAbandon: false  
});
```

Important

If you do not set the `captureFormDataOnAbandon` option, or you set it to anything other than `false`, the option assumes that the value is `true`, and the recorded form abandonment event will contain serialized form data. This data is subject to custom transformation; sensitive fields are excluded. For more information, see [Transform data before sending it](#) and [Sensitive form fields that are never tracked](#).

To capture serialized form data for form submission events, set the `captureFormDataOnSubmit` option to `true`.

You can set both options at the same time, as shown in the following example.

```
ac('forms:track', '.hs-form', {  
  captureFormDataOnAbandon: false,  
  captureFormDataOnSubmit: true  
});
```

Transform data before sending it

To configure the format of the data that is sent with the form submission and abandonment events, specify a custom `transform` function in the `forms:track` options. This function receives an object with the form data; it should return an object with the data to send with the form events. You can exclude certain fields, rename fields that are not meaningful, or make any other transformations to the form data before it is sent. The data object is a JSON object of "name-value" pairs, where:

- "name" is the value of the element's ID or name attribute
- "value" is the visitor's input

```
ac('forms:track', 'form', {
  transform: function (data) {
    return {
      deliveryOption: data['radioButton_3'],
      acceptedLicense: data['checkbox_license']
    }
  }
});
```

Sensitive form fields that are never tracked

Important

Passwords, hidden fields, and sensitive fields are never tracked.

To denote sensitive fields, use the following regular expression, after removing non-alphanumeric characters from the field name.

```
/pass|billing|creditcard|cardnum|^cc|ccnum|exp|seccode|securitycode|securitynum|cvc|cvv|ssn|socialsec|socsec|csc/i.
```

If we track a field that you consider to be sensitive, please contact customercare@genesys.com.

Map traits to link customer records

Contents

- [1 About traits mapping](#)
- [2 View mapped traits in the user interface](#)
- [3 AI-381 Replace image in previous section](#)
- [4 Map traits globally](#)
 - [4.1 Example](#)
- [5 AI-381 Replace example in previous section](#)
 - [5.1 Example](#)
- [6 Map traits for a specific event](#)
- [7 Examples of mapped traits](#)
- [8 AI-381 Replace previous section](#)
- [9 Methods that track events](#)
- [10 Mappable traits](#)
 - [10.1 ID traits](#)
 - [10.2 Phone traits](#)
 - [10.3 Name traits](#)

Learn how to map multiple records for the same customer to see more complete customer profiles in Live Now.

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.

About traits mapping

Traits are properties, such as a customer's email address or phone number. Genesys Predictive Engagement gathers customer traits every time a customer visits a website that you track with the Genesys Predictive Engagement tracking snippet. It's possible to have multiple customer records for the same person. For example, when a customer visits your website multiple times and uses a different browser each time. Because Genesys Predictive Engagement creates a separate record for each instance, the separate customer records may contain only a subset of all the available customer traits. You can map the traits that the separate customer records contain to link the records. Then, you can see the complete customer information in Live Now.

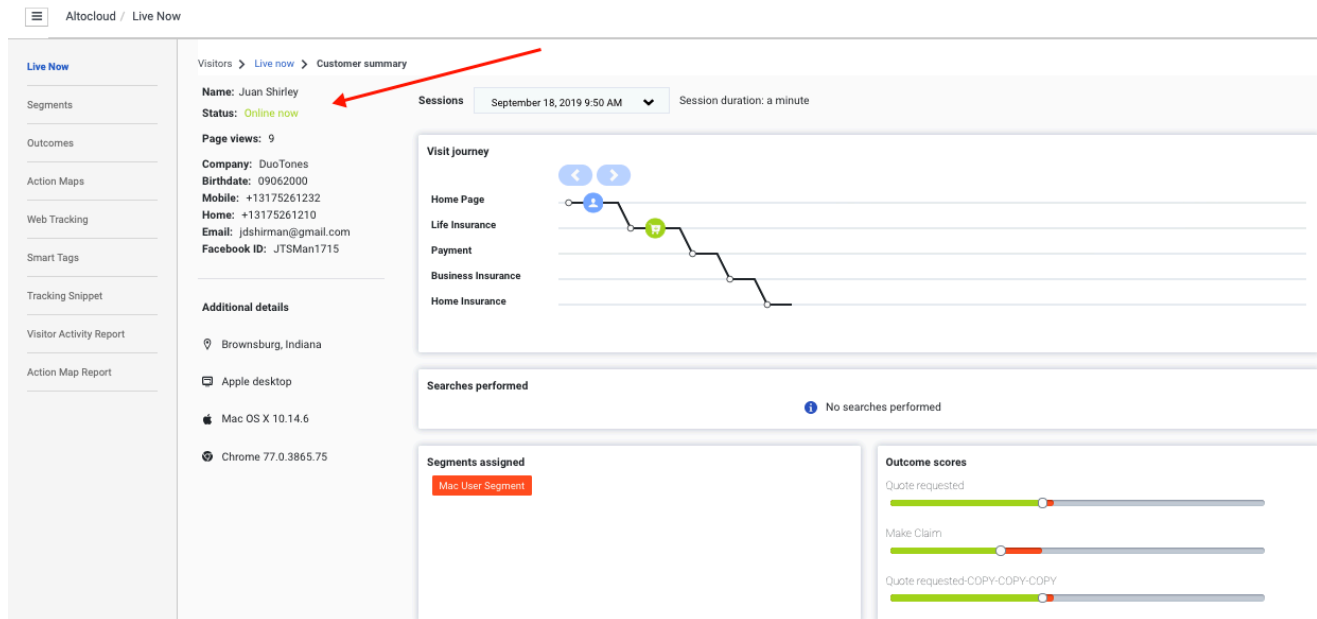
Important

When the traits mapper links customer records, it preserves the separate customer records. It doesn't consolidate them into a single customer record. Instead, the traits mapper updates all linked customer records with the current traits information.

After linking customer records, the traits mapper updates all the records when new trait information becomes available. It overwrites existing or duplicate traits with the most current trait information.

View mapped traits in the user interface

Map traits to link customer records



After you map traits, they appear here:

- Genesys Cloud CX > Admin menu > Live Now > Customer summary (admin view)
- Agent user interface > Journey gadget >
 - Visitor information (Genesys Multicloud CX)
 - Visitor information (PureConnect)

Map traits globally

To start mapping traits, define a global traits mapper when you deploy the Genesys Predictive Engagement tracking snippet on your website. Specifically, when you call `init` to initialize the Journey JavaScript SDK, identify which attributes to treat as traits. See the following code example.

For more information, see [Methods that track events and Mappable traits](#).

When Genesys Predictive Engagement gathers values for these attributes, they map as traits.

You can also map traits based on specific events.

Example

Map traits for a specific event

You can map specific traits locally instead of globally for specific events. For more information, see

Map traits to link customer records

Methods that track events and Mappable traits.

The complete set of map traits for a customer is the union of globally and locally mapped traits. For example, suppose you map the email address field using the global traits mapper, but on one page you ask for the customer's phone number. Both the email address and the phone number map to the customer and both appear in the customer's Live Now profile.

If Genesys Predictive Engagement captures the same data in two places, the most recent trait mapped appears in Live Now. Previous values for mapped traits are not preserved.

Examples of mapped traits

The following examples show how to map attributes as traits. Specifically:

- The attributes, "email" and "emailAddress" map to the trait "email."

| Attributes | traitsMapper | Traits |
|--|--|---|
| <pre>{ "email": "firstname.lastname@somemail.com", "comment": "This is great", "section": "support" }</pre> | <pre>[{ "fieldName": "email"},]</pre> | <pre>{ "email": firstname.lastname@somemail.com", }</pre> |
| <pre>{ "emailAddress": "firstname.lastname@somemail.com", "comment": "This is great", "section": "support" }</pre> | <pre>[{ "fieldName": "emailAddress", "traitName": "email" }]</pre> | <pre>{ "email": firstname.lastname@somemail.com", }</pre> |

Methods that track events

Traits mapping can occur whenever there is a tracked event on your website. Specifically, Genesys Predictive Engagement tracks events when you use the following methods:

Map traits to link customer records

- init
- pageview
- record
- forms:track

Mappable traits

ID traits

| Trait | Example |
|-------|-------------------|
| email | JTS1715@gmail.com |

Phone traits

| Trait | Example |
|------------|------------|
| homePhone | 3179871234 |
| cellPhone | 3179871235 |
| otherPhone | 3179712356 |
| workPhone | 8179874321 |

Name traits

| Trait | Example |
|------------|---------|
| salutation | Mr. |
| jobTitle | Manager |
| givenName | John |
| middleName | Thomas |
| familyName | Smith |

About modules

Contents

- [1 About modules](#)

Learn about optional JavaScript files that enhance the functionality that the Journey JavaScript SDK provides.

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.

About modules

The Journey JavaScript SDK has optional functionality provided as a set of modules. Use the `load` function to load the modules that you need.

Available modules:

- `autotrackClick`
- `autotrackIdle`
- `autotrackInViewport`
- `autotrackOfferStateChangesInAdobeAnalytics`
- `autotrackScrollDepth`
- `autotrackURLChange`

load

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- [1 Description](#)
- [2 Signature](#)
- [3 moduleName](#)
- [4 userOptions](#)
- [5 callback](#)

Learn how to add the functionality of a module to the Journey JavaScript SDK.

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.

Description

Use the `load` function to load modules. When you load a module, its functionality is added to the Journey JavaScript SDK.

Signature

```
ac('load', moduleName, [,userOptions], [callback])
```

moduleName

- **Description:** name of the module to load. The module must be on the list of valid modules.
- **Type:** string
- **Status:** required

userOptions

- **Description:** configuration for the loaded module
- **Type:** object
- **Status:** module dependent
- **Properties:** module dependent

callback

- **Description:** callback that triggers when the module has finished loading
- **Type:** function
- **Status:** optional (default implementation does nothing)
- **Arguments:**
 - On failure, load passes an error (like `InvalidModuleError`)
 - In other cases, load passes module-dependent values to the callback

autotrackClick

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- [1 Description](#)
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- [4 Config \(required\)](#)
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 - [4.2 Use events to track outcome value](#)
- [5 AI-400 Config \(required\)](#)
 - [5.1 Example](#)
 - [5.2 Use events to track outcome value](#)
- [6 Callback \(optional\)](#)

Learn how to configure which click events Genesys Predictive Engagement tracks on your websites. This configuration provides more accurate page tracking information for use in segments and outcomes.

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.

Description

The `autotrackClick` module tracks when and where a visitor clicks on a webpage. To use `autotrackClick`, configure the click events to track using the following options:

- Config
- Callback

Signature

```
ac('load', 'autotrackClick', config, [callback]);
```

Example

```
ac('load', 'autotrackClick', {
  clickEvents: [
    { selector: 'button.bg-green', eventName: 'green_button_clicked' },
    { selector: 'footer *', eventName: 'footer_clicked' }
  ]
}, function () {
  console.log('"autotrackClick" has been loaded');
});
```

Config (required)

Description: Identifies an array of click events to track.

Type: Object

Properties: See the following table.

| Name | Description | Type | Status |
|------------------|--|--------|----------|
| selector | String that selects elements. For more information, see https://developer.mozilla.org/en-US/docs/Web/API/Element/matches | String | required |
| eventName | String used as the event name when an element matching the selector is clicked. | String | required |
| customAttributes | Field used to send additional information when the selector is clicked. The field can be set with static, predetermined values. Once the autotrackClick module initiates, the value that is available in the value field is applied for the rest of the session. The value cannot be changed dynamically according to user action. There can be more than one field. | Object | optional |

Example

To create an event to track the number of clicks on the green button, use the customAttributes as follows:

```
{
  clickEvents: [
    { selector: 'button.bg-green', eventName: 'green_button_clicked', customAttributes:
      {clickValue: 100, name: Insurance},
    { selector: 'footer *', eventName: 'footer_clicked' }
  ]
}
```

Use events to track outcome value

Use the attributes within the autotrackClick SDK to track an outcome from action maps. You can

autotrackClick

further use the value set within the SDK to define the value of the outcome. In this example, the value of a click is set at 100. This means that if the value of the outcome stands at 1000, the total number of clicks is 10 with a total value of 1000.

Callback (optional)

When a module loads, callback is executed. No arguments pass to the callback.

autotrackIdle

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- [1 Description](#)
- [2 Signature](#)
- [3 Example](#)
- [4 Config \(optional\)](#)
 - [4.1 Example](#)
- [5 Callback \(optional\)](#)

Learn how to configure when Genesys Predictive Engagement detects inactivity on a webpage. This configuration provides more accurate page tracking information for use in segments and outcomes.

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.

Description

The `autotrackIdle` module tracks when and where a visitor becomes inactive on a webpage. To use `autotrackIdle`, configure the idle events to track using the following options:

- Config
- Callback

Signature

```
ac('load', 'autotrackIdle', [config], [callback]);
```

Example

```
ac('load', 'autotrackIdle'); // This is for all one idle event config with defaults
ac('load', 'autotrackIdle', {
  idleEvents: [
    {}, // This is for all defaults
    { eventName: 'stuck_on_page' },
    { idleAfter: 60 },
    { eventName: 'idle_for_2_min', idleAfter: 120 },
  ]
}, function () {
  console.log("autotrackIdle" has been loaded");
});
```

Config (optional)

Description: Identifies an array of idle events to track.

Type: Object

Properties: See the following table.

| Name | Description | Type | Status |
|-----------|---|--------|----------|
| idleAfter | Number of seconds of inactivity after which an event fires. The default is 60 seconds and the minimum is 30 seconds. Note: If you specify less than 30 seconds, 30 seconds is used. | Number | optional |
| eventName | String used as the event name when an element matching the selector is clicked. | String | optional |

Example

```
{
  idleEvents: [
    {}, // This is for all defaults
    { eventName: 'stuck_on_page' },
    { idleAfter: 60 },
    { eventName: 'idle_for_2_min', idleAfter: 120 },
  ]
}
```

Callback (optional)

When a module loads, callback is executed. No arguments pass to the callback.

autotrackInViewport

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- [1 Description](#)
- [2 Signature](#)
- [3 Example](#)
- [4 Config \(required\)](#)
 - [4.1 Example](#)
- [5 Callback](#)

Learn how to configure which element Genesys Predictive Engagement tracks on your websites as they appear and disappear from the viewport. This configuration provides accurate page tracking information for use in segments and outcomes.

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.

Description

The `autotrackInViewport` module tracks when an element becomes visible in the viewport or disappears from the viewport. To use `autotrackInViewport`, configure the elements to track using the following options:

- Config
- Callback

Signature

```
ac('load', 'autotrackInViewport', config, [callback]);
```

Example

```
ac('load', 'autotrackInViewport', {
  inViewportEvents: [
    { selector: 'button.bg-green', eventName: 'green_button_element' },
    { selector: 'footer *', eventName: 'footer_element' }
  ]
}, function () {
  console.log('"autotrackInViewport" has been loaded');
});
```

Config (required)

Description: Identifies an array of elements to track.

Type: Object

Properties: See the following table.

| Name | Description | Type | Status |
|-----------|---|--------|----------|
| selector | String that selects elements. For more information, see https://developer.mozilla.org/en-US/docs/Web/API/Element/matches | String | required |
| eventName | String used as the event name when an element matching the selector moves into or outside the viewport. | String | required |

Example

```
{
  inViewportEvents: [
    { selector: 'button.bg-green', eventName: 'green_button_element' },
    { selector: 'footer', eventName: 'footer_element' }
  ]
}
```

Callback

When a module loads, callback is executed. No arguments pass to the callback.

autotrackOfferStateChangesInAdobeAnalytics

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- [2 High-level workflow](#)
- [3 States tracked and event information sent](#)
 - [3.1 States tracked](#)
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- [6 Example](#)
- [7 Config \(optional\)](#)
 - [7.1 Example](#)
- [8 Callback \(optional\)](#)

Learn how to track web chat and content offer state changes on a webpage and send them to Adobe Analytics.

Prerequisites

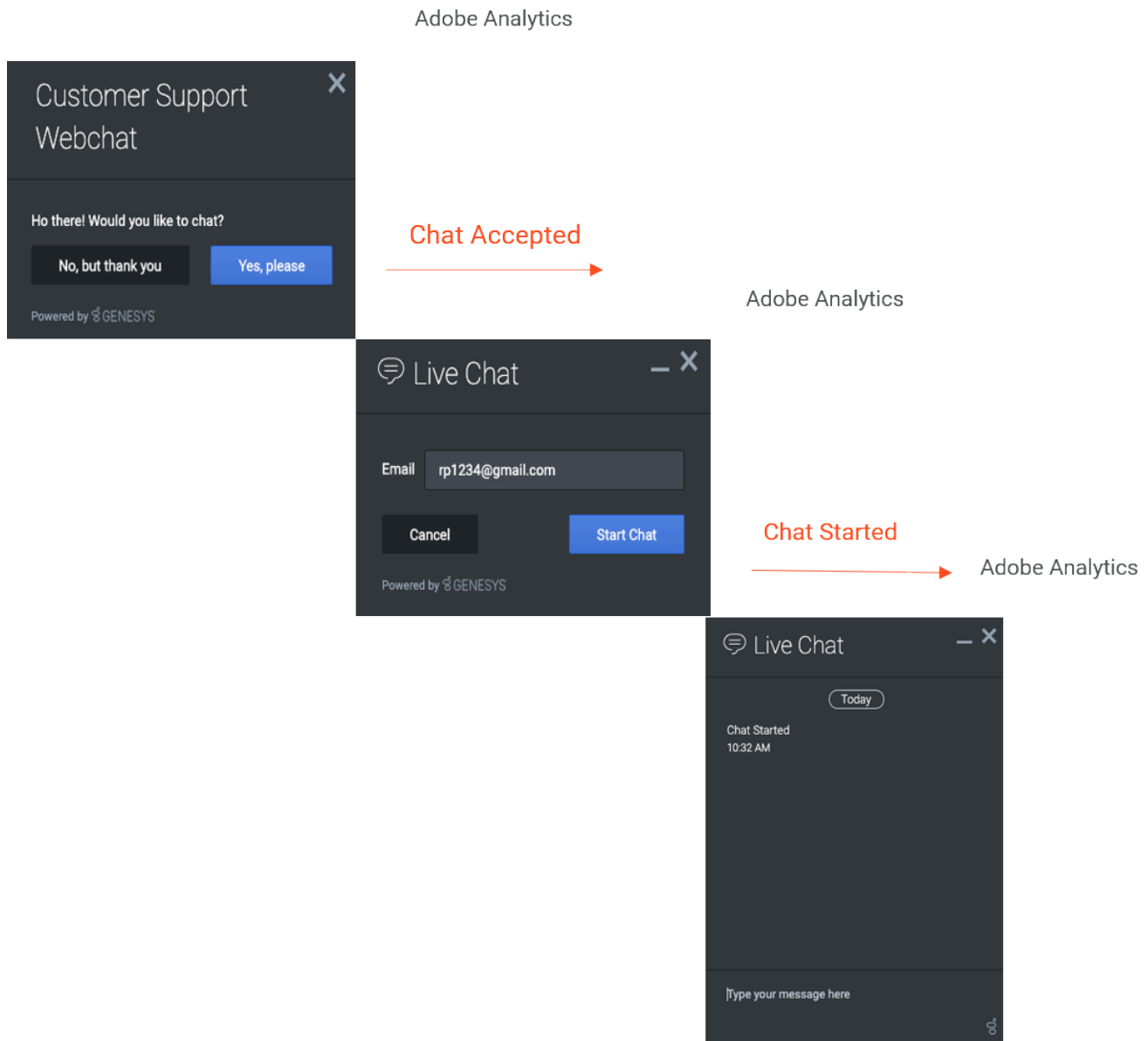
- Required products for integration:
 - Genesys Predictive Engagement with any Genesys platform chat widget
 - Adobe Analytics with latest version of AppMeasurement (to ensure capturing of the Experience Cloud Identifier)
 - Adobe Experience Cloud Identity Service (formerly Marketing Cloud)

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.

Description

Chat Offered

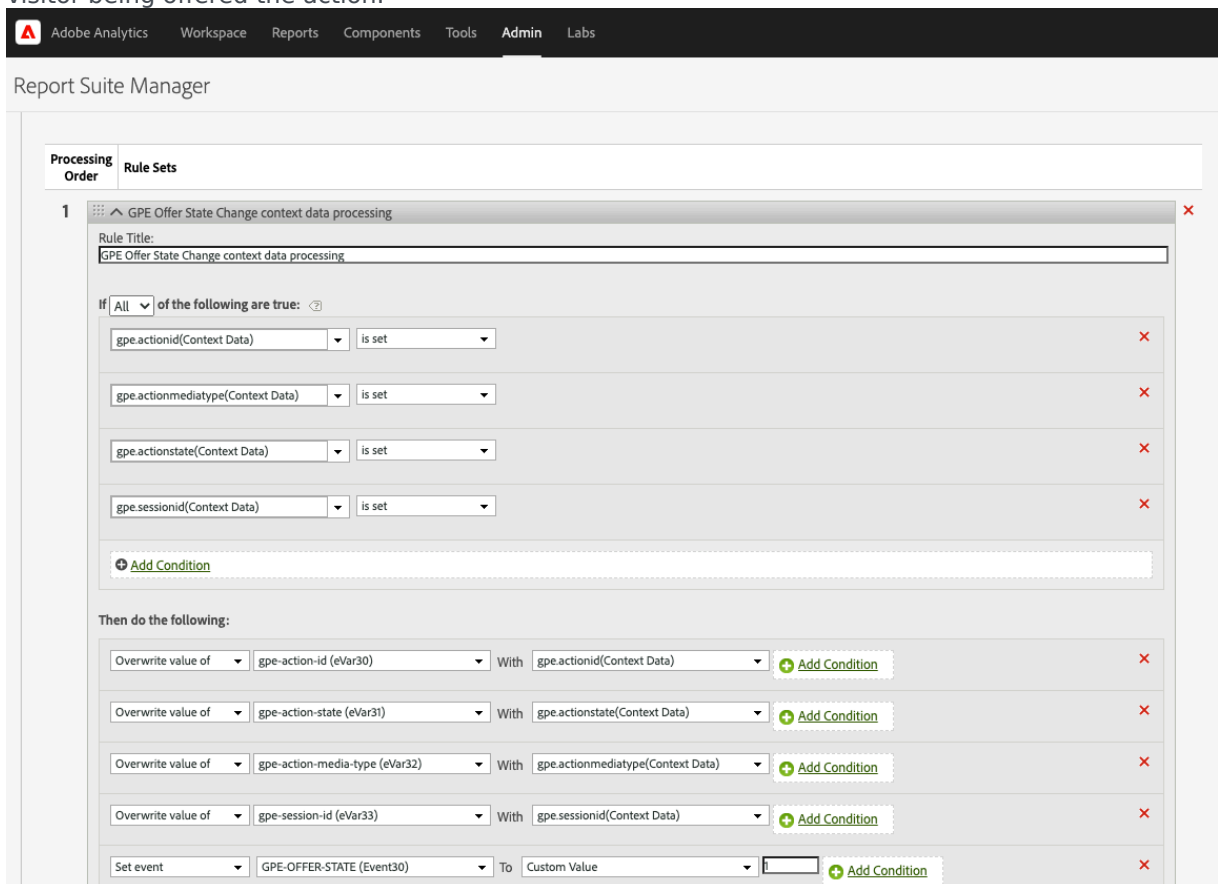


The `autotrackOfferStateChangesInAdobeAnalytics` module tracks web chat and content offer states and sends them in real time to Adobe Analytics for reporting purposes. You can use the data to create reports in Adobe Analytics. This data helps you to evaluate where these events occur in the customer journey and understand how they are influencing your conversion rate.

When the module loads, specify the identifier for the Adobe Analytics library on your webpage.

High-level workflow

1. Enable the following on your website:
 - Genesys Predictive Engagement chat
 - Integration with Adobe Analytics using this `autotrackOfferStateChangesInAdobeAnalytics` module
 - Adobe Analytics tracking including the Experience Cloud Identity Service
2. Genesys Predictive Engagement begins sending data tracking requests for each web chat and content offer state change event in real time to Adobe Analytics.
3. Configure processing rules in Adobe Analytics:
 - Identify which eVars to use and which action states to map. The eVars that you use vary based on the eVars in use in your report suite currently. We recommend that you create a new eVar for each piece of context data that the SDK module sends.
 - Map contextData variables to eVars and, if necessary, map contextData elements to props. The following image is an example of what the processing rules might look like in Adobe Analytics. Once the data is flowing correctly, eVar30 will contain a unique identifier for the proactive chat or content offer. eVar 31 will contain the state associated to the event. eVar32 will identify whether it was a web chat or content offer. eVar33 will contain the web session identifier associated to the visitor being offered the action.



- Increment an event every time the state change tracking call is made.
4. Set up your Adobe Workspace dashboard with custom reporting (see reporting examples).

States tracked and event information sent

States tracked

Following are the available web chat and content offer states tracked for Adobe Analytics.

| States | Web Chats | Content Offers |
|-----------|-----------|----------------|
| Offered | X | X |
| Accepted | X | X |
| Started | X | |
| Engaged | X | |
| Rejected | X | X |
| Ignored | X | X |
| Errored | X | X |
| Timedout | X | |
| Abandoned | X | |
| Completed | X | |

Event information sent

Following are the event information that Genesys Predictive Engagement sends to Adobe Analytics as contextData variables for each state tracked.

| Event Information | Web Chats | Content Offers |
|---|-----------|----------------|
| gpe.actionId | X | X |
| gpe.actionState | X | X |
| gpe.actionMediaType | X | X |
| gpe.sessionId | X | X |
| gpe.conversationId (available for Genesys Cloud CX customers only) | X | |

Reporting examples

Following are some reporting examples that this integration provides:

- Number or percent of Adobe Analytics Reporting segment visitors who accepted a chat and number that proceeded to place an order post-chat
 - Further breakdown by webpage and Adobe segment to reveal patterns of behavior
- Predictive Engagement as an influencing touchpoint on buying behavior
- Quantify orders or sales post-chat with attribution modeling within 30 days of the chat interaction
- Online revenue (transaction value) generated post-chat
- Conversion rate as a percent of overall visitors and as a percent of total chats engaged
- Funnel reporting to show chat impact on conversions
- Page reporting to show the number of pages with the highest number of offered and accepted chats
- Next and previous page flow reporting of web chat engagements
- Break down of web chat engagements by Adobe segments

Signature

```
ac('load', 'autotrackOfferStateChangesInAdobeAnalytics', config, [callback]);
```

Example

```
ac('load', 'autotrackOfferStateChangesInAdobeAnalytics', {  
  adobeAnalyticsObjectName: 'customNameForAnalyticsLibrary'  
}, function () {  
  console.log('"autotrackOfferStateChangesInAdobeAnalytics" has been loaded');  
});
```

Config (optional)

Description: Only use this property when the Adobe Analytics tracker library is accessible globally on your webpage but its name is something other than "s." For more information, see [Make the Analytics Object Globally Accessible](#).

Type: Object

Properties: adobeAnalyticsObjectName

Example

The value that you provide is the name of the Adobe Analytics library scoped globally under window. So, if your tracker library is accessible under "window.customNameForAnalyticsLibrary," the config object looks like the

following:

```
{  
  adobeAnalyticsObjectName: 'customNameForAnalyticsLibrary'  
}
```

Callback (optional)

When a module loads, callback executes. No arguments pass to the callback.

autotrackScrollDepth

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- [4 Config \(required\)](#)
 - [4.1 Example](#)
- [5 Callback \(optional\)](#)

Learn how to configure which scroll milestones Genesys Predictive Engagement tracks on your websites. This configuration provides more accurate page tracking information for use in segments and outcomes.

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.

Description

The `autotrackScrollDepth` module tracks when a visitor scrolls to see a specific percentage of a webpage. To use `autotrackScrollDepth`, configure the click events to track using the following options:

- Config
- Callback

Signature

```
ac('load', 'autotrackScrollDepth', config, [callback]);
```

Example

```
ac('load', 'autotrackScrollDepth', {
  scrollDepthEvents: [
    { percentage: 75, eventName: 'scroll_depth_75' },
    { percentage: 100, eventName: 'scroll_depth_100' }
  ]
}, function () {
  console.log('"autotrackScrollDepth" has been loaded');
});
```

Config (required)

Description: Identifies an array of scroll depths to track.

Type: Object

Properties: See the following table.

| Name | Description | Type | Status | Default |
|------------|---|------------------|----------|---|
| percentage | String that selects elements. For more information, see https://developer.mozilla.org/en-US/docs/Web/API/Element/matches | Number (0 - 100) | required | NA |
| eventName | String used as the event name when an element matching the selector is clicked. | String | optional | scroll_depth_ eg if "percentage" = 75, eventName defaults to "scroll_depth_75" |

Example

```
{
  scrollDepthEvents: [
    { percentage: 50 },
    { percentage: 100, eventName: 'viewed_full_page' },
  ]
}
```

Callback (optional)

When a module loads, callback is executed. No arguments pass to the callback.

autotrackURLChange

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- [1 Description](#)
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Learn how to customize tracking for Single Page Application (SPA) websites. Alternatively, use your preferred tag manager to customize and deploy the SPA tracking snippet. For more information, see [About event tracking with tag managers](#). If you are just getting started, read [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.

Description

The `autotrackURLChange` module tracks activity on an SPA webpage when a user clicks through relative links or when software-driven activity changes the URL or browser history.

Important

The `autotrackURLChange` module is automatically loaded when you load the SPA snippet.

To customize how `autotrackURLChange` tracks user activity, use the following options:

- `isUrlChange`
- `onUrlChange`
- `callback`
- `delay`

`isUrlChange`

Description: Checks whether the URL changed since the last check.

Type: Function

Status: Default implementation available; can be overwritten

Returns: Boolean

Arguments: See the following table.

| Name | Description | Type | Status |
|--------|---------------------------------|--------|----------|
| oldUrl | Previous URL before the change. | string | required |
| newUrl | Possibly changed URL. | string | required |

Example

This example shows how to exclude tracking when a visitor clicks relative links on a webpage.

```
ac('load', 'autotrackUrlChange', {
  isUrlChange: function(oldUrl, newUrl) {
    if (oldUrl !== newUrl) {
      if (oldUrl !== '' && newUrl.includes(oldUrl)) {
        return false;
      }
      return true;
    }
    return false;
  }
}, function() { });
```

onUrlChange

Description: Runs when the URL changes through a relative link or SPA routing functionality.

Type: Function

Status: Default implementation available; tracks pageviews through `ac('pageview')`; can be overwritten

Returns: Void

Arguments: See the following table.

| Name | Description | Type | Status |
|--------|----------------------------------|--------|----------|
| newURL | URL that the visitor changed to. | string | required |

Important

By default, the tracking snippet tracks page views via `ac('pageview')`. If you override the default behavior using `onUrlChange`, remember to include this call in the new function manually.

callback

When a module loads, `callback` is executed. No arguments pass to the callback.

Example

Your SPA page may use routers or relative links to change the page URL without changing the page title. In this case, the default `ac('pageview')` call tracks all page views as occurring on the same page. Visit journey information that appears in Live Now and the agent UI does not reflect actual visitor behavior. To change this behavior, customize the `onUrlChange` option as shown in the following example.

```
ac('load', 'autotrackUrlChange', {
  onUrlChange: function(newUrl) {
    let customTitle = document.title;
    if (newUrl.includes('marketing')) {
      customTitle = customTitle + 'marketing';
    }
    if (newUrl.includes('contact-us')) {
      customTitle = customTitle + 'contact-us';
    }
    // supply pageOverrides with location and custom title field
    ac('pageview', {
      location: window.location.href,
      title: customTitle
    });
  }
}, function() { });
```

delay

Use this option to set a delay between the time when the SDK realizes there is a URL change and when it sends the `onUrlChange` function.

Example

This example sets a 1-second delay to give the application time to change the page title to match the current URL.

```
ac('load', 'autotrackUrlChange', { delay: 1000 });
```

Exclude URL query parameters

Contents

- [1 Exclude URL query parameters](#)

Exclude irrelevant URL query parameters to improve analytics.

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.

Exclude URL query parameters

Websites often use URL query parameters that are not relevant and don't influence the content displayed to the visitor. For example, in web analytics, parameters such as session IDs and campaign IDs are not informative. We recommend that you use the Journey JavaScript SDK to exclude these query parameters when you register unique page views. Genesys Predictive Engagement doesn't track or include excluded query parameters in analytics reports.

Important

Be careful when you exclude parameters. For example, if you want to know which products visitors view on your site, do not exclude a query string parameter for a product ID.

To configure Genesys Predictive Engagement to skip certain query parameters:

1. Log in as an administrator.
2. Go to **Global Settings > Tracking Settings**.
3. Provide a comma-separated list of the unwanted parameters in the **Exclude URL Query Parameters** field (for example: sessionid,var1,var2).

Track the #hash portion of the URL fragment

Contents

- [1 Track the #hash portion of the URL fragment](#)

Track the #hash portion of the URL fragment

Track the #hash portion of URL fragments to include relevant information in analytics.

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.

Track the #hash portion of the URL fragment

By default, Genesys Predictive Engagement removes the fragment #hash part of the URL. However, you may want to track the URL fragment to analyze relevant information that it contains.

To include the URL fragments in the URLs tracked:

1. Log in as an administrator.
2. Go to **Global Settings > Tracking Settings**.
3. Enable the **Keep URL fragments** setting.

Before you enable this setting, beware that, pageviews are recorded on page load by default. If your website renders different content based on the URL fragment (without issuing a page reload), you can track these interactions as individual pageviews. To do so, call the `ac('pageview')` method each time the URL fragment changes, passing in the desired page location.

Track a page's canonical URL

Contents

- [1 Canonical URLs eliminate duplicate content](#)
- [2 Canonical URLs in links elements](#)
- [3 How to track a canonical URL](#)

Track the canonical URL of a page for precise pageview counts.

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.

Canonical URLs eliminate duplicate content

Canonical URLs help webmasters and site administrators eliminate duplicate content from analytics reports.

For example,

`http://www.example.com/blog`

is treated as a different page than

`http://www.example.com/blog?sidebar=0`

even though those URLs display the same content. The side-effect is that one page view to each page is reported instead of two pageviews to a single page.

Canonical URLs in links elements

The canonical URL of a page is often specified in a canonical link element, which can be inserted into a section of a webpage.

For example:

How to track a canonical URL

To use your canonical URLs and override the URL that the ac SDK tracks, configure the *init* call to use the canonical link element value when available.

Track a page's canonical URL

```
ac('init', 'YOUR-ORGANIZATION-ID', {  
  region: 'YOUR-REGION',  
  canonicalLink: true  
});
```