Journey JavaScript SDK

Types of tracked data

1/31/2026

Contents

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', {
```

```
  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"