



Altocloud Administrator's Guide

[About actions](#)

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An action represents the steps you want to take to engage with users or to further related business outcomes. Actions are organized in the Action Library.

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Overview of actions and action maps

An action represents the steps you want to take to engage with users or to further related business outcomes. Altocloud supports numerous types of actions, including content offers, webhooks, and webchats. An action map defines when and how you use a particular action.

- How actions work
- About action maps

Action Library

Use the Action Library to build a collection of reusable actions, such as content offers and webhooks, for use with action maps.

- Action Library
- View actions
- Action statuses
- Add an action
- Duplicate an action
- Edit an action
- Change the status of an action
- Archive an action
- Troubleshoot an action

Content offers

Content offers allow you to present highly customized, personalized offers to your website visitors.

- Overview
- Video
- Design the verbiage and visual styling
- Publish a content offer
- Monitor a content offer's performance
- Content offers lifecycle

Webhooks

You build webhooks to integrate with external systems. Webhooks use Genesys Cloud integrations and data actions.

- Overview
- Video
- Scenario: Spa booking integration
- Configure a Genesys Cloud integration
- Configure a Genesys Cloud data action
- Create a webhook
- Use a webhook with an action map
- Go-live checklist
- Monitor a webhook's performance
- Troubleshoot webhooks

Web chats

Web chats present simple chats to users. To build them, you define what the offer text should be and what the chat window looks like.

- Overview
- Video
- Chat offer
- Chat window
- Monitor a web chat's performance
- Web chat lifecycle

Architect flow actions

Use an Architect flow action to send journey context data information to third-party systems using a special type of Architect workflow. For example, you can send information about campaign contacts to Salesforce or another CRM.

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- Overview of Architect flow actions
 - Salesforce lead creation and campaign attribution integration
 - Configure a Genesys Cloud integration
 - Configure Genesys Cloud data actions
 - Campaign parameters
 - Prepare the workflow
 - Update referential integrity constraints
 - Build an action map that uses the Architect flow action
 - Map contract fields
 - Go-live checklist
 - Monitor an Architect flow action's performance

Monitor your actions

Use Altocloud's analytics to evaluate the effectiveness of your actions.

- Action Map Performance report
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