

Hooked — the declarative webhook builder for Salesforce

Create webhooks for Salesforce without writing a single line of code



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W ebhooks have been around forever and are extremely useful when it comes to **integrating different systems** together.

Most **modern webhooks** essentially boil down to **listening for any changes to your data** and then **automatically** sending it **somewhere else** — a third party app, an external server, or your own internal system.

When it comes to **Salesforce** you have two options — use **Outbound Messaging**, which has to use the **SOAP API** and only sends in **XML format** (just ask your developer if they want to work with that!), or you have to **build your own** custom **Apex Triggers** to handle the changes and send the data.

Both involve **some level of developer resource** and maintenance, which not only **comes with it's own costs** but doesn't exactly fit nicely with Salesforce's own mantra of "**clicks not code**".

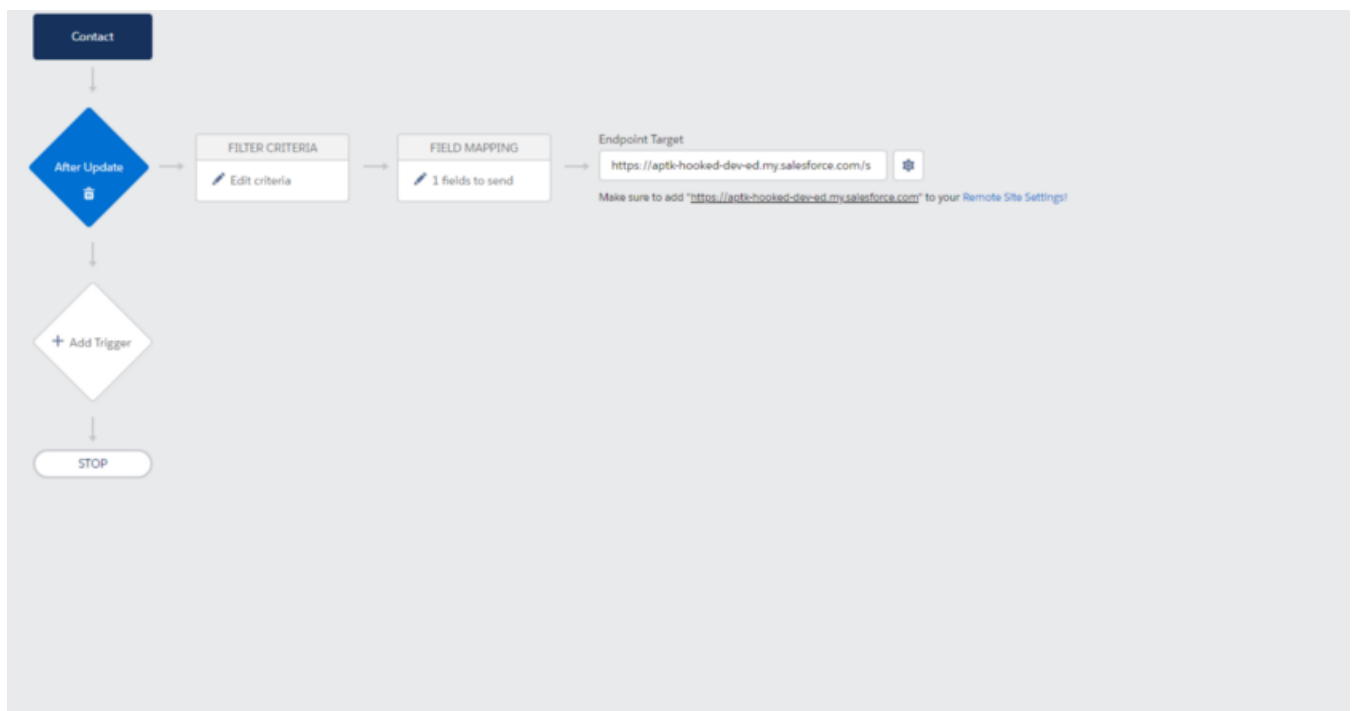
That's where **Hooked** comes in.

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What is Hooked?

Hooked is a **100% native** (all on-platform) **declarative webhook builder**, that let's you **create and customize your own webhooks** for Salesforce **without needing to write any code!**





Any admin will feel at home with the familiar interface of the Webhook Builder

You can create your webhooks on **any object**, and **set which triggers** you want to use, i.e. after a record is updated, or before a record is deleted. Hooked then **goes and deploys the Apex Triggers for you!**

Once active your webhooks will **send your data** in the **JSON** format you specified to whatever endpoints you setup, and you can even **handle responses** back into Salesforce.

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Setting Filter Criteria

For each trigger type, you can decide **exactly what data** should be leaving the platform. This means you can **ensure data quality**, or make sure that **only specific types of data** can be sent **off-platform**.

Webhook Builder - Contact Test Webhook Triggers

← View all webhooks Save Deactivate

START

Contact

After Update

FILTER CRITERIA
Edit criteria

FIELD MAPPING
1 fields to send

Define Filter Criteria for After Update

Here you can define what records will actually be sent to your endpoint when this trigger is called.

Filter Criteria

☐ No criteria, just send the records!
☐ Match all criteria
☒ Match specific criteria

If you want to use values like "null" you can use special Hooked values like "SNUL". You can view all special values available in Hooked [here](#).

To match specific criteria please write an expression using AND and OR. You can reference a criteria item by it's number.

Criteria Logic

1 AND (2 OR 3)

	Field	Operator	Value
1	Account ID (AccountId)	Not Equal To	SNULL
2	Email (Email)	Contains	abc
3	Email Opt Out (HasOptedOutOfEmail)	Equal To	STRUE

+ Add Criteria

Create custom filter logic for any trigger type without needing code

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Create Field Mapping

Once you've decided **what data can be sent**, you can then drill down into **exactly what fields will be used**. By mapping the record fields you can have **complete control** on what data the external systems will get, and can see the exact JSON that will be **sent by Hooked** (which your developers will love!)

Webhook Builder - Contact Test

Webhook Triggers

View all webhooks

Save Deactivate

START

Contact

After Update

FILTER CRITERIA

FIELD MAPPING

Endpoint Target

https://apth-hooked-dev

Make sure to add "https://apth-hooked-dev"

Define Field Mapping for After Update

Here you can define what values will be sent as JSON to your endpoint.

Field mappings let you map a record's field to a specific key. Text mappings let you send a free-text value, or a special value like SNOW or SUSER. You can view all special values available in Hooked [here](#).

Based on your mappings below this is an example of the JSON that will be sent to your endpoint:

```
{
  "first_name": "{record.firstName}",
  "last_name": "{record.lastName}",
  "email": "{record.Email}",
  "user_id": "00532000000000000000000000000000",
  "time_stamp": "2020-01-06T16:48:04.878Z"
}
```

Key	Value
first_name	First Name [FirstName]
last_name	Last Name [LastName]
email	Email [Email]
user_id	SUSER
time_stamp	SNOW

+ Add Field + Add Text

Map Salesforce fields and even free-text to create your JSON data

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Set Endpoint Details

When you have specified **what data you want to send**, you can then set details for the **external endpoint** you want **to send it to!**

The screenshot displays the 'Webhook Builder - Contact Test' interface. On the left, a workflow diagram shows a sequence: START → Contact → After Update (diamond) → FILTER CRITERIA (Edit criteria) → FIELD MAPPING (5 fields to send) → Endpoint (https://) → Make su. On the right, the 'Response settings for After Update' panel is open. It includes options for 'Endpoint Method' (POST), 'Create Debug Logs' (checked), and a section for adding headers (Authorization: Bearer SSESSION). Below this, there's a section for JSON response mappings, showing a sample JSON response: { "current_time": "Text" } and a table for mapping keys (current_time) to data types (Text) and fields (Department (Department)).

Use any external endpoint or your own Named Credential

You can use our **built in “echo” endpoint** for **testing** functionality, and use Salesforce’s own **Named Credentials** to set up **authenticated endpoints** automatically.

You can even **handle a response** from the endpoint to map back to the record, like a **newly created external ID** or a **success message!**

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Full Visibility

Not only do you have **complete control** over what data is sent (**and where**), you can also see exactly **what** has been sent and **when** with our fully

tracked **debugging logs**.

Hooked Lightning

Hooked Documentation

Webhook Builder

Webhook Debug Logs

Webhook Debug Logs

All

New

Import

Change Owner

Search this list...

50+ Items • Sorted by Webhook Debug Log Name • Filtered by all webhook debug logs • Updated a few seconds ago

	Webhook	Trigger Type	Record ID	Status	Endpoint	
1	WD-1363	Contact Test	AFTER_UPDATE	a043z00000ns2unAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
2	WD-1362	Contact Test	AFTER_UPDATE	a043z00000ns2ukAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
3	WD-1361	Contact Test	AFTER_UPDATE	a043z00000ns2naAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
4	WD-1360	Contact Test	AFTER_UPDATE	a043z00000ns2uGAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
5	WD-1359	Contact Test	AFTER_UPDATE	a043z00000ns2ufAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
6	WD-1358	Contact Test	AFTER_UPDATE	a043z00000ns2ujAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
7	WD-1357	Contact Test	AFTER_UPDATE	a043z00000ns2vWAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
8	WD-1356	Contact Test	AFTER_UPDATE	a043z00000ns2ulIAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
9	WD-1355	Contact Test	AFTER_UPDATE	a043z00000ns2ueAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
10	WD-1354	Contact Test	AFTER_UPDATE	a043z00000ns2udAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
11	WD-1353	Contact Test	AFTER_UPDATE	a043z00000ns2rHAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
12	WD-1352	Contact Test	AFTER_UPDATE	a043z00000ns2zZAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
13	WD-1351	Contact Test	AFTER_UPDATE	a043z00000ns2vYAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
14	WD-1350	Contact Test	AFTER_UPDATE	a043z00000ns2tXAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
15	WD-1349	Contact Test	AFTER_UPDATE	a043z00000ns2uFAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
16	WD-1348	Contact Test	AFTER_UPDATE	a043z00000ns2mvAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
17	WD-1347	Contact Test	AFTER_UPDATE	a043z00000ns2uTAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
18	WD-1346	Contact Test	AFTER_UPDATE	a043z00000ns2vqAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
19	WD-1345	Contact Test	AFTER_UPDATE	a043z00000ns2stAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
20	WD-1344	Contact Test	AFTER_UPDATE	a043z00000ns2uOAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
21	WD-1343	Contact Test	AFTER_UPDATE	a043z00000ns2mzAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
22	WD-1342	Contact Test	AFTER_UPDATE	a043z00000ns2vYAAQ	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo
23	WD-1341	Contact Test	AFTER_UPDATE	a043z00000ns2rpAAA	200	https://aptk-hooked-dev-ed.my.salesforce.com/services/apexrest/aptk_hooked/echo

Know exactly what data was sent — and when!

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Want to get hands on?

You can install Hooked via the **AppExchange** for a free 30 day trial — no credit card required.

There is both **free** and **paid** tiers, with the **only limitation** being the **number of webhooks** you can build (the free tier let's you create 2 webhooks, with as many triggers as you need)

If you try it out and like it, we'd **love to hear your feedback** on how we could make it better. We're **constantly improving** and evolving our solutions based on our user feedback.