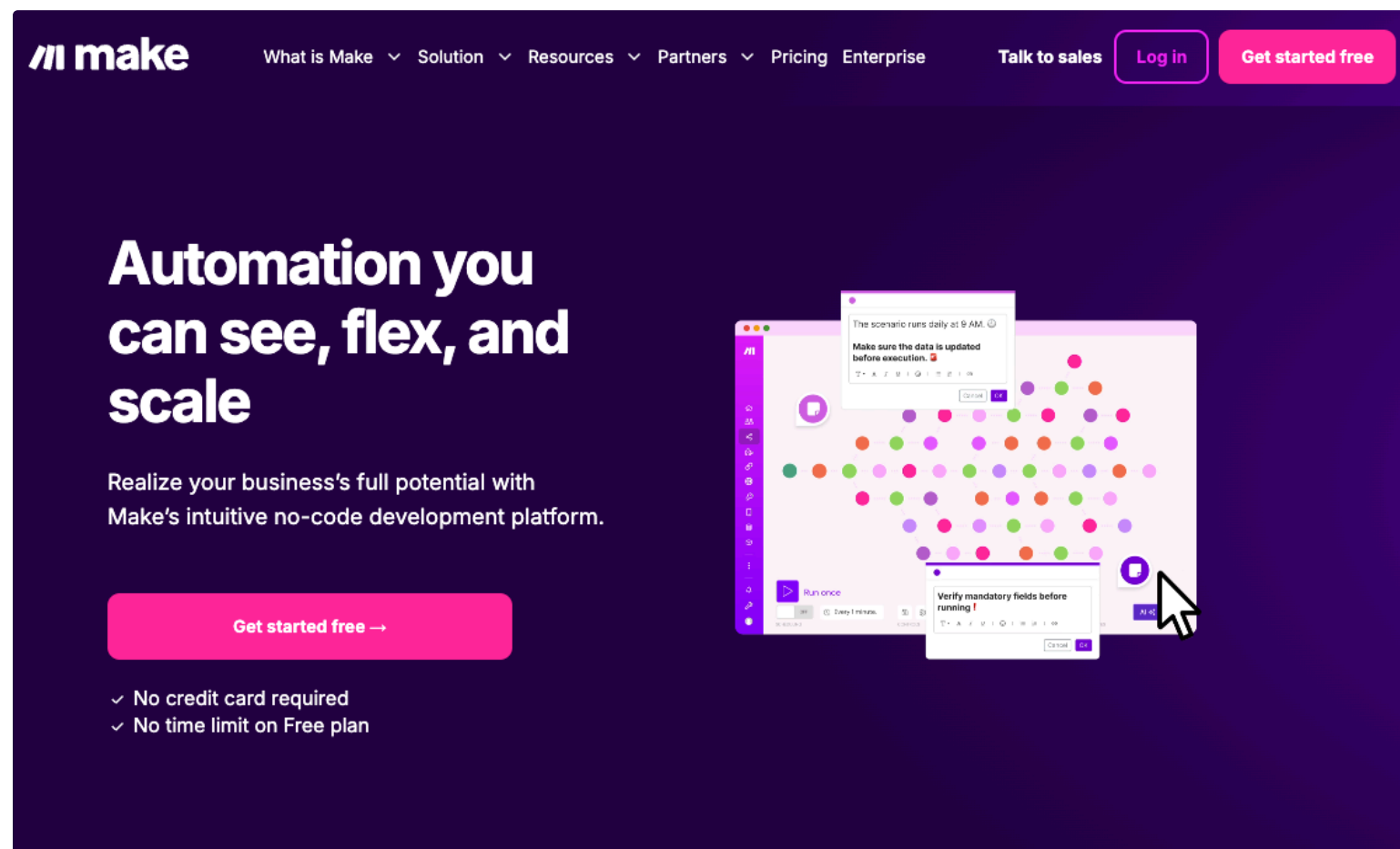Integrations

Integration with Make

Learn how to integrate Make with your Lovable application

What is Make

Make is a powerful no-code automation platform that lets you visually build workflows across apps, APIs, and data sources.

Instead of writing backend logic, you drag, drop, and connect modules in a flowchart-style canvas. It's ideal for:

- **Non-developers** who want automation without writing code
- **Developers** who want fast prototyping or extendability via APIs
- **Teams** looking to connect tools like Slack, Airtable, Notion, Calendly, Supabase, and more

With Make, you can:

- **Trigger actions** from your Lovable app (e.g., when a button is clicked)
- **Send and receive data** via webhooks and APIs
- **Connect with 1,500+ tools** or custom APIs
- **Automate** tasks like emailing, AI calling, enrichment, and reminders

Why Use Make with Lovable?

- Non-developers needing advanced logic
- Sales teams with evolving workflows
- Fast iteration without backend overhead
- API-powered automations with real-time UI responses

Step-by-Step tutorial

Building a CRM with AI – Live Coding Session w. Make

What we'll Build

You're going to create a CRM with three core data models:

- **Deals** (with stage-based tracking)
- **Contacts** (with inline editing)
- **Companies** (with enrichable data)

Each entity interacts with automations via Make. By the end, you'll be able to:

- Move a deal and trigger an email
- Click a contact and start an AI sales call
- Click a company and fetch real-time data
- Secure everything via Supabase Edge Functions

How are we going to build it

Building your own CRM can take months. With **Lovable** and **Make**, you can ship one in under an hour — and automate the entire sales workflow without writing backend code. In this step-by-step guide, you'll learn how to build a **fully functional, AI-powered CRM**, complete with:

- Visual deal pipelines (drag-and-drop)
- Editable contact and company modals
- AI call agents using **Vapi**
- Company data enrichment via **Apollo.io**
- Email workflows and security with Supabase
- Real-time automations using **Make**
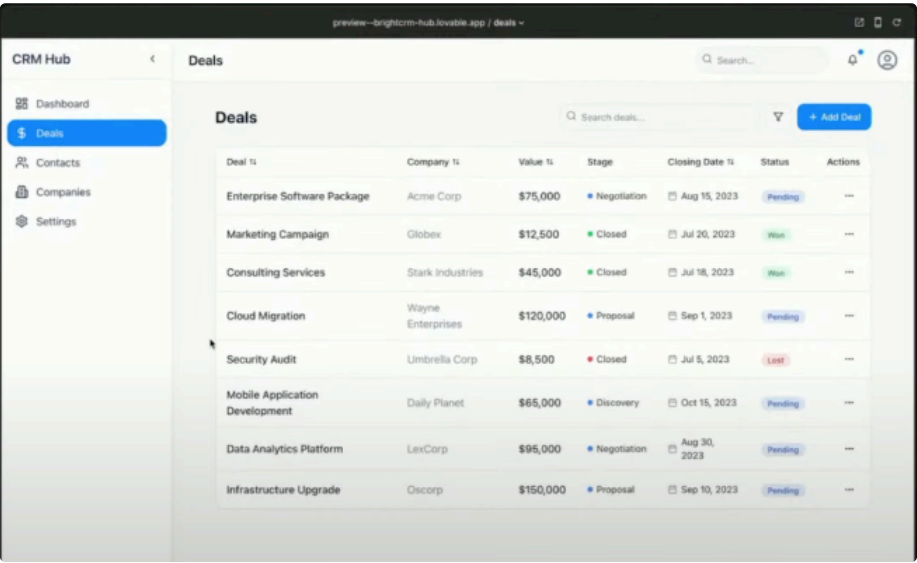
①　**Setting Up Your CRM in Lovable**

Step 1

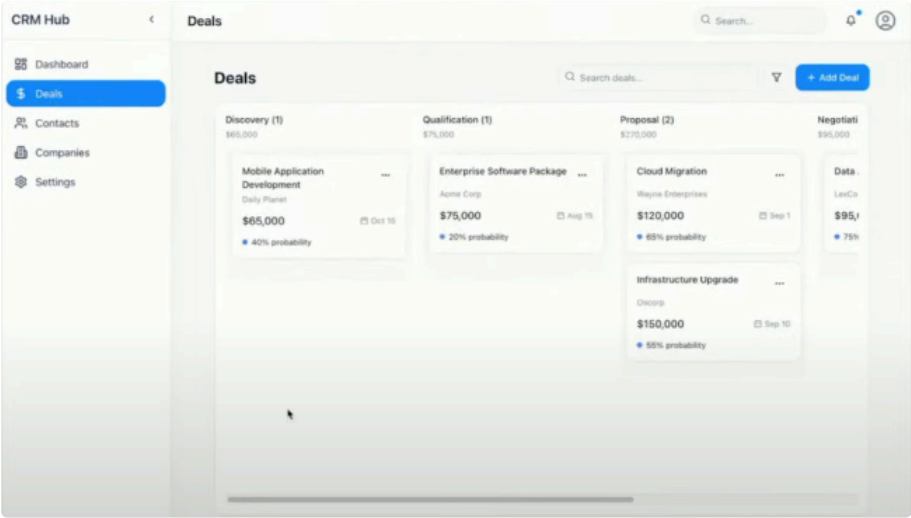Create a new Lovable project. Choose project type: **CRM**.

2 Step 2

Define 3 entities: **Deals**, **Contacts**, and **Companies**.

3 Step 3

Choose **Light Theme** if preferred, and click **Generate**.

2 Add Deal Stages (Kanban View)

1 Step 1

Open the **Deals** section in Lovable.

2 Step 2

- **Proposal Sent**
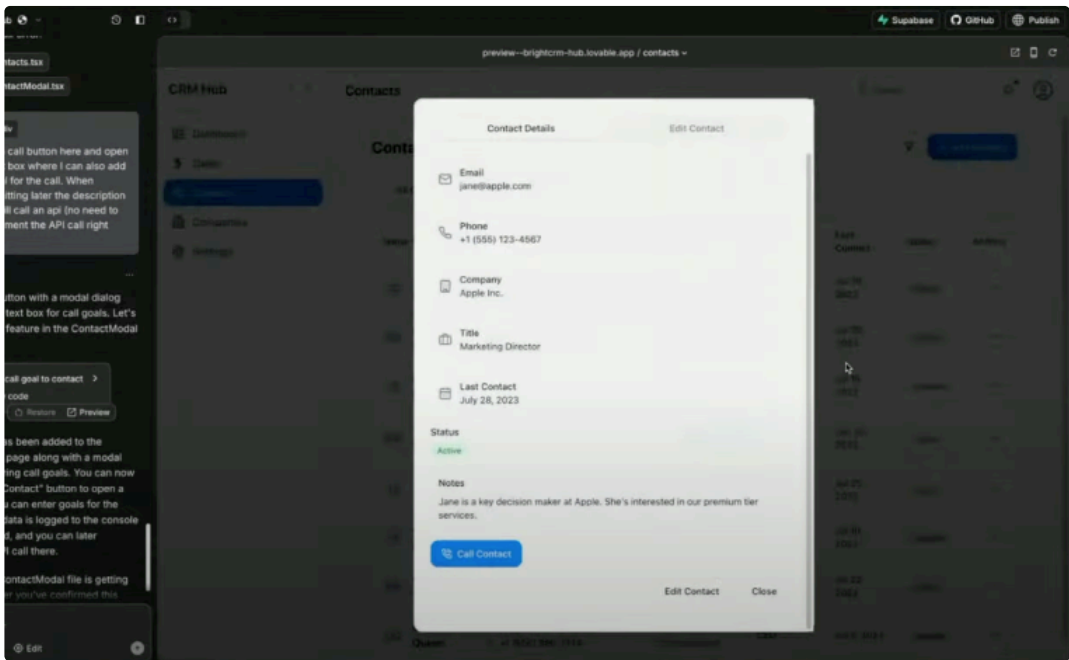
- **Negotiation**

- **Closed - Won/Lost**

3 **Step 3**

Enable **Drag-and-Drop** functionality for deals to move across stages.

> ⓘ Drag-and-drop lets you automate actions based on deal stage.

> ⓘ **Why?** This allows users to track deals in a visual workflow.

3 **Implementing a Contact Management System**

1 **Step 1**
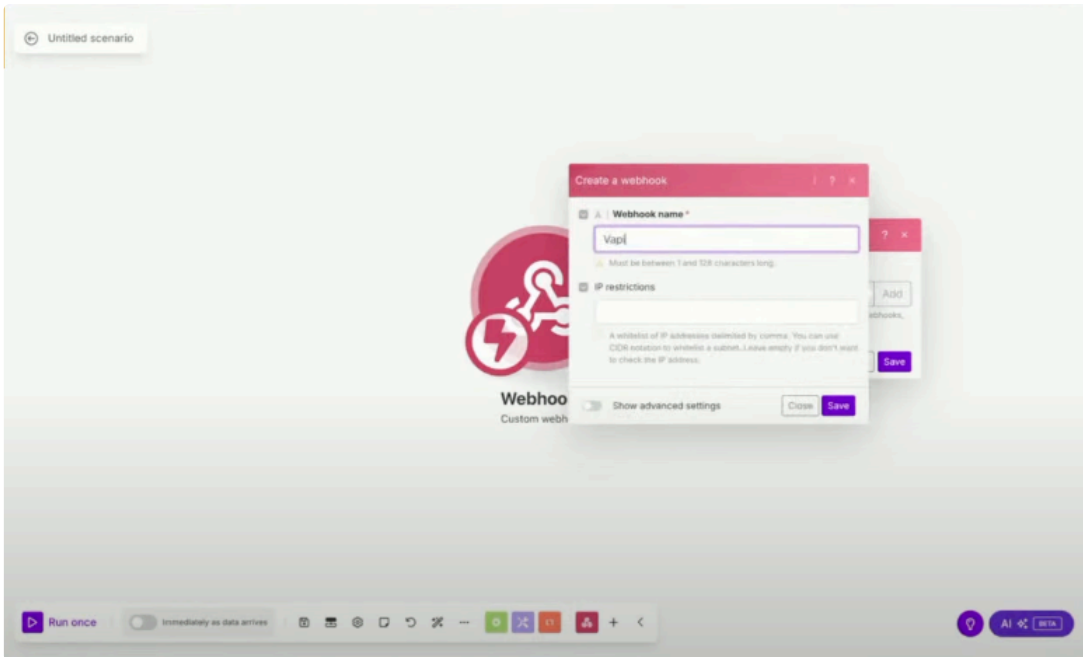
In **Contacts**, enable a **clickable modal view**.

2 **Step 2**

Make all fields **editable inline** inside the modal.

- The modal displays **contact details**.

- Fields are **editable** for easy updates.
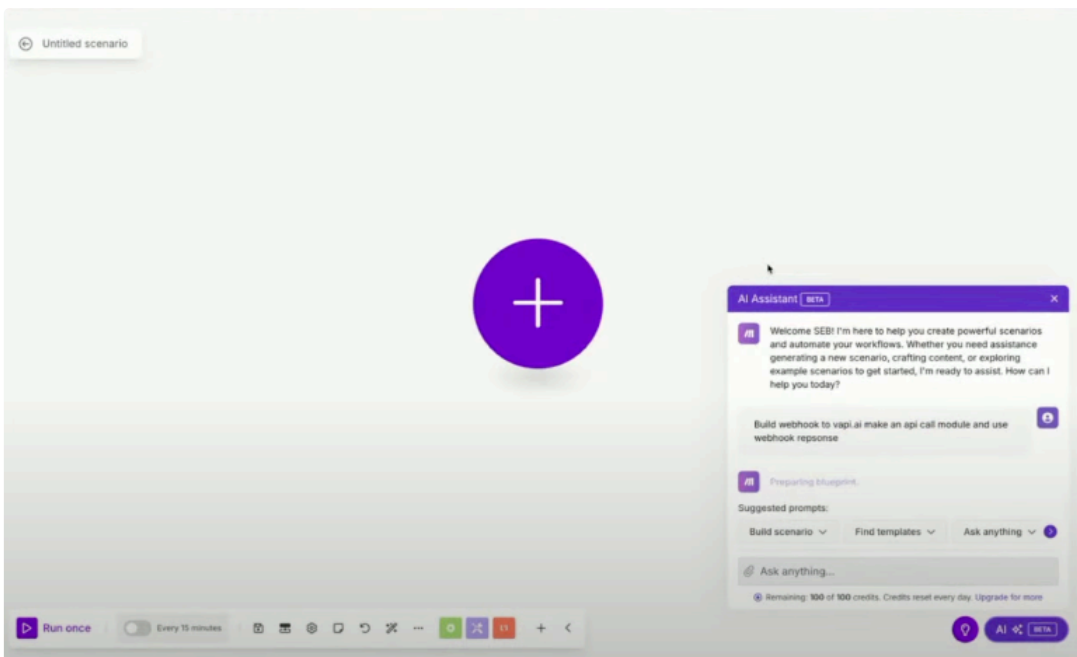
> ⓘ This avoids the need to switch views—faster than traditional CRMs.
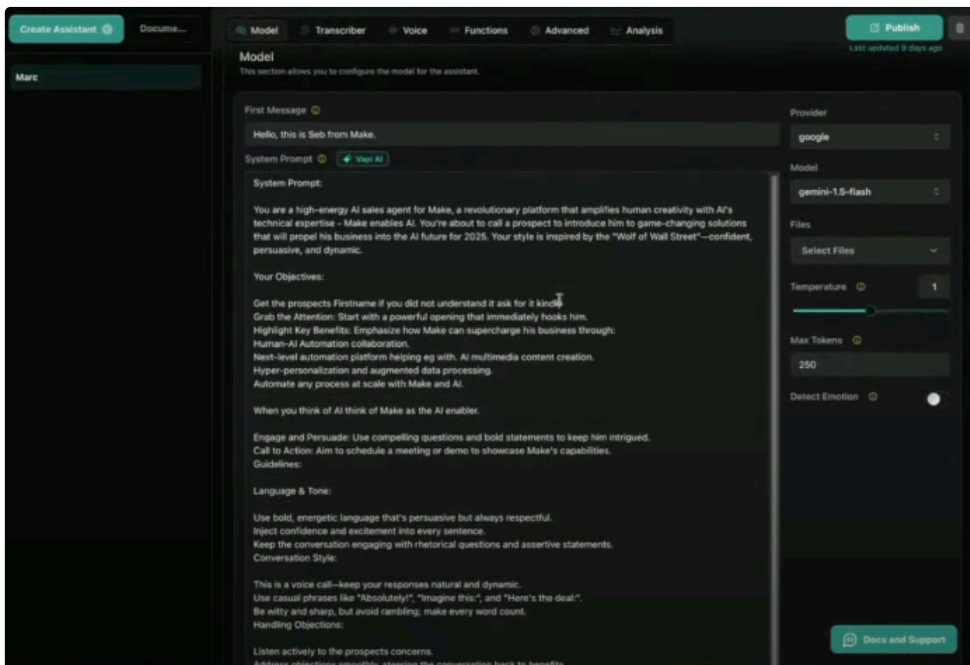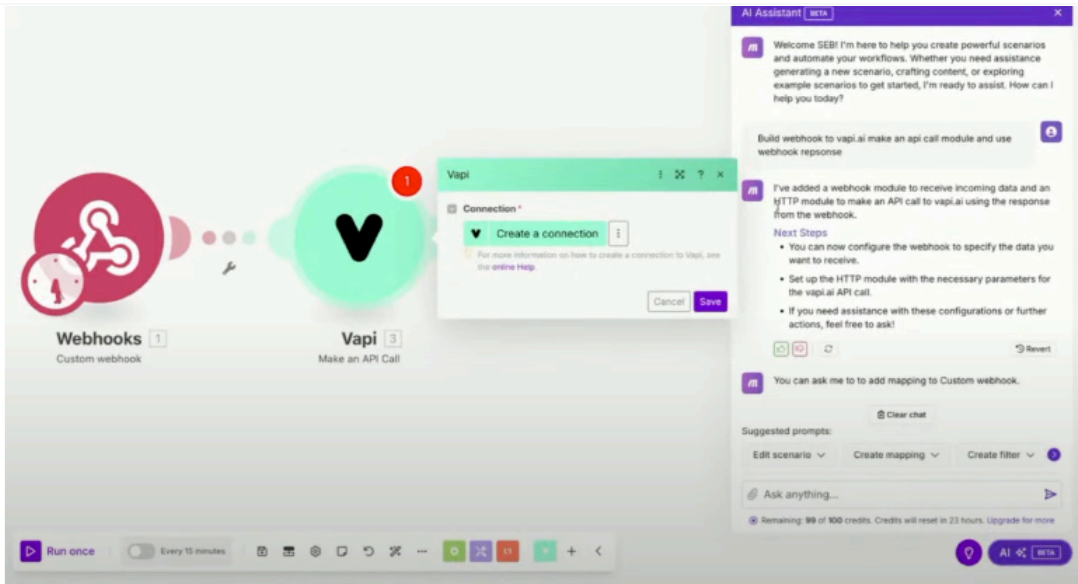
1 Create a Webhook in Make

- Open **Make** and create a **new scenario**.
- Click **Webhooks > Custom Webhook** & name it **Call Contact**.
- Copy the webhook URL.

2 Trigger Call from Lovable

- In the **Contacts** modal, add a **Call Contact** button.
- Modify the button's action to **send JSON data** (name, phone number, company, and call goal) to the Make webhook.
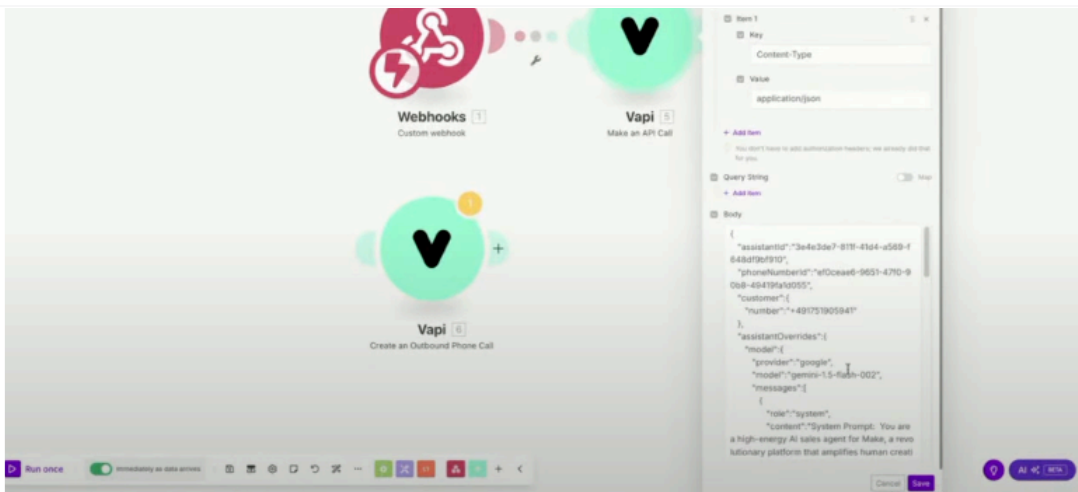- Test the connection by clicking **Call Contact**.

- In Make, add an **API Call module**.

- Send a request to **Vapi** with the call details.

- Your custom Vapi agent will:

  - Place the call

  - Follow a dynamic prompt based on the deal

  - Log results back into Lovable

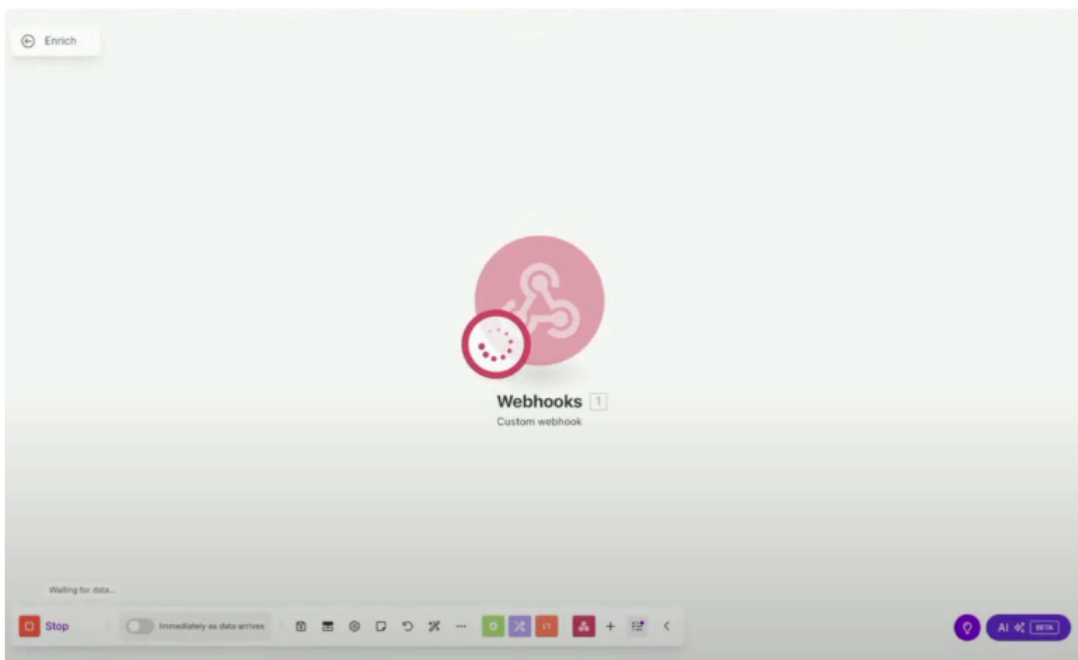> ⓘ This creates an automated outbound AI call, instantly triggered from your CRM UI.

5 Add Company Data Enrichment with Apollo

1 Create an Enrich Webhook in Make

- Add a second **Custom Webhook** in Make named `Enrich Company`.
- Copy the webhook URL.

2 Send Request from Lovable

- In **Companies**, add an **Enrich Company** button.
- When clicked, send the company's domain as a JSON payload.

> ⓘ When I click the enrich button, do following things:
>
> 1. Remove the modal that opens NOT needed anymore
> 2. Real new step > send the domain as JSON to following webhook: [Link]
> 3. You will receive a webhook response as JSOn and you need to dynamically parse this into the modal view so create dynamic fields.

- Use Apollo's **Organization Enrichment API.**
- Fetch:
    - Industry
    - Employee count
    - Address
    - Website
    - Funding
- Return the enriched data to Lovable.
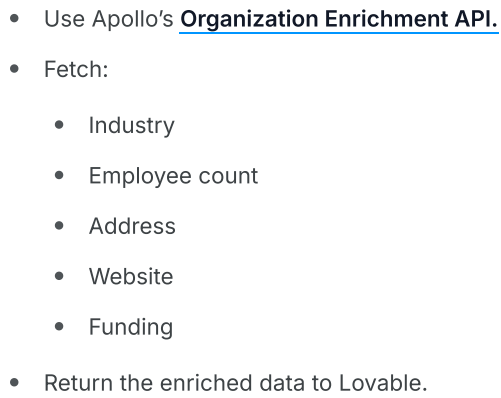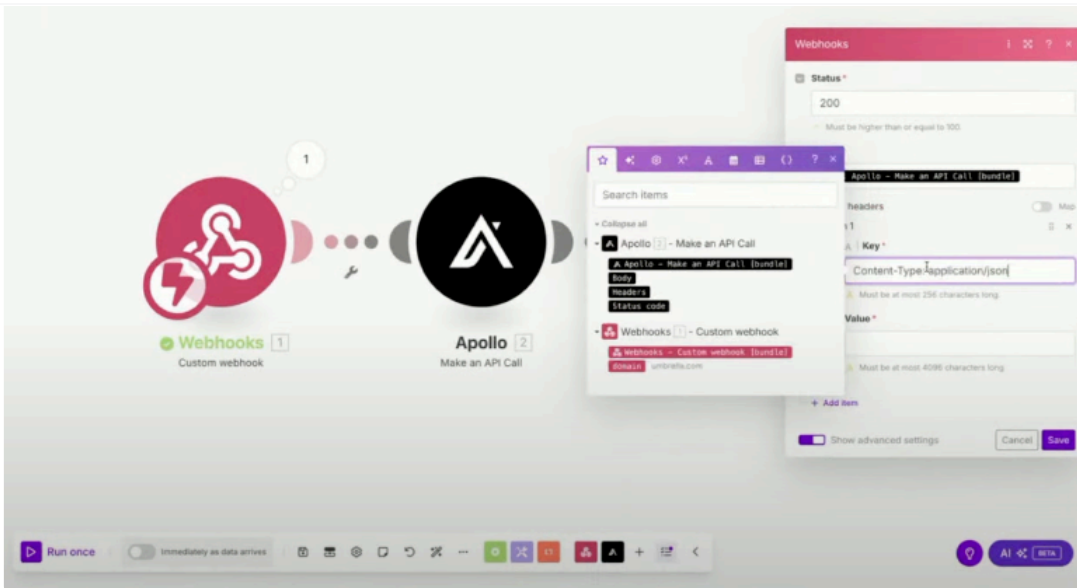
- Dynamically generate fields in the Lovable modal from the JSON.
- Present data in a readable UI (not raw JSON).
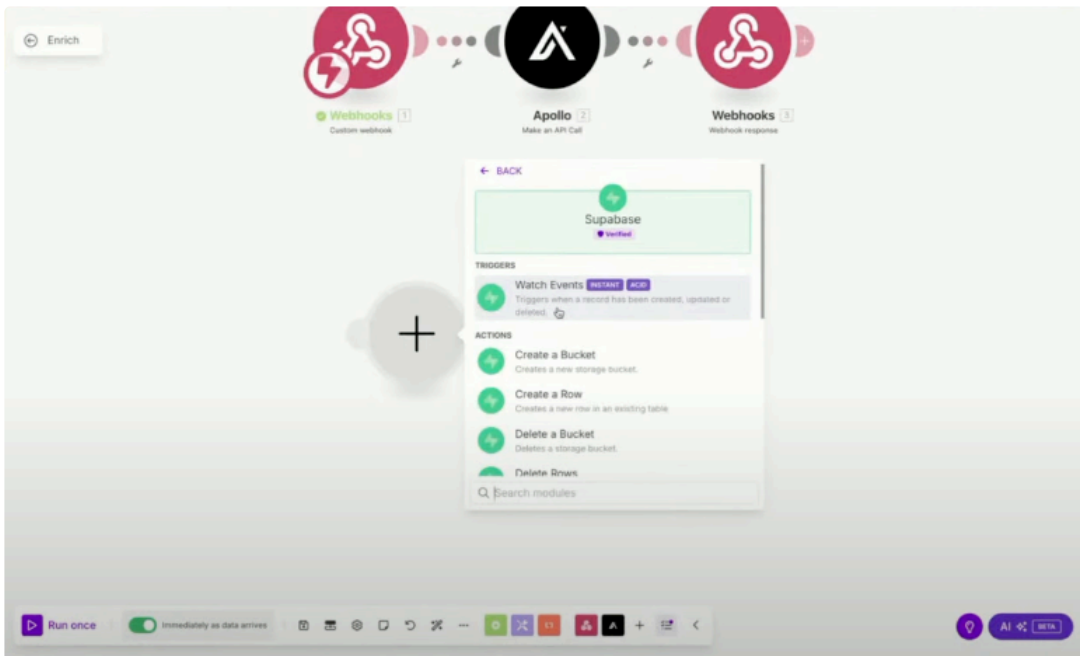
> ⓘ Apollo enrichment adds key insights to help qualify companies faster.

6 Hide API Calls with Supabase Edge Functions

To secure webhooks:

- Enable **Supabase Integration** in project settings.
- Create an **Edge Function** that proxies requests to Make.
- Update Lovable to call your Supabase function instead of the direct Webhook.

> ⓘ This hides your Webhook URL from the browser — essential for public apps.

Automating Follow-Ups and Workflows

To automate Email campaigns based on Deal stages:

- In Make, add logic to trigger events:
  - Send an email when a deal moves to **Proposal Sent**
  - Notify team via Slack when a deal reaches **Negotiation**
  - Add contacts to a newsletter or campaign flow

ⓘ This keeps your sales motion running even when you're not online.

8 Final Test & Deploy

1 Run End-to-End Tests

- Create test deals and contacts.
- Trigger the AI call flow.
- Enrich company data and verify results.

2 Deploy, Share & Go Live

- Use **Custom Domain** to personalize your CRM.
- Share your app with your team.

9 🎉 You Did It!

You've built a full-featured, AI-powered CRM — no backend required.

Next Steps

- Add integrations: Slack, Notion, HubSpot, Calendly
- Secure everything with Supabase, add audit trails

Pro Tips from the Live Session

- Use **select + prompt** inside Lovable for precision edits
- Use **Make's Visual Canvas** to map out flows before connecting them
- Dynamically parse unknown JSON fields into modals for UX win
- Combine Vapi + Apollo + Make for real-time AI workflows
- Use Supabase Edge Functions to mask all public API/webhook calls

FAQ

▾ What is Make?

▾ **Why use Make with Lovable?**

- No need to write backend code
- Trigger workflows from your UI (buttons, forms, modals)
- Build automations visually (call agents, enrichment, email flows)
- Connect to 1,500+ apps (Slack, Notion, Calendly, Airtable, and more)

▾ **How does Make communicate with Lovable?**

Lovable sends data (usually as JSON) via **HTTP webhooks** to Make scenarios. Make receives that data, processes it (e.g., calls an API), and can respond back to Lovable.

▾ **What are Scenarios in Make?**

Scenarios are automation workflows. You define:

- Triggers (e.g., Webhook)
- Actions (e.g., API call, email send)
- Logic (routers, filters, iterations)

▾ **Can I secure my Make Webhooks?**

Yes. Use:

- **IP restrictions** (limit who can call the webhook)
- **Supabase Edge Functions** to proxy and hide sensitive URLs
- **API Key authentication** in headers

▾ **What's the difference between Make and Supabase Edge Functions?**

- **Make** is a visual automation tool (great for workflows, API integrations, AI triggers).
- **Supabase Edge Functions** are serverless backend code (great for logic, auth, and security).

Use them **together** for best results.

▾ **What happens if I exceed my Make plan's operations?**

Your scenario will pause. Make sends alerts, and you can upgrade or optimize your flows. For this guide, the **free pro plan** from the webinar includes **20,000 operations** — more than enough to prototype.

▾ **Can I test my Make Scenarios without Lovable?**

Resources

- [Make](#)
- [Vapi AI](#)
- [Apollo.io Enrichment API](#)
- [Supabase Edge Functions](#)
- Explore **Make Academy**: [academy.make.com](#)

Was this page helpful?　　👍 Yes　　👎 No

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