

There's a Webhook for That!



Kelly Jo Horton
Senior Marketing Manager
@KellyJoHorton



Raj Rajamani
Director of Product Management



What is a Webhook?

- **The technical definition:** a webhook is a user-defined HTTP callback. A way to “hook” into an API on an external platform.
- **In simple terms:** a webhook is a method you can use to push data from one platform to another, or retrieve data from another platform.

The Simple Version

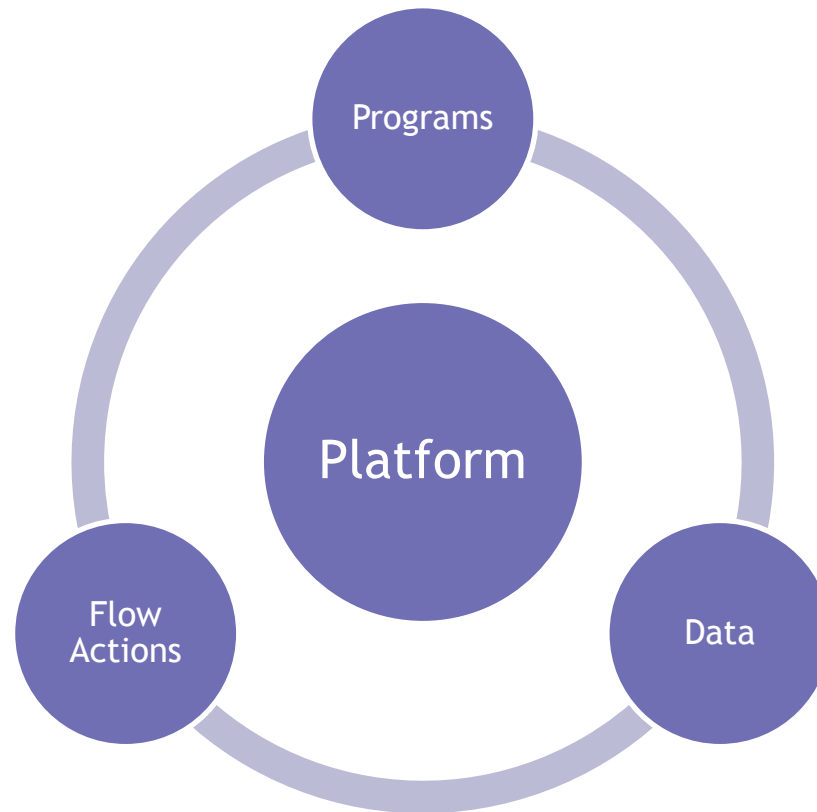
Please send me the Klout score for
kjhorton@marketo.com



Okay, I found a match.
Here's the Klout score and
a bunch of other stuff for
kjhorton@marketo.com



The 3 Pillars of the Marketing Platform



Practical Uses for Webhooks in Marketo

- Send an SMS message to a sales rep when a prospect attends an event.
- Send an SMS message to remind a patient it's time to book an appointment.
- Retrieve someone's Klout score and add it to their lead record.
- Push lead data to an external CRM/analytics platform.
- Trigger provisioning of trial account for a product.
- Retrieve an image URL of an invoice and send it to a customer.
- Retrieve an electronic gift card to send to a customer.

Three Types of Requests

- **Send only:** Send an SMS message to a sales rep when a prospect attends an event.
- **Send data and expect a response:** Retrieve someone's Klout score social topics and add it to their lead record.
- **Send and receive encrypted data:** Reward a customer with an electronic gift card when they refer someone who purchases a product or service.

Prepping for Webhooks

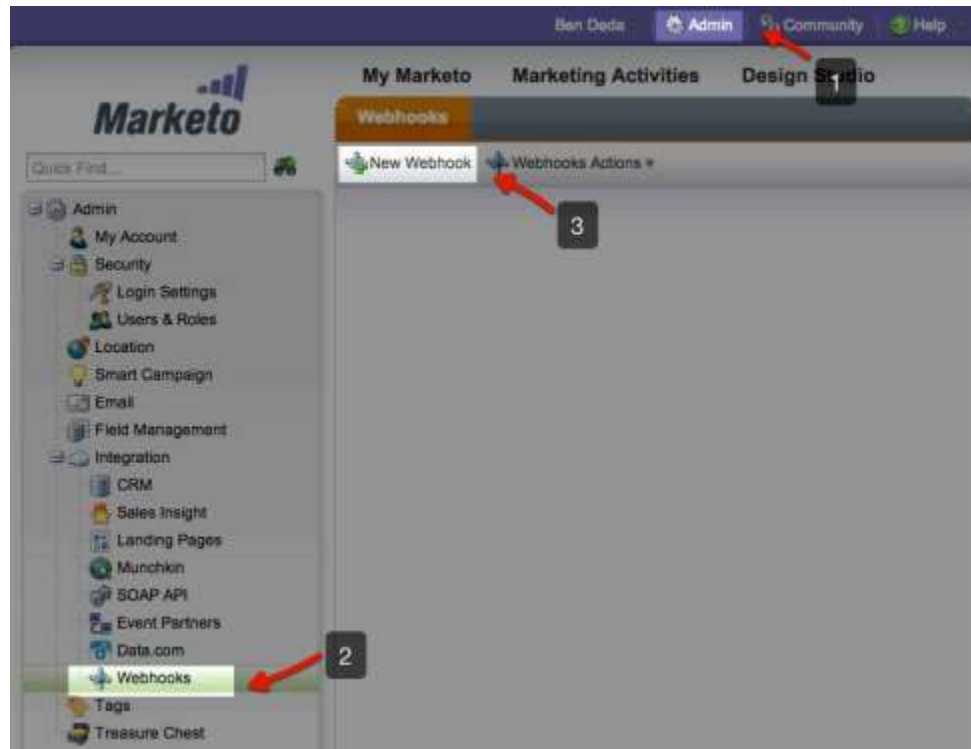
Client Side

- Some webservices require an API key or login and password
- Some platforms require a paid subscription and setup information on their site
- Access to the API documentation

Marketo Side

- Custom fields in Marketo
- My Tokens (API key, etc.)
- Smart campaign that calls the webhook

Location of Webhooks Interface



Webhook: Send an SMS Message via Twilio

Use Case: a prospect arrives at an event, checks in, and you want to notify the sales rep via an SMS message.

Prerequisites

1. Create an account on Twilio or similar service
2. Find the URL for the webservice
3. Create a custom field in Marketo called *smsUnsubscribed*.

Webhook: Send an SMS Message

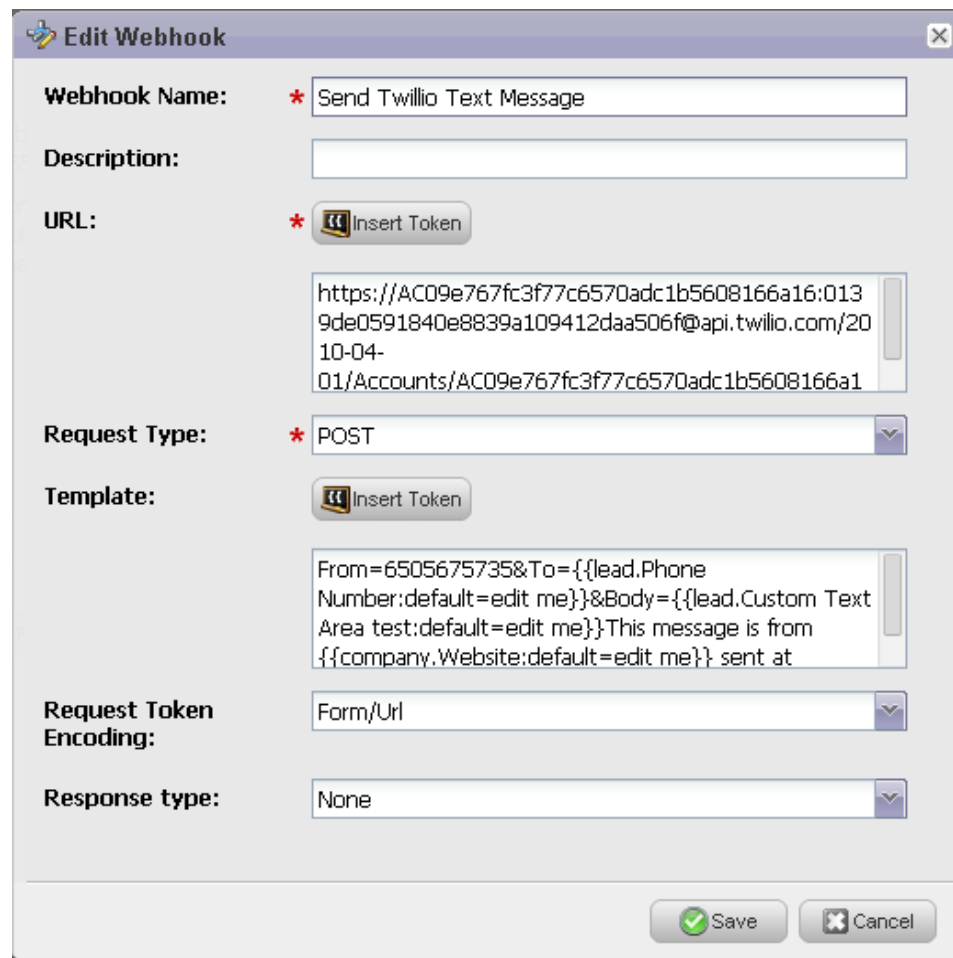
URL: This is the URL of the webservice, or “endpoint”

Request Type: POST


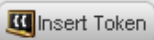
Template: Also called “Payload.” Contains fields and values required by the endpoint



Request Token Encoding:
Only need JSON or Form/Url if you have special characters in your tokens

Response Type: None



The screenshot shows the 'Edit Webhook' dialog box with the following fields and values:

- Webhook Name:** * Send Twilio Text Message
- Description:** (empty)
- URL:** * 
`https://AC09e767fc3f77c6570adc1b5608166a16:0139de0591840e8839a109412daa506f@api.twilio.com/2010-04-01/Accounts/AC09e767fc3f77c6570adc1b5608166a1`
- Request Type:** * POST
- Template:** 
`From=6505675735&To={{lead.Phone Number:default=edit me}}&Body={{lead.Custom Text Area test:default=edit me}}This message is from {{company.Website:default=edit me}} sent at`
- Request Token Encoding:** Form/Url
- Response type:** None

Buttons at the bottom:  Save  Cancel

Request Klout Score and Social Topics

Use Case: Every time you add a new name to your database you want to augment that record with the person's Klout score and the topics they are considered to be influential on.

Prerequisites

1. Create an account on Full Contact (or Klout) to get API key
2. Find the URL for the Full Contact webservice
3. Find out what the name of the field is for Klout Score and Social Topics
4. Create custom fields in Marketo to hold the Klout score and social topics

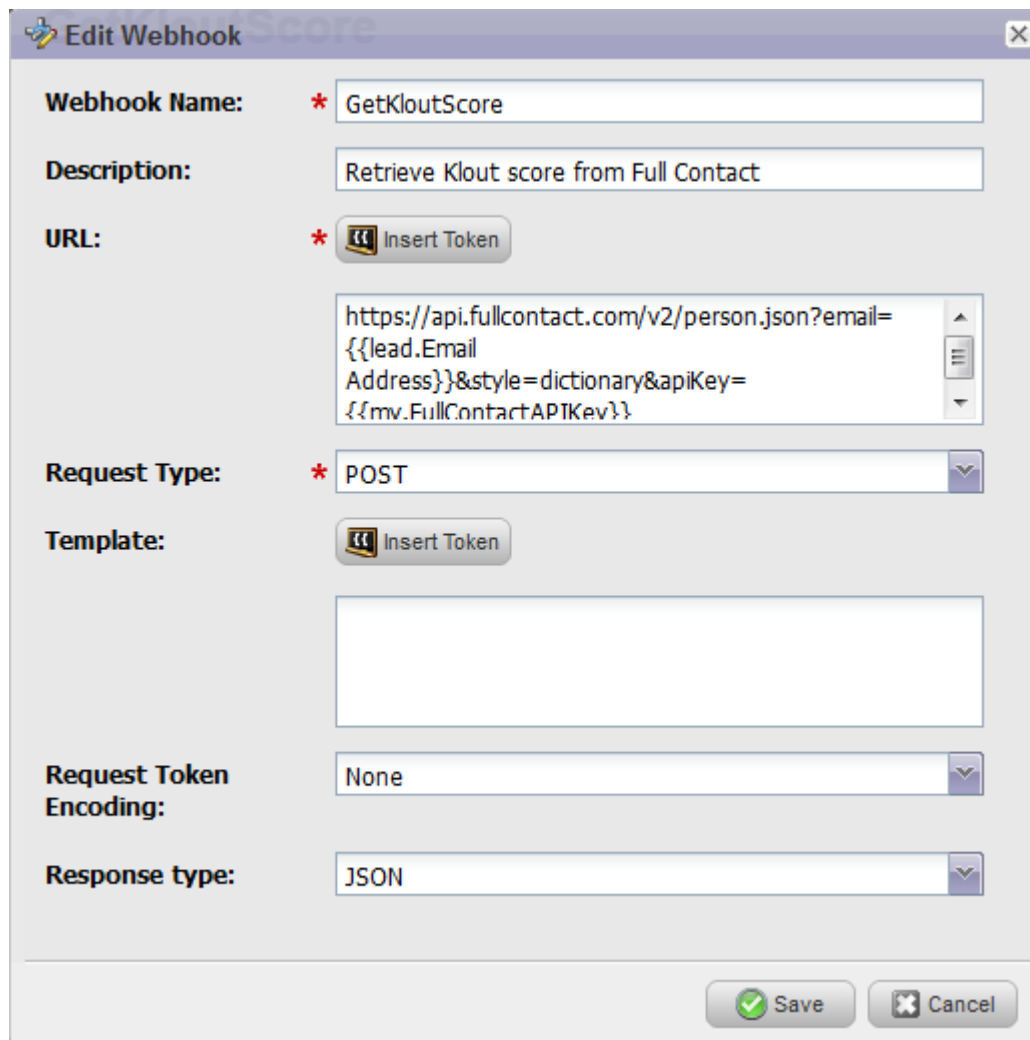
Create the Klout Score Webhook

URL: This is the URL of the webservice.

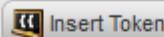
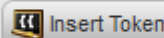
Request Type: POST

Request Token Encoding:
None

Response Type: JSON



The screenshot shows the 'Edit Webhook' dialog box with the following fields and values:

- Webhook Name:** * GetKloutScore
- Description:** Retrieve Klout score from Full Contact
- URL:** * 
`https://api.fullcontact.com/v2/person.json?email={{lead.Email Address}}&style=dictionary&apiKey={{mv.FullContactAPIKey}}`
- Request Type:** * POST
- Template:** 
- Request Token Encoding:** None
- Response type:** JSON

At the bottom right, there are 'Save' and 'Cancel' buttons.

Map the Klout Data to Custom Fields

Edit Response Mapping

<https://api.5illcontact.com/v2/person?email=...>



Add Remove

Response Attribute	Marketo Field
digitalFootprint.scores.klout[0].value	kloutScore
digitalFootprint.topics.klout[0].value	socialTopics

Save Cancel

Completed Webhook


Webhooks

 New Webhook  Webhooks Actions ▼

GetKloutScore

Retrieve Klout score from Full Contact

Details

 [Edit](#)

URL: `https://api.fullcontact.com/v2/person.json?email= {{lead.Email Address}}&style=dictionary&apiKey={{my.FullContactAPIKey}}`

Payload Template:


Request Token Encoding: NONE

Request Type: POST

Response Format: JSON

Used By: 1

Response Mappings

 [Edit](#)

Response Attribute ▲	Marketo Field
<code>digitalFootprint.scores.klout[0].value</code>	kloutScore
<code>digitalFootprint.topics.klout[0].value</code>	socialTopics

Calling the GetKloutScore Webhook

Create Smart Campaign to trigger the request

1. Trigger – Lead is Created



2. Flow – Call Webhook



Automatic Gift Card Fulfillment - Giftango

Use Case: You want to reward the customers who refer business to you. Every time someone refers a new customer who buys Product X, you reward the referrer with an electronic Amazon gift card via email.

Prerequisites

1. Create an account with Giftango (now InComm)
2. Request the API documentation
3. Ask for a list of required fields
4. Create custom fields in Marketo to hold the gift card URL and the PIN
5. Create a referral offer

Referral Flow



1

Alice invites her friends to join a referral offer



2

Her friends Bob, Charlie and Dylan sign up



3

Marketer wants to send Alice a \$25 gift card

Fulfillment Flow

Referral Campaign | **Referral Campaign** | Flow | Schedule | Results

New ▼ Campaign Actions ▼ View Campaign Members

Use ALL filters ▼ Collapse All Expand All

Achieves Goal in Referral

Social App: is KJH - Give Credit Referral.KJH - Referral

Add Constraint ▼

Referral Campaign | **Referral Campaign** | Flow | Schedule | Results

New ▼ Campaign Actions ▼ View Campaign Members

Use ALL filters ▼ Collapse All Expand All

1 - Call Webhook

Webhook: Giftango

Add Choice

2 - Send Email

Email: Referral Winner Confirmation

Add Choice

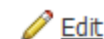
Requests new gift card from Giftango and stores it in Winner's lead attribute

Create the Gift Card Webhook

Demo Gift Card

\$10 gift card for Amazon from InComm/Giftango

Details



URL: `https://api.giftango.com/enterpriseapi/v1/Orders`

Payload Template:

```
{ "Payment": { "Amount":10.0, "City":"Portland", "Country":"US",
"FirstName":"Kelly", "LastName":"Horton", "MiddleName":"Jo",
"OrderPaymentMethod":"NoFundsCollected", "StateProvince":"OR",
"StreetAddress1":"1500 SW 1st Ave.", "StreetAddress2":"Suite 300,
"ZipPostalCode":"97204" }, "Purchaser": { "CompanyName": "Marketo",
"Country": "US", "EmailAddress": "kjhorton@marketo.com",
"FirstName":"Kelly", "LastName":"Horton", "MiddleName":"J",
"SuppressReceiptEmail":true }, "Recipients": [ { "EmailAddress":
"{{lead.Email
Address:default=kjhorton@marketo.com}}kjhorton@marketo.com",
"Items": [ { "Amount":10.0, "BrandId":"amazon", "Quantity":1, } ],
"DeliverOn":null, "EmailAddress":"kjhorton@marketo.com",
"FirstName":"KJ", "LastName":"Horton", "ShippingMethod":1,
"DisableEmailDelivery":true } ], }
```

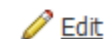
Request Token Encoding: JSON

Request Type: POST

Response Format: JSON

Used By: 0

Response Mappings



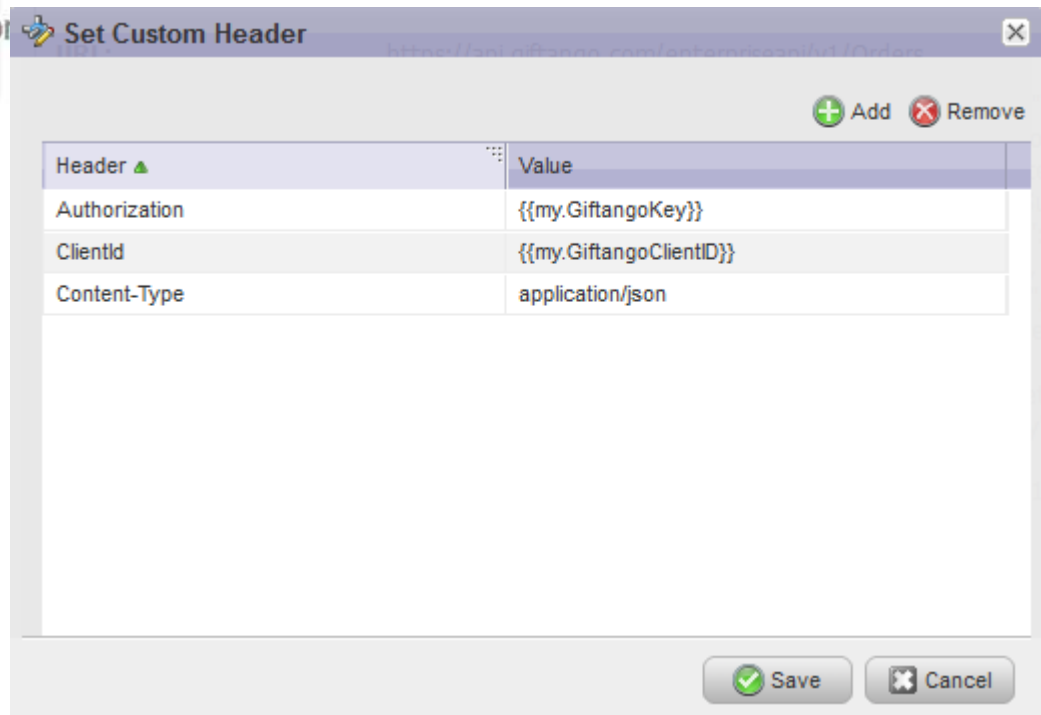
Response Attribute ▲	Marketo Field
SubmittedOrderItemGiftCards[0].GiftCardPIN	GiftCardPin
SubmittedOrderItemGiftCards[0].GiftCardURL	GiftCardURL

Custom Header

Some webservices require secure authorization.



ClientId = username
Authorization = password



The Payload

```
{
  "Payment": {
    "Amount":10.0,
    "City":"Portland",
    "Country":"US",
    "FirstName":"Kelly",
    "LastName":"Horton",
    "MiddleName":"Jo",
    "OrderPaymentMethod":"NoFundsCollected",
    "StateProvince":"OR",
    "StreetAddress1":"1500 SW 1st Ave.",
    "StreetAddress2":Suite 300,
    "ZipPostalCode":"97204"
  },
  "Purchaser": {
    "CompanyName": "Marketo",
    "Country": "US",
    "EmailAddress": "kjhorton@marketo.com",
    "FirstName":"Kelly",
    "LastName":"Horton",
    "MiddleName":"J",
    "SuppressReceiptEmail":true
  },
  "Recipients": [
    {
      "EmailAddress": "{lead.Email
Address:default=kjhorton@marketo.com}}kjhorton@marketo.com",
      "Items": [
        {
          "Amount":10.0,
          "BrandId":"amazon",
          "Quantity":1,
        }
      ]
    }
  ]
}
```

Testing Webhooks

- RequestBin
- Postman

The screenshot displays the Postman interface for testing a REST API. At the top, the 'Normal' tab is selected, and the URL is set to `https://api.giftango.com/enterpriseapi/v1/Orders`. The request body is formatted as JSON, showing a nested object with 'Payment' and 'Purchaser' details. Below the request, the 'Send' button is highlighted. The response section shows a status of '201 Created' and a time of '5781 ms'. The response body is also in JSON format, containing 'UserId', 'OrderType', 'Id', and a list of 'SubmittedOrderItemGiftCards'.

Request:

```
1 {
2   "Payment": {
3     "Amount": 10.0,
4     "City": "Portland",
5     "Country": "US",
6     "FirstName": "KJ",
7     "LastName": "Horton",
8     "MiddleName": "J",
9     "OrderPaymentMethod": "NoFundsCollected",
10    "StateProvince": "OR",
11    "StreetAddress1": "1234 5th St.",
12    "StreetAddress2": null,
13    "ZipPostalCode": "97224"
14  },
15  "Purchaser": {
```

Response:

```
1 {
2   "UserId": null,
3   "OrderType": "Card/Certificate Sale",
4   "Id": "d05f81a7-311e-4b0f-b04e-0f40112b718",
5   "SubmittedOrderItemGiftCards": [
6     {
7       "GiftCardId": 10000000,
8       "GiftCardStatus": "Activated",
9       "Token": "5c5q551a0uwr-j014_TzKzy5B0PMSuQ6J7wT",
10      "Amount": 10,
11      "GiftCardImageUrl": "https://api.giftango.com",
12      "GiftCardUrl": "https://www.ycdelivery.com/Cert/T2/cert_myCertificate.asp",
13      "BrandId": null,
```

Last Word...



- Many LaunchPoint partners currently have webhooks integrations.
- Webhooks program library is coming!
- You too can be a webhook for Halloween.



Thank you!