

# What are WEBHOOKS? Ultimate Beginner's Webhook Masterclass

Claudia Cafeo & Sahil Khosla

Jeff Bezos pushed APIs at Amazon in 2005.

He had the foresight to know the importance of having data available & accessible.

APIs are necessary when you have different tools that need to talk to each other.  
- sometimes built-in sometimes need to be built  
↳ All these integrations are APIs!

Teams & products need to talk to each other without needing to request data from a different team.

API SIMPLIFIED  
~ connectors & plugs that transfer data from one place to another

BUT WHY?

because otherwise your tools are siloed, and just one tool won't be able to do everything

## WHAT ABOUT WEBHOOKS?

Let's Demystify them!

↳ first: Blogs & newsletters

### NEWSLETTER

1. you like a newsletter
2. you subscribe
3. you forget about it
4. you get notified

~ more convenient!

This process is a push or push method. It notifies you, the information comes to you.

APIs are CRITICAL

### BLOG

1. you have blog you like on a website.
2. bookmark URL
3. visit URL
4. keep checking & refreshing
5. finally a new blog

~ you have to go check yourself & have no way of knowing when there is new content

this process is a pull or polling. You are pulling data from the website & polling or checking multiple times until you get what you want.

## APIs & Webhooks:



API = you have to check for information  
~ you are checking to see if there is new information to pull.

Webhook = when new information occurs it is pushed to you

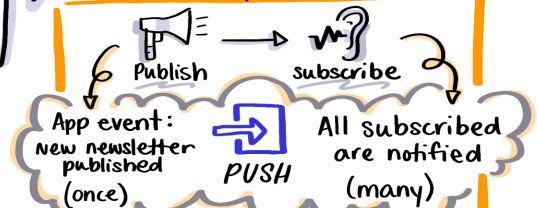
## What really is a webhook?

- subset of an API
  - light weight API
  - one way sharing
  - triggered by events
  - sends info to you
  - enables applications to share data
- ~ turns web into something greater than the sum of its parts!

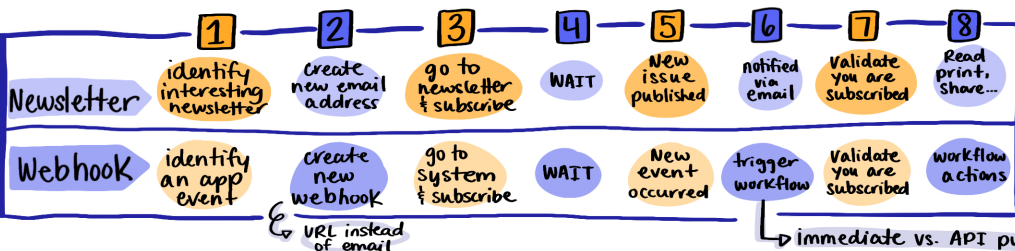
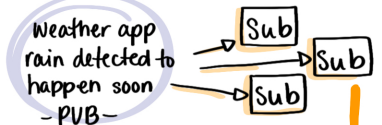
Apps can subscribe to events by other apps

like subscribing to a newsletter

### PubSub - publish & subscribe



another example:  
like when you are notified it will rain in 10 minutes



# What are WEBHOOKS? Ultimate Beginner's Webhook Masterclass

Plainly put...

**API** - person who wants the data has to get it himself

tries to pull on a set schedule

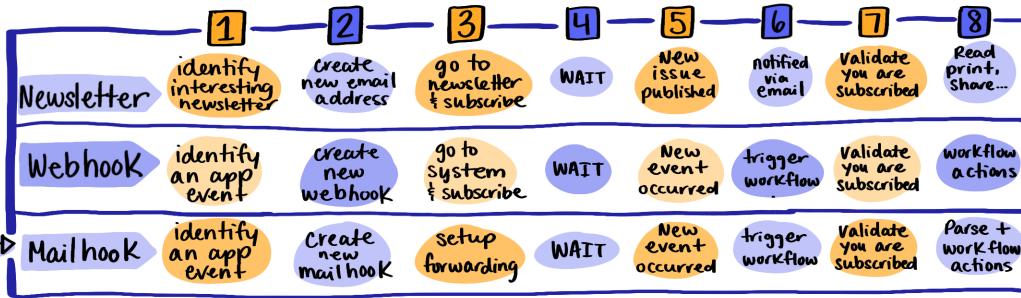
**Webhook** - person who wants the data gets it whenever it's available

Pushed automatically

What about Mailhooks?

Webhooks/APIs - communication over HTTP  
Mailhooks - communication over email

You email me whenever there is a new event



**Webhook/APIs**

- ↳ data comes in a JSON or XML format
- ↳ Read JSON data, read the object & content

**Mail hook**

- ↳ HTML or plain text format as the body of the email
- ↳ requires parsing to identify the data you are interested in

Video YouTube Timestamp - 20:15

**DEMO:** Sahil uses "Make" → [webytica.com/start](https://www.webytica.com/start) can help you set this up

- Using "Make" a webhook is created easily
- automatically the webhook URL
- Sahil goes to Postman App, plugs URL from "Make"
  - ↳ pushes button
  - ↳ back on "Make" it shows the push button event occurred
- Then the workflow would begin. The workflow is set up in "Make" → many options
- Sahil shows it triggering Slack message
  - ↳ this be if the button push was a new order then a slack message pops up stating a new order came in with items & amount
- In "Make" you can test it by clicking "Run Once"

**Q & A:**

- Zapier - works the same; however webhooks are only available on certain tiers
  - ↳ "Make" they are available on all tiers
- What about platforms not yet integrated with Zapier or "Make"?
  - ↳ usually you can get it to work
  - ↳ but if not... you can use an email notification as the trigger for the workflow
    - ↳ mail hook
    - ↳ auto forward email to "Make" to trigger workflow
- App that doesn't have a spot for URL like Postman?
  - ↳ if the system supports webhooks there will be a place
  - ↳ if not make an API call with the URL - basically subscribe
  - ↳ if no webhooks are supported, mail hooks or try a different app

**Q & A continued...**

- Tips on parsing when using a mail hook
  - ↳ there parsers in Zapier & "Make"
  - ↳ use an extra step called Mail Parser
    - ↳ there's an HTML Parser & text parser
  - ↳ takes time to get it just right
- What happens when there's an error?
  - ↳ "Make" pauses & cues everything then sends you a notification so you fix it