Echobot Webhooks Integration Guide

1 - Definition and requirements

Generally speaking, webhooks are user-triggered HTTP callbacks to a remote system. They are usually triggered by some event, such as a user clicking on a button, or a comment being posted to a blog, or similar.

When that event occurs, the source site makes an HTTP(s) request to the URI configured for the webhook. Administrators or users can configure them to cause events on one site to invoke behaviour on another. The action taken may be anything. Since they use HTTP(s), they can be integrated into web services without adding new infrastructure.

At Echobot, we provide various webhooks that can call back to your system when a user that is part of your account performs some action.

Note: Our system communicates these actions via a HTTPS post to your system (HTTP ist not supported), that includes a JSON body with information about the event that was triggered by the user.

Your system needs to be able to receive POST data (for example, via a script on your web page) and have a valid SSL certificate. If you need to get a free SSL certificate for that purpose, see Let's Encrypt.

Webhooks are only available for customers with at least five user licences.

2 - Available webhooks

2.1 - Echobot CONNECT

For CONNECT, there are currently two webhooks available: **Company data synchronization** and **Employee data synchronization**.

Administrators of a CONNECT account can configure these by going to **Settings -> Data Interfaces**. Click on **Create new webhook**, then give it a name, select the type of information your want (**Companies** or **Employees**), input the target URL, and click on the **Create** button to activate the webhook.

If you want, you can assign thwe webhook to a particular user by selecting the user in the **For** field. If you do not select a user, by default it will be available to all users.

NOTE: Activating these webhooks will add a synchronization button next to the existing export/download buttons (for companies and employees). All data sent via webhooks will count towards a user´s export quota.

2.1.1 - Iframe considerations

When embedding CONNECT via Iframe into your system, webhooks support the following additional CONNECT HTTP-GET parameters for the Iframe URL:

customId: A string that allows you to map the data received from the webhook POST to your data backend. This could be an ID that represents your internal database record.

userId: The user ID (E-Mail address) of the user that should be logged in to the CONNECT application.

accountSecret: The general account shared secret you have been provided for the Iframe integration.

Example URL:

```
https://connect.echobotsales.de/?userId=email@domain.com&accountSecret=
TheAccountSecretKey&customId=1234
```

2.1.2 - Company data synchronization format

The JSON posted to your URL endpoint will be as follows:

```
{
  "data": {
    "id": "1MOJpMdYml",
    "completenessScore": 88,
    "legalForm": "GmbH",
    "lastUpdateDate": "2020-08-24T21:02:02Z",
    "companyName": "Echobot Media Technologies GmbH",
    "street": "Südendstraße 52",
    "streetName": "Südendstraße",
    "streetNumber": "52",
    "zip": "76135",
    "location": "Karlsruhe",
    "country": "Deutschland",
    "url": "http://www.echobot.de",
    "email": "service@echobot.de",
    "phone": "+49 72150057501",
    "fax": "+49 72150057209",
    "registerStatus": "active",
    "registerId": "HRB711540",
    "registerLocation": "Mannheim",
    "nameAlternatives": [],
    "vatId": "DE276265194",
    "EBID": "2500820520453",
    "industryCodes": [
      "62",
      "6201",
      "62019"
    ],
    "foundedYear": 2011,
    "employeeSize": "11-100"
  },
  "metadata": {
```

```
      "customId": "1234",
      "userId": "test@echobot.de"
    }
  }
```

2.1.3 - Employee data synchronization format

The JSON posted to your URL endpoint will be as follows:

```
{
  "data": {
    "id": "qO4NA4PBom1",
    "salutation": "mr.",
    "gender": "male",
    "title": "",
    "firstName": "John",
    "lastName": "Doe",
    "email": "bastian.karweg@echobot.de",
    "emailGuessed": "calculated",
    "position": "Geschäftsführer",
    "department": "Management",
    "hierarchyLevel": "Top-Management",
    "mobile": null,
    "phone": "+49 721 50057501",
    "fax": "+49 721 50057209",
    "lastSeenDate": "2020-08-24T13:39:08+02:00",
    "sources": [
      {
        "type": "Xing",
        "url": "https://www.xing.com/profile/John_D_Doe1"
      },
      {
        "type": "LinkedIn",
        "url": "https://www.linkedin.com/in/johnddoe1"
      }
    ],
    "company": {
      "companyName": "Echobot Media Technologies GmbH",
      "streetName": "Südendstraße",
      "streetNumber": "52",
      "id": "1MOJpMdYml",
      "zip": "76135",
      "url": "www.echobot.de",
      "country": "Deutschland",
      "location": "Karlsruhe",
      "street": "Südendstraße 52"
    }
  },
  "metadata": {
    "customId": "1234",
    "userId": "test@echobot.de"
```

```
    }
  }
```

NOTE: There will be a separate webhook call to your server for each of the contacts selected by the user for sending via webhook.

3 - Contact

If, at any time, you need more help or have questions about the integration, do not hesitate to contact our support team.