

Create a Webhook



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

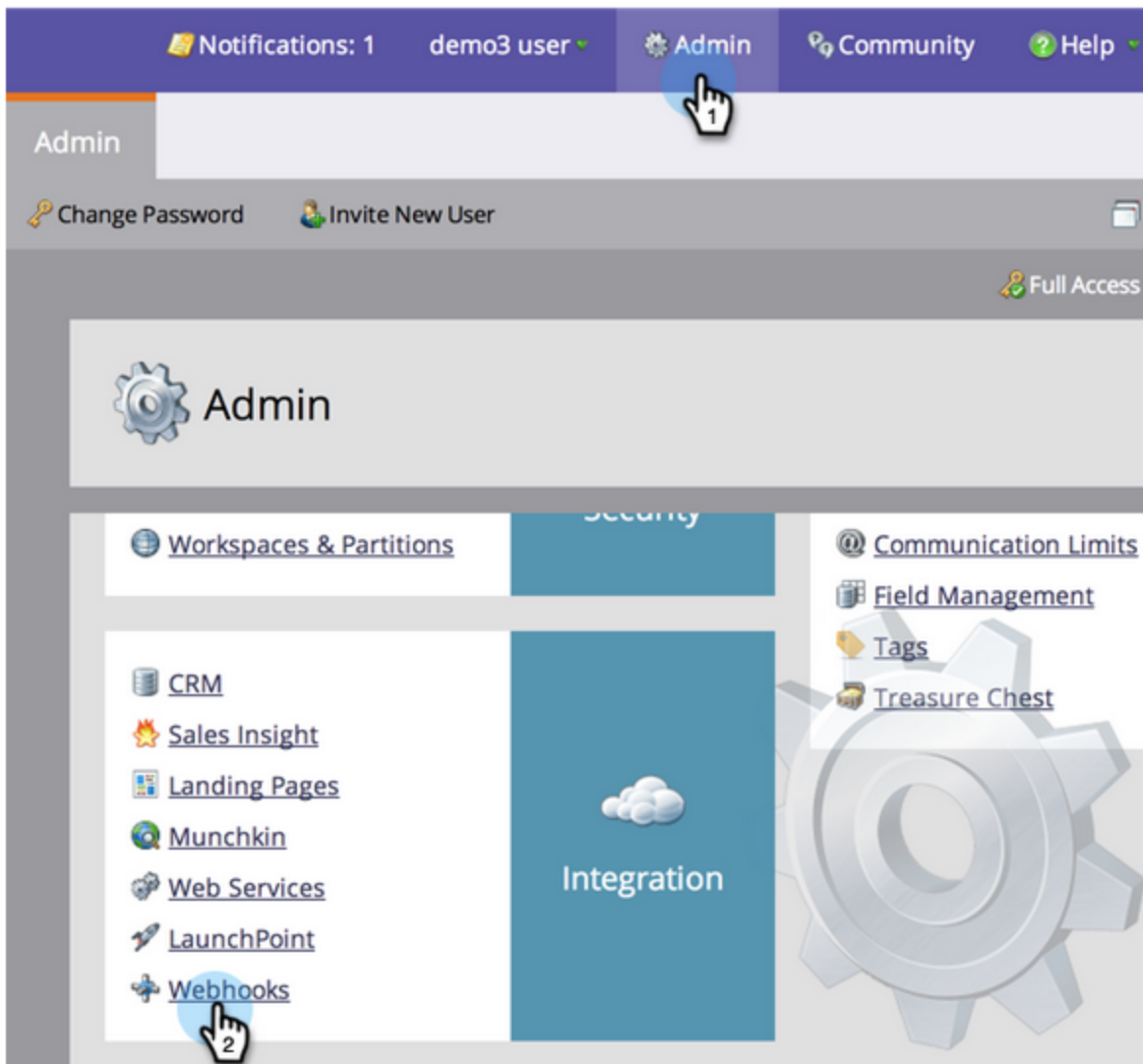
Use webhooks to take advantage of third-party web services to send text messages, expand person data, and more.



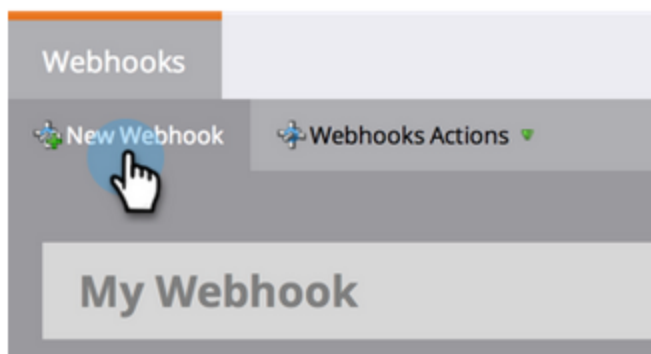
Availability

Not all customers have purchased this functionality. Contact your sales rep for details.

1. Go to **Admin** and click **Webhooks**.




2. Click **New Webhook**.




3. Name and configure your webhook.

New Webhook ✕

Webhook Name: * 



Description:

URL: * 


Request Type: *

Template:

Request Token Encoding:

Response type:
 
 

Note



This often includes entering your third-party service credentials as a URL parameter, or in the POST template.

- **URL:** Enter the URL you use to POST your request to the web service. To insert a token, such as the person's email address (`{{lead.EmailAddress}}`), in your request, click **Insert Token**.
- **Template:** If you wish to transmit information in the body of the POST, enter the template. Use any data format that supports HTTP POST, including XML, JSON, or SOAP. To insert a token in your template, click **Insert Token**.
- **Request Token Encoding:** If the token values include special characters (such as an ampersand, '&'), indicate the format of your request (**JSON** or **Form/Url**).
- **Response type:** Select the format of the response you receive from the service (**JSON** or **XML**).

4. Click **Create**.

New Webhook ✕

Webhook Name: *

Description:

URL: * INSERT TOKEN

Request Type: *

Template: INSERT TOKEN

Request Token Encoding:

Response type:

Deep Dive

Learn more in the [webhooks](#) deep dive.