How to Send WalkMe Event Data to 3rd Party Systems Using Webhooks

Brief Overview

Make data-driven decisions in real-time or trigger experiences on the spot by creating and customizing **webhooks** (AKA callbacks) to send WalkMe Event data to 3rd party systems you use to trigger specific outcomes.

Webhooks deliver real-time WalkMe Event information to your system of choice, triggered by the event itself. This means **you receive information with no delay,** so your teams can take immediate action on time-sensitive information.

Webhooks can be used to add WalkMe Event data into your analytics / BI tool, or to trigger 3rd party APIs. Now when a user clicks on a ShoutOut, you can add them to an email list in your email marketing system, or when they respond to an NPS survey you can have an instant notification sent to a Slack channel. With webhooks, WalkMe can be built directly into your workflows, with no R&D effort.

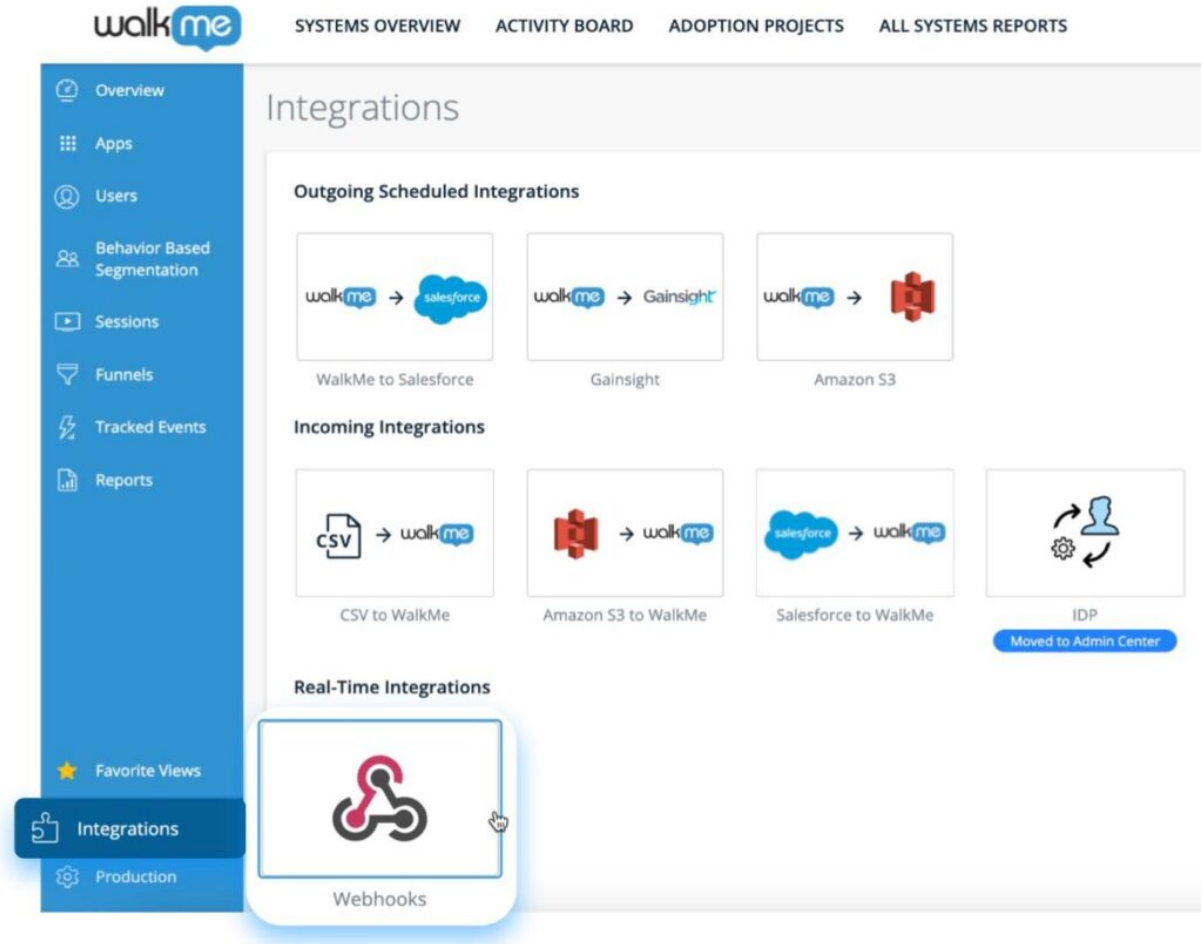
To learn more about webhooks, please refer to the following article: *What Are Webhooks?*

Use Cases

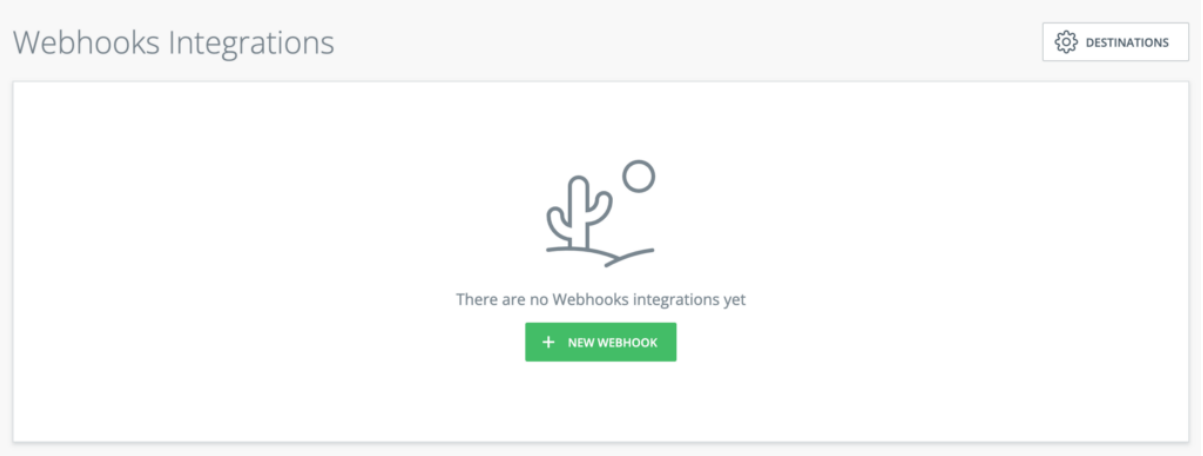
- Integrate WalkMe Event data into your analytics BI tool
- Add users to an email list directly when a user engages with WalkMe
- Instantly send notifications directly to Slack channels after users take action

Steps For Sending WalkMe Data Using Webhooks

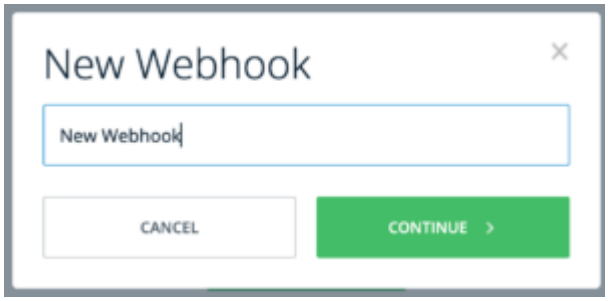
1. Go to the **Integrations** page in **Insights** at **insights.walkme.com**
2. Click **Webhooks** under **Real-Time Integrations**



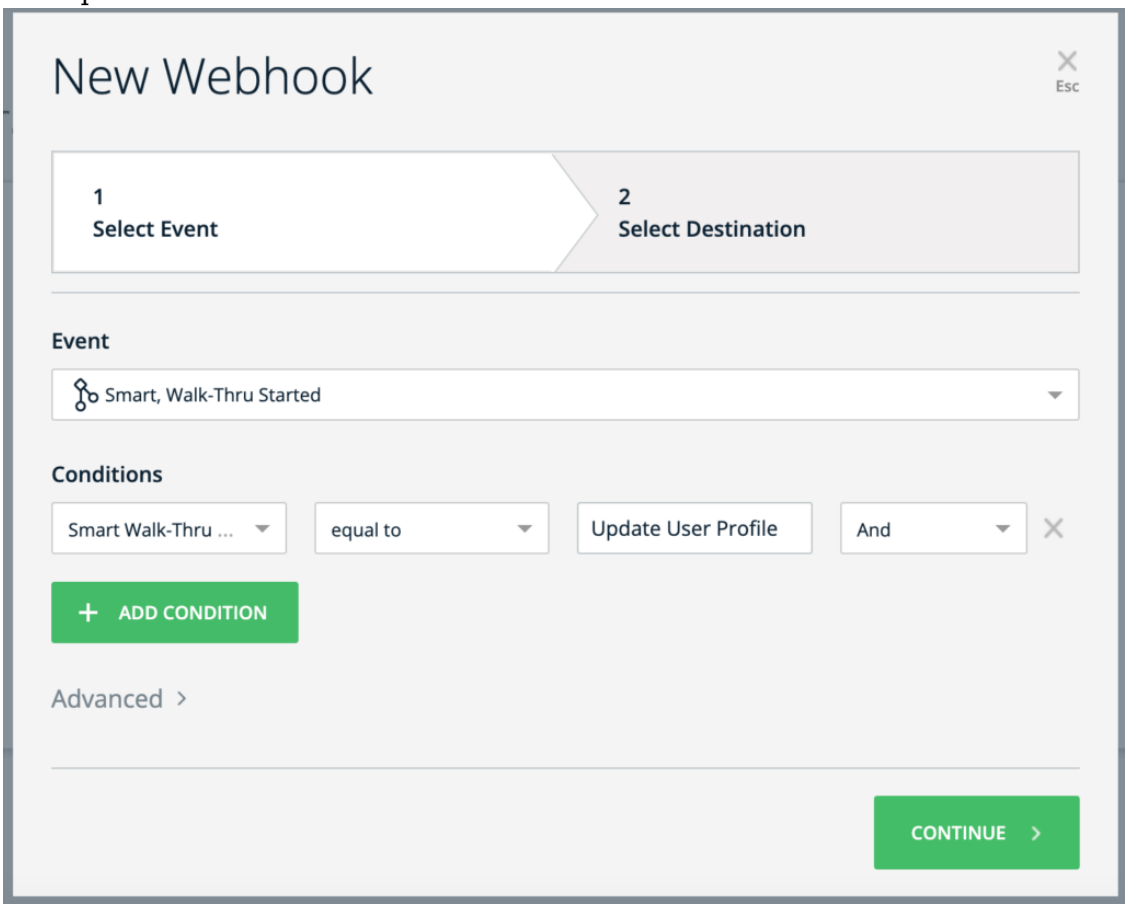
3. Click **+ NEW WEBHOOK**



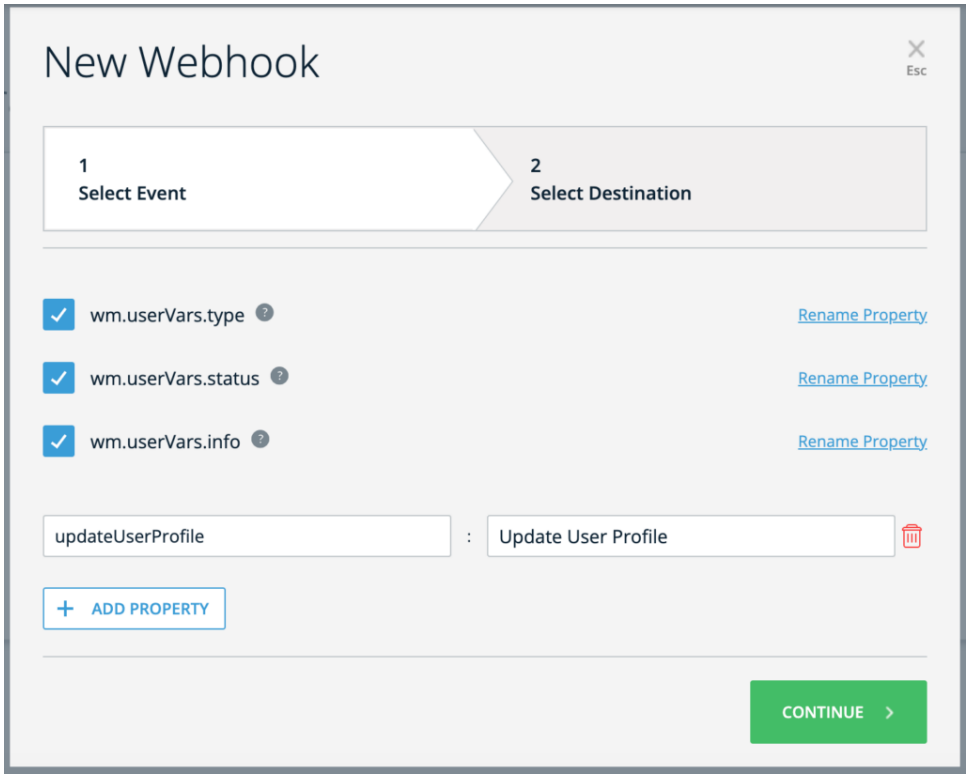
4. Give your webhook a name and click **CONTINUE**



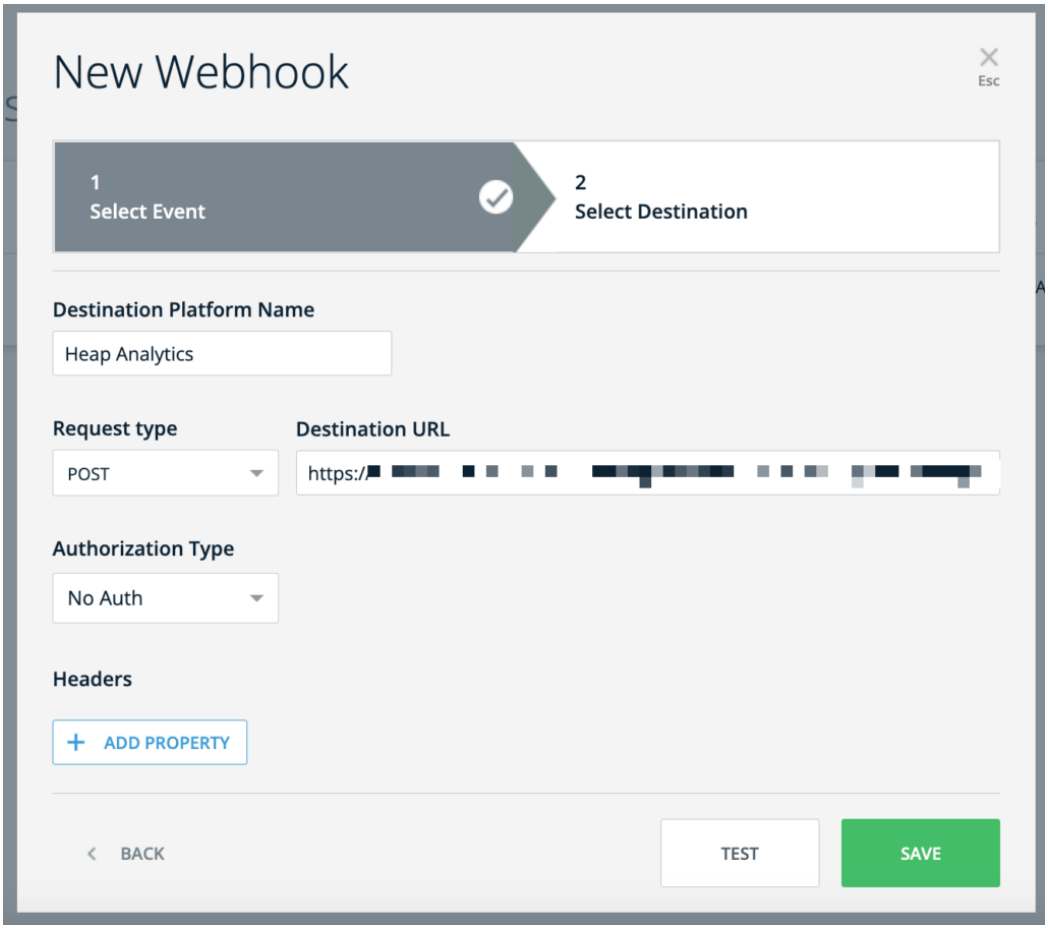
5. Enter the webhook event details
    1. Select a WalkMe Event from the **Event** dropdown
    2. Add optional conditions



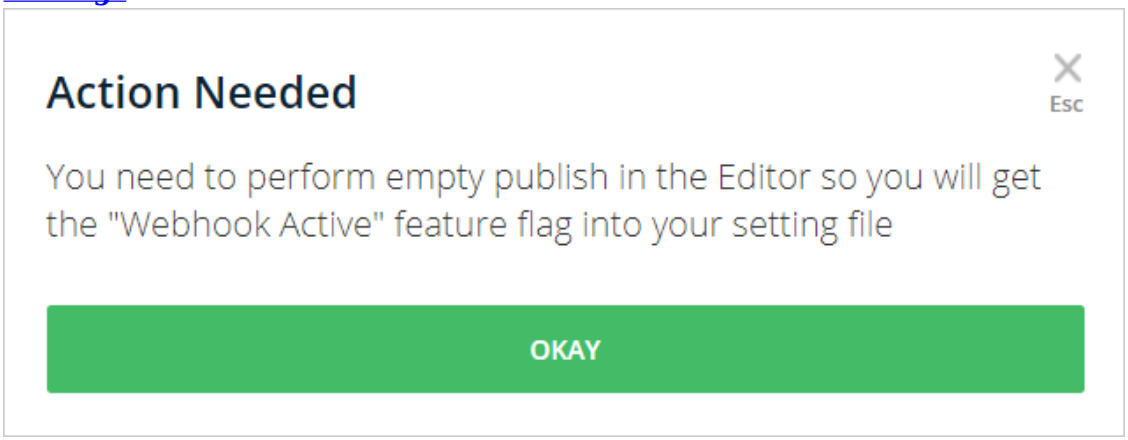
    3. In the **Advanced >** dropdown section you can specify which properties of your chosen event you want to
        - You can rename properties to match the destination system's expected attributes.
        - If you do not rename them, these are the values you will receive in the webhook call.
        - You can also set additional static properties to send alongside the webhook call using the **+ ADD PROPERTY** button.
            - No spaces are allowed in the property name.
            - We recommend separating words using "_" or camelCase.



6. Click **Continue**
7. Enter the webhook destination details
    1. Enter the **Destination Platform Name**
        - This is the 3rd party platform where you want the event data sent, for example, Heap Analytics, Mixpanel, or Google Analytics
    2. Enter the **Request Type** and **Destination URL**
        - These specify how to perform the webhook call and to where
        - These details can be found in the destination system's API documentation
    3. Select an optional **Authentication Type**
        - Consult the destination system's API documentation to understand if this is necessary
        - WalkMe supports the following authentication methods:
            - **No Auth**
            - **Bearer Token:** Requires a token
            - **Basic Auth:** Requires a user name and password
            - **OAuth 2.0**
    4. Enter any optional **Headers** using the **+ ADD PROPERTY** button
        - These are the values required to perform the webhook call
        - Consult to the destination system's API documentation to understand if this is necessary



8. Click **Save**
9. You will be prompted to perform a settings publish in the Editor
    - This step is necessary only for the first webhook you create
    - To learn more, please refer to the following article: **How to Publish Global Settings**

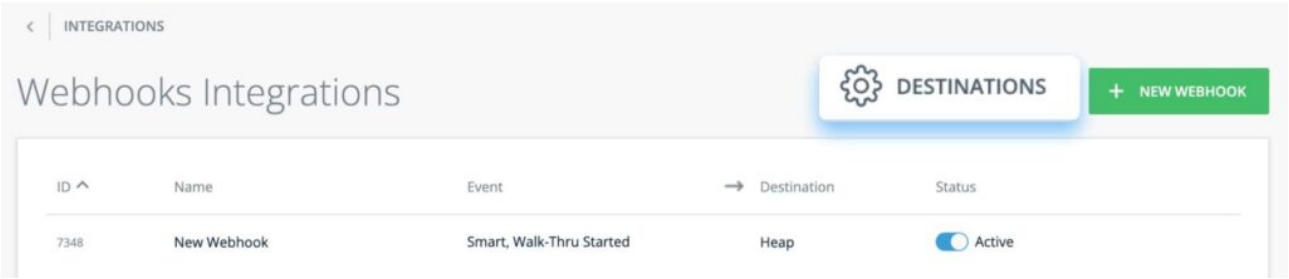


To verify that you've successfully configured the webhook, follow these steps:

1. Enter your application

2. Perform the event the webhook is tracking
3. Check that the destination system you've configured receives the webhook call and executes the desired outcome

Tip: You can manage your destinations in the Destinations page.



List of Available Events

The below table displays all options available for creating webhook events:

Group	Name	Description
Smart Walk-Thru	Smart Walk-Thru Step Played	Receive Events with a specific Smart Walk-Thru Step
	Smart Walk-Thru Goal Reached	Receive events with Goals you've set to a Smart Walk-Thru
	Smart Walk-Thru Started	Receive events where a Smart Walk-Thru was shown to the User
	Smart Walk-Thru Failed	Receive events for Smart Walk-Thrus that failed to start
Launcher	Launcher Clicked	Receive events where a user clicked on a Launcher
Onboarding	Onboarding Task Completed	Receive events where a specific Onboarding Task was completed

ShoutOut	Shoutout Action Clicked	Receive events where a user clicked on a Shoutout
	Shoutout Dismissed	Receive events when Shoutout Dismissed
	Shoutout Goal Reached	Receive events when Goals you've set to a Shoutout
	Shoutout Shown	Receive events where a Shoutout was shown to the User
SmartTip	SmartTip Message Shown	Receive events where a SmartTip message was shown to the user
	SmartTip Validation Error	Receive events where a SmartTip Validation rule was triggered
Survey	Survey Question Answered	Receive events where a user answered a specific question
	Survey Dismissed	Receive events where a user started a survey but didn't submit it
	Survey Submitted	Receive events where a user submitted a survey
Menu	Menu Opened	Receive events where WalkMe's menu was opened
	Menu Search	Receive events where the search bar was used
	Menu Item Selected	Receive events where a search result was selected by the user
Shuttle	Shuttle Goal Reached	Receive events where a shuttle goal was reached
Resource	Resource Clicked	Receive events where a Resource was used
	Resource Goal Reached	Receive events where a resource goal was reached

TeachMe	TeachMe was visible	Receive events when a TeachMe course was visible
	TeachMe step started	Receive events when a TeachMe step started
	TeachMe Course started	Receive events when a TeachMe course started
	TeachMe course completion	Receive events when a TeachMe course was completed
	Quiz played	Receive events when a quiz was played
	Quiz submitted	Receive events when a quiz was submitted
	Quiz passed	Receive events when a quiz was submitted and passed
	Quiz failed	Receive events when a quiz was submitted and failed
Digital Experience Analytics (DXA)	Click/Tap	Receive events when an element of the site was clicked or tapped
	User Input	Receive events when an input field was interacted with.
	Page View	Receive events when a page of the site was viewed