Webhooks

An introduction to Webhooks

Webhooks allow you to communicate to another application that something happened in your MailUp account. It's a tool that programmers use to receive real-time information that allows for deep integration between applications. For example, MailUp could let a CRM system know that somebody unsubscribed.

Calls to URLs when even happens are nothing new in the programming world. What's special about a webhook is that webhooks are"

- **Customizable**: you can tell MailUp when to make that call, to which URL, and what parameters to include in the call
- **Smart**: if the receiving server does not respond successfully, MailUp will try again (over a 25 hour period, see detailed in the information box below)
- **Standardized**: the way information is provided to the receiving end (the "Callback URL") follows certain standards that make it predictable. The Web page that receives the call (the "Callback URL") can be programmed in any programming language.

ⓘ **Attempts retry schedule**

In case there is no successful handshake, the callback is repeated according to the following schedule:

- 3 times every 5 minutes
- 3 times every 15 minutes
- 3 times every 2 hours
- 3 times every 6 hours

Viewing existing Webhooks

To view webhooks that have already been set up on your account, select *Settings > Advanced settings > Developer's Corner > Webhooks.*

The system will display a list of webhooks for the different Lists in the account. Use the *Actions* menu to edit or remove a webhook, and click on *Add new webhook* to add a new one.

You can also view and edit list-specific webhooks, by selecting *Settings > List settings > Preferences > Webhooks.* Here you won't be able to view and edit all the webhooks that have been set up in the admin console, but only those related to the list you are currently in.

Related articles

- Adding and editing a webhook
- Webhook code sample