Account Webhooks: Receive Survey and Response Notifications

> This feature is available to enterprise customers. If you are interested, please contact us for more information!
>
> If you are an enterprise customer, Webhooks are only accessible to Account Administrators.

Account Notification Webhooks allow you to receive notifications regarding activity in your account via an HTTP POST to an external URL.

Webhooks are typically used by developers to register endpoints that will be notified when activities of their choosing take place. This allows for a more seamless integration with Alchemer that limits the need for repetitive polling of the API.

If you are looking to use Webhooks to send data to and from surveys visit our Survey Webhooks documentation.

Available account notifications

- Survey-create notification
- Survey-update notification
- Survey-publish notification
- Survey-close notification
- Response-received notification
- Response-received notification post processing (includes response ID)

Setup

> Your webhook endpoint must accept the connection request within 5 seconds and be able to receive the data within 30 seconds. If not complete after 30 seconds, the request will timeout and not be retried.

We recommend testing these notifications before you start sending data to your production endpoints.

1. To set up an Account Notification Webhook go to **Integrations > Webhooks**.
2. Enter your endpoint URL in the field below the notification/s you wish to receive.
3. Click **Save**.

Note: When the “force secure links” setting is enabled at the account level, this setting will require webhooks to utilize HTTPS for security purposes

Note: Alchemer requires webhook endpoints to use **HTTPS**. If you enter an `http://` URL, the system will reject the request as an **“Invalid or dangerous URL supplied,”** and no webhook will be sent. If your webhook isn’t arriving, this is often the reason.

Webhook Headers

Custom headers can be added to the account webhooks for security or other purposes. You can set up to three headers in total. When configuring these headers, the following character limitations apply:

Item	Length
Header Name	256 characters
Header Value	2048 characters

To add a header

1. Click the box next to **Enable request headers**
2. Enter request header value(s) and key(s)
3. Click **save**

Account Level Survey Notifications

Survey Create - The survey-create notification will post to the endpoint you specify when surveys are created. This includes newly created surveys, as well as, copied surveys created via the user interface or the API. See the below table for specifics about the data.

Survey Update - The survey-update notification will post to the endpoint you specify when surveys are updated. This includes the creation of or edits to questions, pages, actions, media elements, or translations made via the user interface or the API. See the below table for specifics about the data.

Survey Publish - The survey-publish notification will post to the endpoint you specify when share methods (link, email campaign, etc.) are created via the user interface or the API. The default survey share link is created when a user navigates to the share tab, which will fire the survey publish notification. See the below table for specifics about the data.

Survey Close - The survey-close notification will post to the endpoint you specify when a survey's

status is changed to Closed. See the below table for specifics about the data.

Trigger Fields	Description	Type	Available Webhooks
type	The trigger type: `survey` , `page` , `question` , `translation` , `theme`	string	survey update
id	The ID of the element that was changed (survey ID, question ID, Page ID, etc.)	integer	survey update
User Fields	**Description**	**Type**	**Available Webhooks**
id	Alchemer User ID	integer	survey create, survey update, survey publish, survey close
name	The username	string	survey create, survey update, survey publish, survey close
email	The user's login email address	string	survey create, survey update survey publish, survey close
Survey Fields	**Description**	**Type**	**Available Webhooks**
survey_id	Survey ID	integer	survey create, survey update, survey publish, survey close
survey_title	Survey title	string	survey create, survey update, survey publish, survey close
survey_status	The survey status: `Launched` or `Closed`	string	survey create, survey update, survey publish, survey close
survey_folder	Array with survey folder id and name	array	survey create, survey update, survey publish, survey close

Trigger Fields	Description	Type	Available Webhooks
survey_theme	Array with theme ID and the theme name	array	survey create, survey update, survey publish, survey close
teams	Object with teams that have access to the survey	object	survey create, survey update, survey publish, survey close
Account Fields	**Description**	**Type**	**Available Webhooks**
id	Alchemer Account ID	integer	survey create, survey update, survey publish, survey close
name	Account name as specified in the Contact Info under **Account > Summary > Account Overview**	string	survey create, survey update, survey publish, survey close
parent_id	Master Account ID	integer	survey create, survey update, survey publish, survey close
Survey Link Fields	**Description**	**Type**	**Available Webhooks**
id	Link ID	integer	survey publish
type	Link type: `link` or `email`	string	survey publish
name	Link name	string	survey publish
url	Link URL	string	survey publish

Example Response for Survey Notifications:

```
{
  "webhook_name": "On Survey Update",
  "trigger_context": {
    "type": "survey",
    "id": 1234567
  },
  "data": {
    "user": {
      "id": 12345,
      "name": "John Smith",
      "email": "john.smith@email.com"
    },
    "survey_id": 1234567,
    "survey_title": "My New Survey",
    "survey_status": "Launched",
    "survey_folder": [],
    "survey_theme": {
      "id": "68551",
      "theme": "My Custom Theme"
    },
    "teams": {
      "252692": {
        "name": "Team 1",
        "id": 252692
      }
    },
    "account": {
      "id": 33333,
      "name": "Alchemer",
      "parent_id": null
    }
  }
}
```


Account Level Response Received Notification

There are two types of Account Level Response Received Notifications.

- **On response received** - This account level response notification returns the response in real time as its received by Alchemer.
- **On response processed** (includes response ID) - This account level response notification returns the response after it's been processed by Alchemer so that it includes the ID which can be used to make further API calls. It also fires again when a completed response is edited and its data changes, and it includes the `is_initial_completion` and `response_data_changed` fields so you can tell these events apart.

The response received notification will post to the endpoint you specify when a completed or disqualified response is recorded via either normal survey taking or the API. See the below table for specifics about the data.

Response Fields	Description	Type
is_test	Flag for test data	boolean
session_id	Unique response session ID	string

Response Fields	Description	Type
account_id	Account ID	integer
survey_id	Survey ID	integer
response_status	Response status: `Complete` or `Disqualified`	string
url_variables	URL Variables passed as part of the response	array
response_id	Alchemer response ID. *This is only returned with the post-processing webhook.*	integer
is_initial_completion	`true` when this notification is for the response's first completion (the response status changes from Partial to Complete). `false` when it is for a later edit to a Complete response. *This is only returned with the post-processing webhook.*	boolean
response_data_changed	`true` when the submission changed any response data, for example an edited text answer, a changed radio button selection, or a newly checked checkbox. `false` when no response data changed. Always `true` when the response is first completed. *This is only returned with the post-processing webhook.*	boolean
Survey Link Fields	**Description**	**Type**
id	Link ID	integer
type	Link type: `link` or `email`	string
name	Link name	string
url	URL	string
Contact Fields*	**Description**	**Type**
Email	Contact email address	string
First Name	Contact first name	string
Last Name	Contact last name	string
Organization	Contact organization	string
Team	Contact organization	string
Group	Contact group	string
Role	Contact role	string
Phone (Home)	Contact home phone	string
Phone (Fax)	Contact fax phone	string

Response Fields	Description	Type
Phone (Work)	Contact work phone	string
Address	Contact address	string
Suite/Apt	Contact suite/apt	string
City	Contact city	string
State/Region	Contact state/region	string
Country	Contact country	string
Postal Code	Contact postal code	string
Job Title	Contact job title	string
Website	Contact website	string
Region	Region	string
Invite Custom 1-10	Invite Custom Fields 1-10	string

*Present only if share method is an Email Campaign.

When the On Response Processed Notification Fires

The On response processed notification fires in these cases:

- When a response is first submitted and its status changes from Partial to Complete. In this notification, `is_initial_completion` is `true` and `response_data_changed` is `true`.
- When a respondent returns to a Complete response through an edit link or Save and Continue link and submits a page that changes response data. In this notification, `is_initial_completion` is `false` and `response_data_changed` is `true`.

Navigating through a Complete response (clicking Next, Back, or Submit) without changing any answers does not fire the On response processed notification.

> **Note:** Clicking Next, Back, or Submit queues the response for processing; it does not send the notification immediately. If a respondent submits several pages in quick succession, those pages can be processed together and sent as a single notification. In that case, `response_data_changed` is `true` if data changed on any of the included pages.

Example Response for Response Received Notification:

```
{
 "webhook_name": "On Response Received",
 "data": {
  "is_test": false,
  "session_id": "1591213853_5ed7ff1d3b37d9.13571736",
  "account_id": 33333,
  "survey_id": 1264838,
  "response_status": "Complete",
  "url_variables": {
   "sguid": "bG0PQDHDyDDhEGvl"
  },
  "survey_link": {
   "id": 8004308,
   "type": "link",
   "name": "Default Link",
   "url": "www.alchemer.com/s3/4835933/Survey"
  },
  "contact": {
   "Email": "test@email.com",
   "First Name": "John",
   "Last Name": "Smith",
   "Organization": "Alchemer",
   "Division": "",
   "Department": "",
   "Team": "Sales",
   "Group": "",
   "Role": "Account Manager",
   "Phone (Home)": "",
   "Phone (Fax)": "",
   "Phone (Work)": "",
   "Address": "123 Main St",
   "Suite/Apt": "333",
   "City": "Boulder",
   "State/Region": "CO",
   "Country": "United States",
   "Postal Code": "12345",
   "Job Title": "",
   "Website": "",
   "Region": "CO",
   "Invite Custom 1": "1234567",
   "Invite Custom 2": "",
   "Invite Custom 3": "",
   "Invite Custom 4": "",
   "Invite Custom 5": "",
   "Invite Custom 6": "",
   "Invite Custom 7": "",
   "Invite Custom 8": "",
   "Invite Custom 9": "",
   "Invite Custom 10": ""
  }
 }
}
```


Example Response for Response Processed Notification:

```
{
 "webhook_name": "On Response Processed",
 "data": {
  "is_test": false,
  "session_id": "1792700000_6ada6e8adc1234.12345678",
  "response_id": 2,
  "account_id": 123456,
  "survey_id": 1234567,
  "response_status": "Complete",
  "is_initial_completion": false,
  "response_data_changed": true,
  "url_variables": {
   "snc": "1792700000_6ada6e8adc1234.12345678",
   "_iseditlink": "true",
   "slanguage": "English"
  },
  "survey_link": {
   "id": 26482381,
   "type": "link",
   "name": "Default Link",
   "url": "www.surveygizmo.com/s3/1234567/Alchemer-Survey"
  },
  "contact": []
 }
}
```


Test Account Webhooks

There are a number of third-party tools available for testing your Webhook, including Webhook Tester and Mockbin. We have highlighted testing with Webhook Tester below.

1. Go to the following link: https://webhook.site/#/.
2. A unique URL will be automatically generated for you when you enter the site. Click the copy button to the upper right to copy your unique testing URL to your clipboard. *Note: Do not use the link in the image, it is a unique link that was created for our particular instance, it will not work for you.*

3. Go to your Account Webhooks via **Account > Integrations > Webhooks**.
4. Paste your unique Webhook Tester URL into the Account Webhook that you want to test.
5. Save your Webhooks and perform one of the associated tasks to trigger the Webhook. For example, to test the **On Survey Create** webhook, create a survey.
6. To view the results that get posted, return to Webhook Tester. Each time a new response is submitted it will appear in your request list in the left menu. Click it to review the request details.

FAQ

How will Account Webhooks work in Master/Sub Accounts?

Account Webhooks are only available at an account level. So, Account Webhooks set up in a master account will only send notifications regarding activity in the master account. If you wish to receive notifications of activity in your sub accounts you can log in to your sub accounts and set up AccountWebhooks there to do so.

`{survey_link}`

Related Articles