

Zoho CRM Integration for Alchemer Workflow Initiator

Overview

[Zoho CRM](#) is a cloud-based customer relationship management platform used to manage leads, contacts, deals, automation workflows, and integrations across business teams. Zoho CRM supports outbound webhooks, allowing organizations to push real-time event notifications (record creation, updates, workflow rule triggers, and more) to external systems.

The Alchemer integration with Zoho CRM allows Zoho to send webhook payloads to initiate an Alchemer workflow. When a Zoho CRM webhook fires, Alchemer captures the full JSON body and starts a new workflow run—making it easy to automate downstream actions, data handoffs, and follow-up systems without manual intervention.

Common uses for the Alchemer Zoho CRM integration

- Trigger a workflow whenever a record is created or updated in Zoho CRM
- Start workflows based on Zoho CRM workflow rules or custom automation events
- Capture full Zoho CRM JSON payloads for routing, branching, and decision logic
- Automate notifications or follow-ups based on CRM activity

What can the Alchemer Zoho CRM integration do?

- [Webhook listener](#)

You will need

- A Zoho CRM account with permission to create webhooks (Setup → Automation → Actions → Webhooks).
- An Alchemer plan that includes integrations with Workflow and the Integration Manager permission enabled.
 - [Contact us](#) if you are unsure if your plan includes integrations.

Setup Alchemer Zoho CRM integration in Workflow

Zoho CRM | Webhook Listener

You will need:

- A Zoho CRM webhook pointing to the Alchemer Workflow Listener URL.
- The ability to configure Zoho CRM Automation rules (if triggering via workflow rules).

Configure the action

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1. Open your workflow in **Workflow Builder**.
2. On the **Select Initiator** popup, choose the **Zoho CRM** initiator.
3. Select **Zoho CRM | Webhook Listener**.
4. **Zoho | Webhook settings**:
 - a. Copy the **Listener URL** displayed in the initiator and paste it into your Zoho CRM webhook configuration.
 - b. Add JSON parameters you will be sending to Alchemer via your Zoho outbound webhook
 - c. Add any optional data
5. Save the action.

What data Alchemer receives

Zoho CRM webhooks send **raw JSON**. Alchemer stores every key/value pair as metadata for use in workflow logic and piping.

Example payload:

```
{
  "Contact_ID": "123456789",
  "Email": "test@example.com",
  "service_complete": "Yes",
  "Last_Name": "Testerson"
}
```

You can reference any field you pass in your Zoho webhook using metadata merge codes in Workflow steps.

Status codes

- 200: Successfully received webhook payload from Zoho CRM
- 400: The webhook payload was invalid or missing required fields

Testing and Troubleshooting

Testing and Validation

How to test

- Trigger a Zoho CRM webhook by performing the selected action (e.g., create or update a

record).

- Monitor workflow runs in the **Monitor** tab.
 - Each webhook event should create a new run.
 - Click a run to inspect the full JSON payload.

How to verify results

- Add a Send Email action with metadata enabled to see the exact webhook fields received.
 - Confirm that each Zoho CRM event correctly initiated a workflow run.
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Monitoring Integration Activity

Where to find logs

- Go to the **Monitor** tab.
- Open an individual workflow run to see all inputs provided by Zoho CRM.

What logs display

- The full JSON webhook payload
 - Outputs and status returned by workflow actions
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Troubleshooting

Authentication or Listener issues

- Zoho CRM webhook URL not pointing to the correct listener
- Webhook disabled in Zoho CRM automation settings
- Listener URL copied incorrectly

JSON payload issues

- Zoho CRM sends unexpected field names
- Webhook is configured to send XML instead of JSON
- Missing required values for workflow logic

API or routing errors

- Zoho validation failures or disabled automation rule
 - Malformed JSON sent from custom functions
 - Rate-limiting or throttling from Zoho CRM
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FAQs

What permissions do I need?

Integration Manager in Alchemer and access to Zoho CRM webhook configuration.

When does the integration run?

Immediately when Zoho CRM fires the webhook.

Why isn't my workflow triggering?

Check the Monitor tab for webhook errors, disabled webhooks, or malformed JSON from Zoho CRM.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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