

Webhooks: Send Direct Mail

A Webhook is a way to setup a program that constantly listens for updates (i.e. when a campaign is run, an email is sent, an attribute is changed). Webhooks are essentially HTTP callbacks that allow you to send a “payload” (i.e. xml, json) of data to a URL.

This guide will show you how to create a Webhook that sends direct mail to a Marketo Lead using Lob’s printing and mailing service.

Step 1

Sign up for a Lob Account (www.lob.com). You’ll be able to see the products (postcards, letters, check, etc.) that we offer on our website.

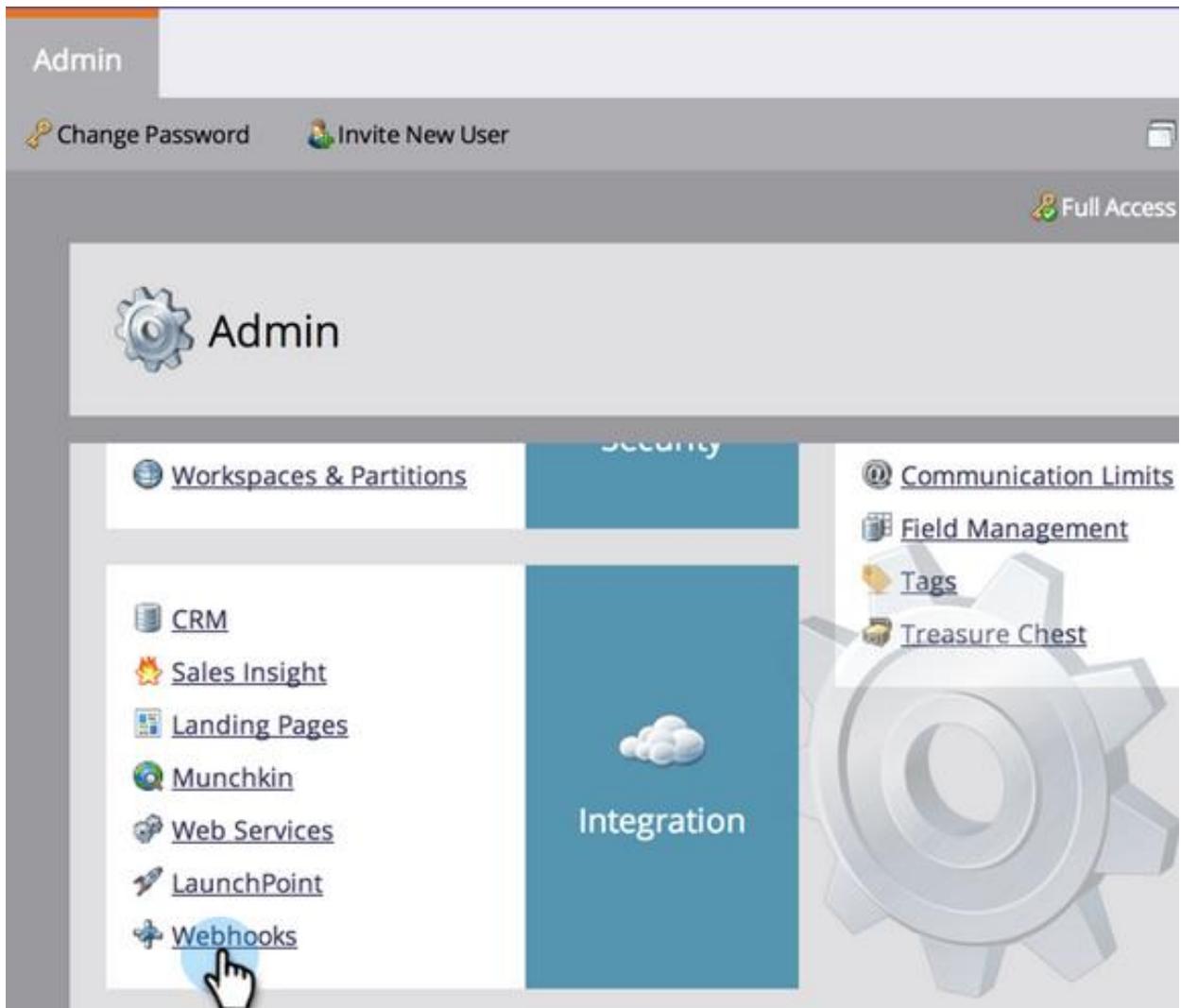
Step 2

Navigate to the **Admin** section in your Marketo account.



Step 3

Select **Webhooks** from the menu as shown below.



Step 4

Click **New Webhook** from the menu as shown below.

Webhooks

 New Webhook

 Webhooks Actions 

Step 5

You will need to get the API key specified in your Lob account. You can find that here: <https://dashboard.lob.com/#!/settings/keys>.

Use the **TEST API Key** to test out the integration. You will need to verify your email and add a form of payment to send live mail pieces. Once you are ready to send out mail pieces, use your **LIVE API Key**.

New Webhook ×

Webhook Name: *

Description:

URL: *

Request Type: *

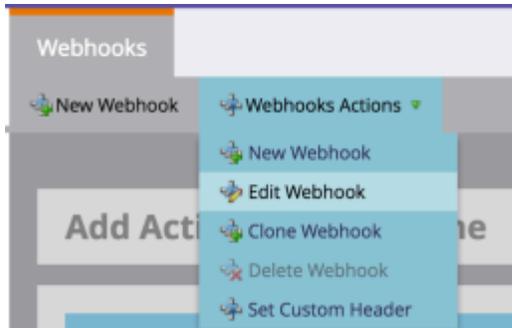
Template:
}

Request Token Encoding:

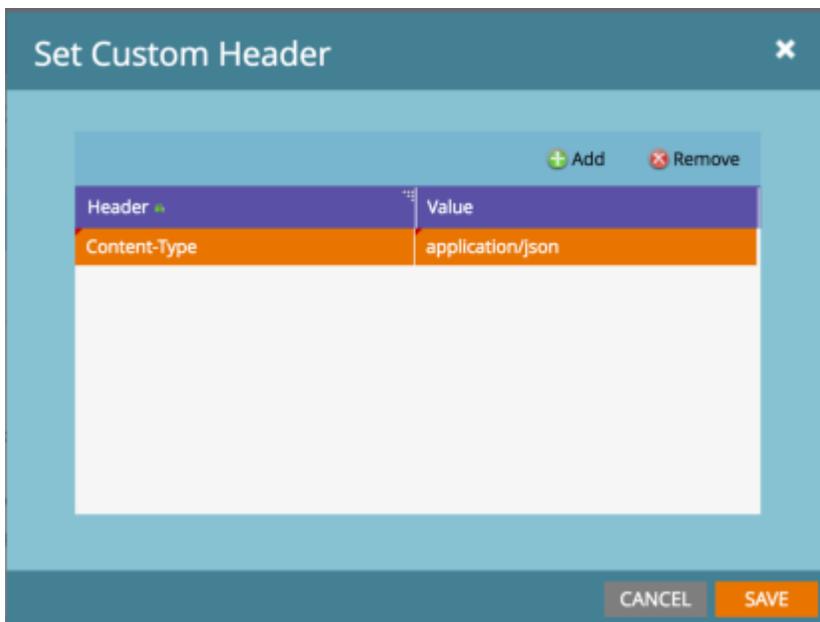
Response type:

Step 5 (Continued...)

Go to Webhook Actions > Set Custom Header



Set the Header section to be “Content-Type” and the Value section to be “application/json”. This will ensure the data gets encoded to our API correctly.



Step 6

Enter the Webhook details as defined in the below screenshot. A powerful feature of Webhooks is that you can include tokens and customizations as a part of the URL or message.

Replace the **[API_KEY]** with the API key you selected in Step 5. The next page has the sample data that you can plugin to the **URL** and **Template** fields.

URL

```
https://[API_KEY]:@api.lob.com/v1/letters
```

Template

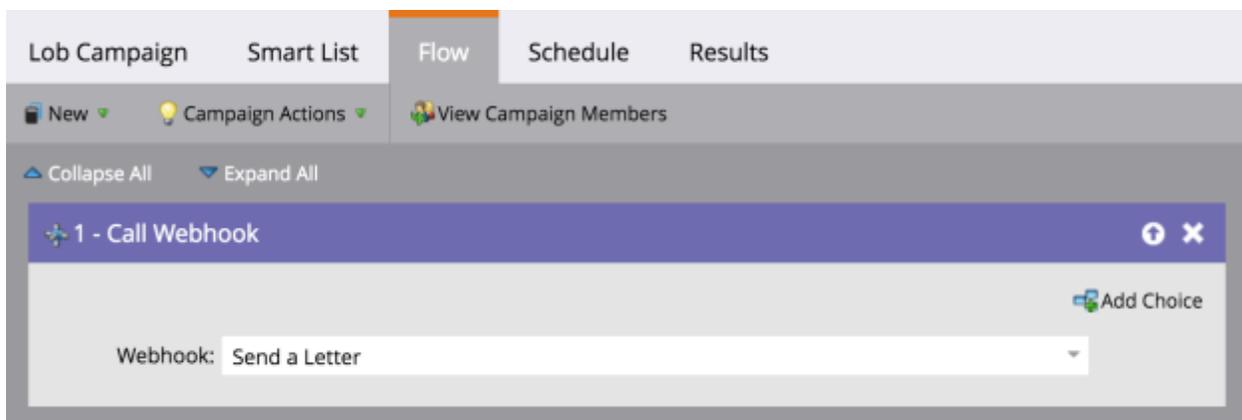
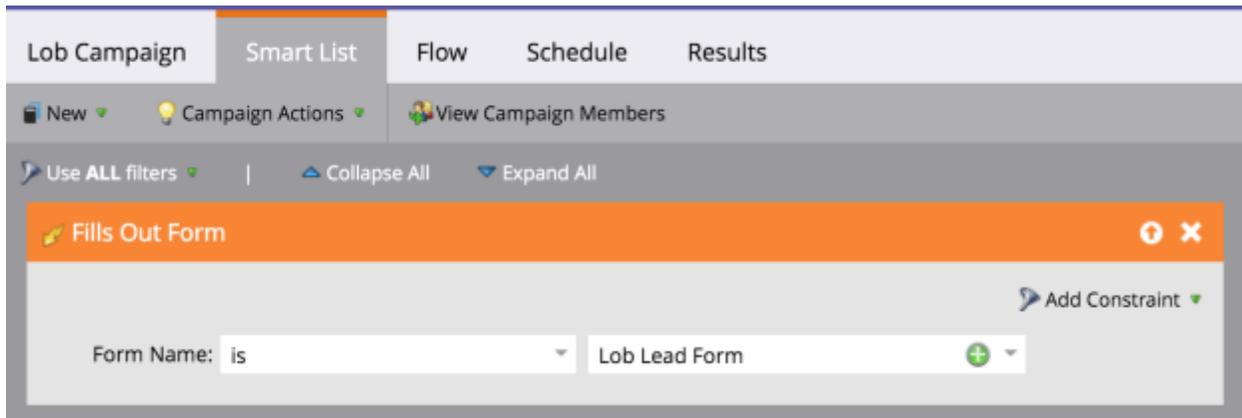
```
{
  "description": "{{campaign.description:default= }}",
  "to" : {
    "name": "{{lead.Full Name:default=Resident}}",
    "address_line1": "{{lead.Address:default=edit me}}",
    "address_city": "{{lead.City:default=edit me}}",
    "address_state": "{{lead.State:default=edit me}}",
    "address_zip": "{{lead.Postal Code:default=edit me}}",
    "address_country": "{{lead.Country:default=edit me}}"
  },
  "from" : {
    "name": "Lob",
    "address_line1": "185 Berry Street Suite 6600",
    "address_city": "San Francisco",
    "address_state": "CA",
    "address_zip": "94107",
    "address_country": "US"
  },
  "file": "<html> Hi {{lead.Full Name:default=Resident}}</html>",
  "color": "true"
}
```

The format for the **template** is known as JSON. You can add tokens from Marketo for the different fields.

The example above is for our letters API. The available products and their parameters (**templates**) are shown in our documentation: www.lob.com/docs.

Step 7

Now you'll be able to create a program/campaign in Marketo to send direct mail with Lob. In the example below we created a Landing Page / Form that sends out a letter when it is filled out.



Step 8

You'll be able to see the sent letter activity in the dashboard: <https://dashboard.lob.com>.

The screenshot displays the Lobe dashboard interface. On the left is a navigation sidebar with sections: GENERAL (Dashboard, Address Book, Address Verification), POSTCARDS API (Postcards), LETTERS API (Letters), and CHECKS API (Bank Accounts, Checks). The 'Letters' option is highlighted. The main content area shows 'LIVE ENVIRONMENT' in a dropdown, a search bar, and the identifier 'ltr_b6d9fc2b2234efaa'. The central focus is 'Test Letter' with a red envelope icon and a progress bar labeled 'Delivered:' with four green dots. Below are two preview boxes: one for a letterhead and another for a letter body with a return address.