

Your Customer Data, Working Everywhere.

With Webhooks, customer data no longer lives in a silo.

Using Webhooks, Hook can now send real-time signals directly to the tools your team already relies on: Microsoft Teams, Zapier, Slack, HubSpot, and more. If it has a webhook URL, Hook can send to it. No exports. No manual updates. No lag. The moment something changes, everything that needs to know, knows. Your data can now work harder, outside of Hook.

How Are Customers Using Webhooks?

SEND REAL-TIME ALERTS TO YOUR TEAM



When a customer hits a risk threshold or health score drops, the right person is notified instantly, so your team can always act at the right moment.



Post to a Microsoft Teams channel



Send a Slack notification



Trigger a PagerDuty incident

TRIGGER TASKS AUTOMATICALLY



Turn product signals into actions. When a customer enters a critical segment, their details are sent where your wider team needs them, no manual exports required.



Start a Zap in Zapier



Create a task in Asana



Add a row to a Google Sheet

UPDATE YOUR CRM IN REAL TIME



Keep your CRM in sync with what's actually happening in your product. Expansion signals, renewal risks, and health changes update records as soon as they're detected.



Log an activity in HubSpot



Sync a deal stage in Zoho CRM



Push a note to Copper

LAUNCH MARKETING CAMPAIGNS FROM HOOK DATA



Hook spots the moment a customer is ready to expand. That signal goes straight to your marketing platform, no handoff, no delay.



Enroll engaged contacts into an email campaign in Marketo



Update audience segment in Braze