



webbula

The Data Solutions Experts

— zapier

Integration Setup



Webbula offers Email and Lead Hygiene services for Zapier. Their Email Hygiene action handles email address processing, while the Lead Hygiene action focuses on syntax cleansing for Names, Postal Addresses, Phone Numbers, and email threat hygiene.

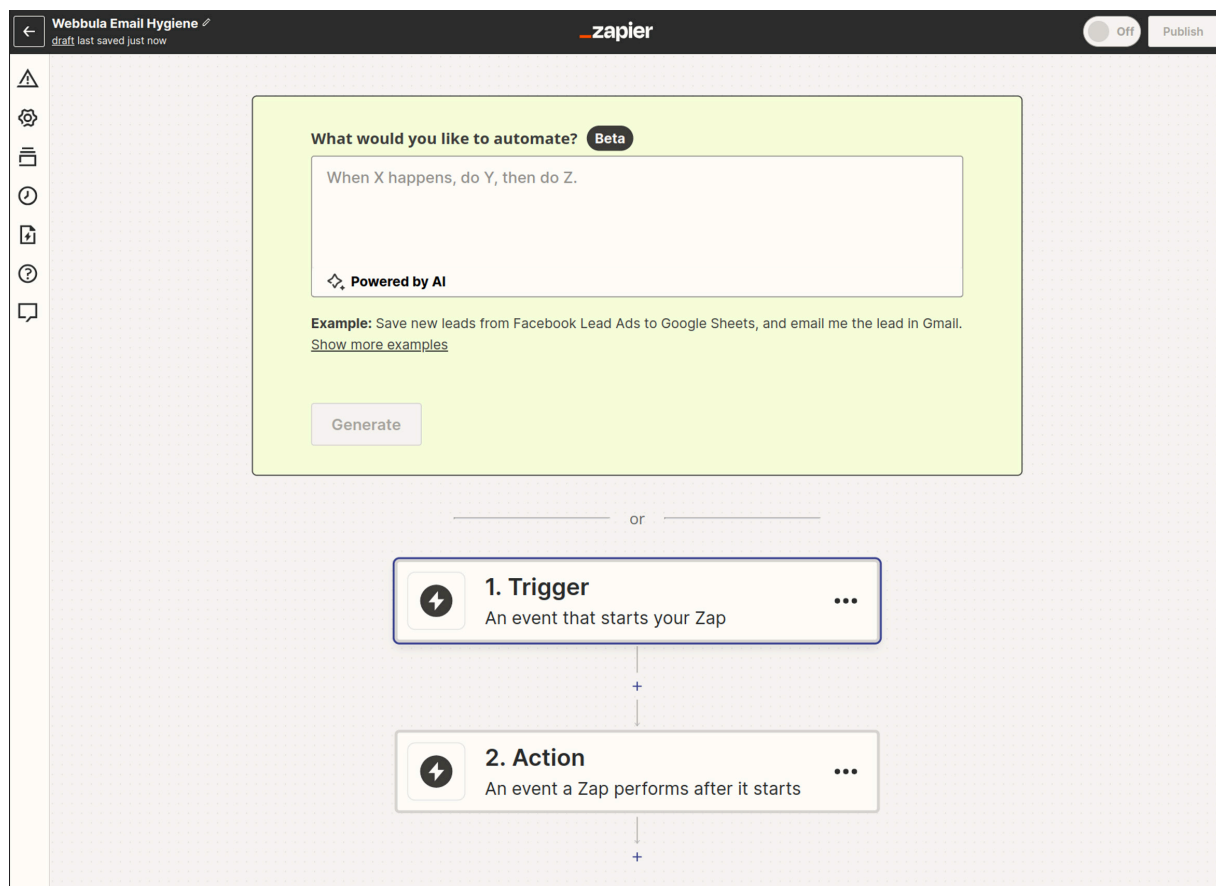
Creating a Webbula Zap

Integrate Webbula with Zapier by linking your Webbula and Zapier accounts. This enables you to cleanse email addresses and maintain mailing lists with only valid, deliverable addresses.

On the integration page, you'll find various templates for CRMs, form builders, and more, which can assist in creating your Zaps

Creating a New Zap

In the 'Create a New Zap' workspace, start by naming your Zap for easy identification, located at the top left-side content area. For this instance, we'll name it after the 'Webbula Email Hygiene' service.



Setup a Trigger

Customize Your Trigger

Keep in mind that the Trigger illustrated in this example is just for demonstration. It's important to craft and customize a Trigger that aligns precisely with the requirements of your application.

Every Zap needs a trigger event to prompt it to engage with another application. In this case, we'll utilize Zapier's webhooks as the trigger for our Webbula Hygiene Email action.

Click on the 1. Trigger - An event that starts your Zap (Figure 1) workflow box to view the application search modal.

Type Webhooks (Figure 2) into the search bar, and select Webhooks by Zapier (Figure 3) from the applications list.

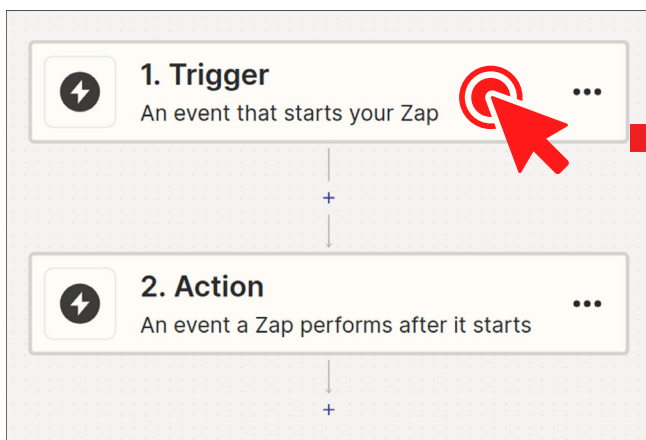


Figure 1

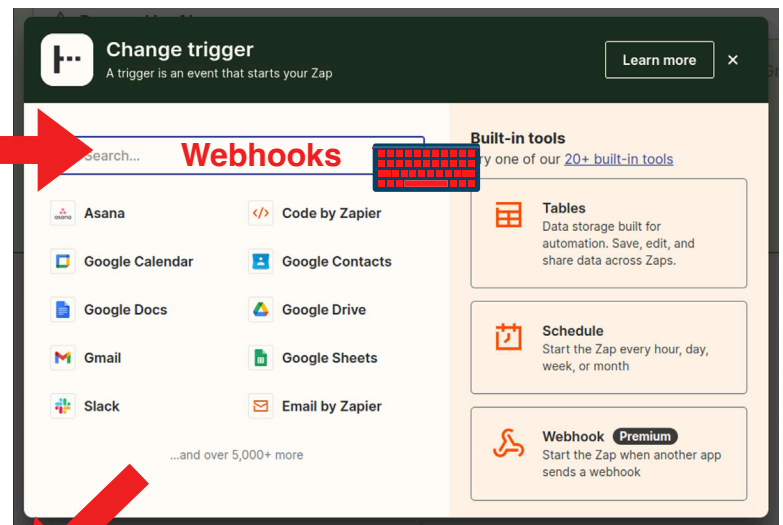


Figure 2

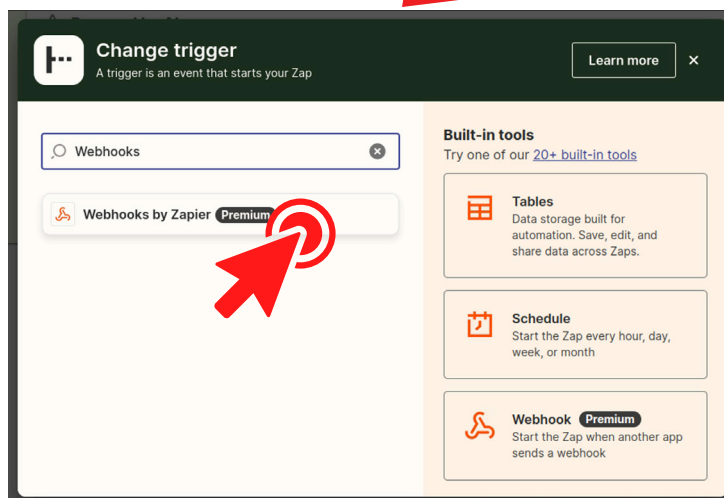


Figure 3

In the Webhooks by Zapier editor, choose 'Catch Hook' from the Event dropdown (see Figure 4). Select this event and click 'Continue.' In the Trigger setup, you can leave the 'Pick off a Child Key' field empty and proceed by clicking 'Continue.' In the Test section, you'll get a webhook URL and a test button. Copy this URL, open a new browser tab, and append ?email=user@company.com to the URL's end (refer to Figure 5).

The complete URL should appear as follows:

https://hooks.zapier.com/hooks/catch/14892791/3w69pso/?email=user@company.com

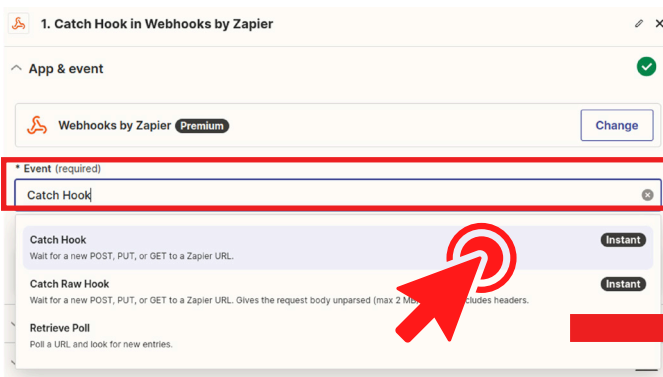


Figure 4

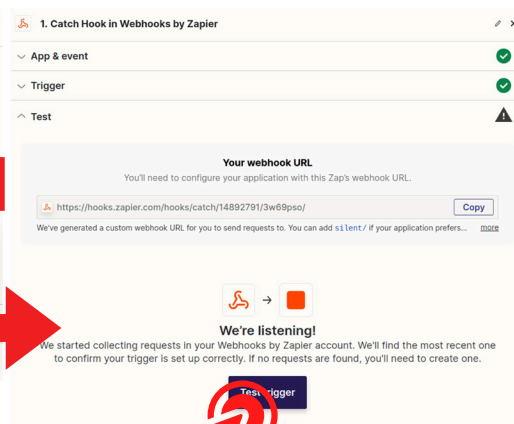


Figure 5

Hit 'Enter.' This action will lead you to an empty page displaying a JSON object that looks similar to this:

```
{
  "Attempt": "018cd015-fab0-174c-1472-f9b938a24331",
  "Id": "018cd015-fab0-174c-1472-f9b938a24331",
  "Request_id": "018cd015-fab0-174c-1472-f9b938a24331",
  "Status": "success"
}
```

Navigate back to the Zapier tab and in the Test section of the Webhooks by Zapier editor, select 'Test Trigger.' Choose the record that displays the email you added to the Webhook URL, then proceed by clicking 'Continue with selected record' (refer to Figure 6).

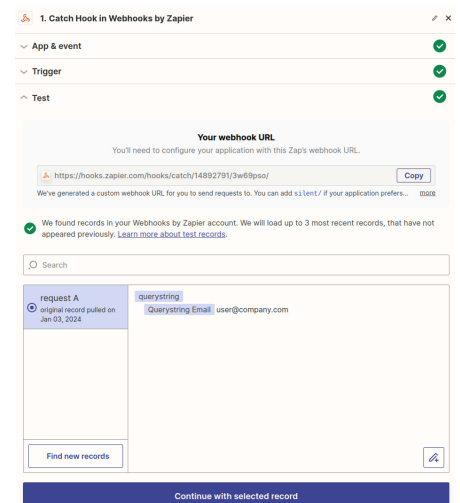


Figure 6

Customize Your Trigger

While Webbula's application can be part of a multi-step Zap, in this simplified process, we're focusing solely on Webbula. However, you have the option to include additional actions alongside those offered by Webbula.

In the window for changing actions that appears, featuring an application search modal, enter 'Webbula' in the search field and pick Webbula from the list of applications (as shown in Figure 7).

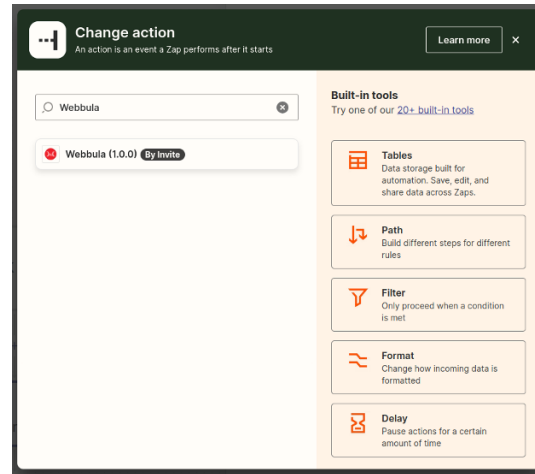


Figure 7

In the App & Event editing window for the Webbula action, choose an option from the Event dropdown menu. Then, click 'Continue' (see Figure 8).



Figure 8

In the Account section of the Webbula editing window, select 'Choose an Account' and then '+ Connect a new account.' Log in to your Webbula account in the pop-up authorization window. Once your Webbula account is connected, click 'Continue' (refer to Figure 9).

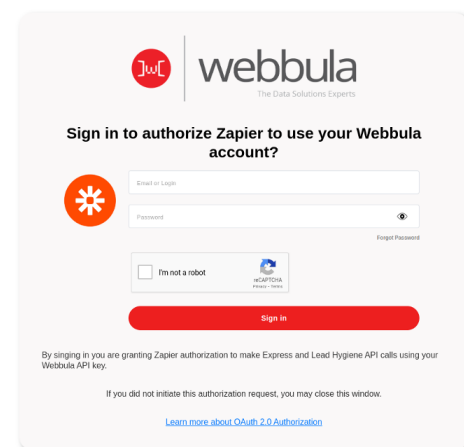


Figure 9

In the Action section of the Webbula editing window, enter the filter profile you want to apply for Email Hygiene into the 'Desired Profile' field. Then, click in the 'Email' input field and choose 'Querystring Email' (which corresponds to the email address you added to the Zapier Webhook URL earlier). After that, click 'Continue' (see Figure 10).

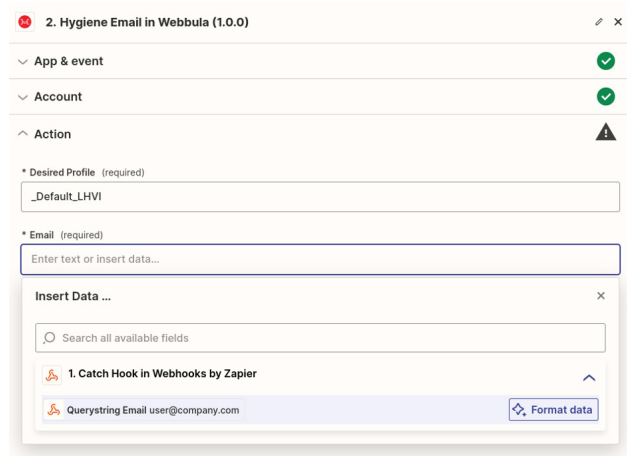


Figure 10

Account filter profiles can be found on the EmailHygiene upload page in your Webbula account (See Figure 11).

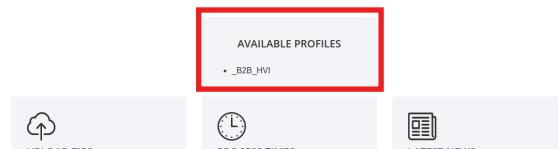
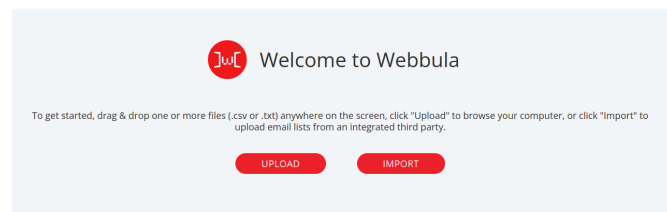


Figure 11

In the 'Test' section of the Webbula editing window, verify that the displayed emails and profile fields match your expected values. Then, click on 'Test step' (refer to Figure 11).

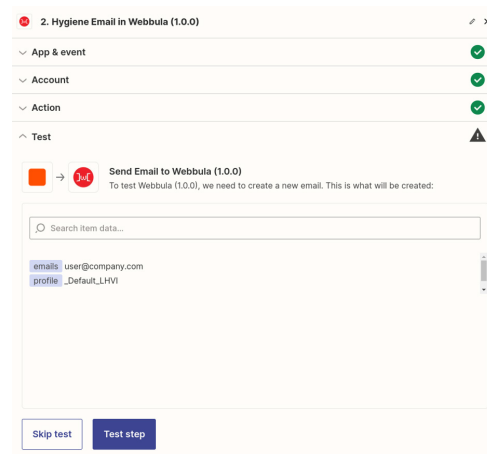


Figure 12

You're All Done!

Whenever your specified trigger event happens, your Zap will forward the collected email address to Webbula's Email Hygiene system, and the processed result will be delivered back to your Zap Action object.



webbula

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API Documentation for Zapier Integration



Hygiene Email

Conduct the Webbula Email Hygiene process on a single email address

Action Input Fields

Label	Type	Key (API Label)	Description	Required
Desired Profile	String	Profile	Webbula user's desired account profile for EmailHygiene API Express execution on this action.	Yes
Email	String	Emails	The email being hygiene'd in the EmailHygiene API Express execution.	Yes

Example Request

```
curl -H 'x-api-key: *****' -d 'profile=_B2B_HVI&emails=test@testdomain.com' https://app.emailhygiene.com/api.v4/task/express
```

Response Values

Emails Array

Identifier	Type	Description
email	String	The processed email address which may have had a suggested correction applied
corrected	String	Contains the original version of the email and is only visible when a suggested correction has occurred
result	String	The threat flag for the processed email
activity_most_recent_seen	String	The time that has elapsed since the email's most recent activity
activity_trajectory	String	A measure of the trajectory of an email's activity
activity_first_seen	String	The time that has elapsed since Webbula first encountered the email

Example Request

```
{  
  "email": "test@testdomain.com",  
  "activity_first_seen": "90",  
  "activity_most_recent_seen": "90",  
  "activity_trajectory": "Major Acceleration",  
  "result": "Valid"  
}
```

Hygiene Lead

Conduct the Webbula Lead Hygiene process on a single set of PII

Action Input Fields

Lable	Type	Key (API Label)	Description	Required
Desired Profile	String	profile	Webbula user's desired account profile for EmailHygiene API Express execution of this action.	Yes
First Name	String	firstname	First name of lead.	Optional
Last Name	String	lastname	Last name of lead.	Optional
Address	String	address	The complete address of the lead, including street, city, state, and ZIP.	Optional
Phone Number	String	phone	Phone number of lead.	Optional
Email	String	emails	Email address of lead.	Optional

Example Request

```
curl -H 'x-api-key: *****' -d 'profile=leadHygiene_Profile&emails=ThisIsDelivery@webbula.com&phone=310-724-5633&firstname=Jerry&lastname=Seinfeld&address=Apartment 5A, 129 West 81st Street, New York, NY 10024'  
https://app.emailhygiene.com/api.v4/task/lead
```

Response Value

Identifier	Type	Description
name	Array	An array containing the processed name with parsing and results (See Name Array table)
address	Array	An array containing the processed postal address with parsing and results (See Address Array table)
phone	Array	The parsed and processed prefix (3 digits after area code)
email	Array	An array containing the processed email with results and corrections (See Email Array table)
service_type	String	The type of phone number (Mobile or Landline) that was assigned by telco
status	String	Contains the result as to whether the phone number was assessed as syntactically Valid or Invalid

Name Array

Identifier	Type	Description
prefix	String	The parsed and processed name prefix (Dr, Ms, Mr)
first	String	The parsed and processed first name
middle	String	The parsed and processed middle name
last	String	The parsed and processed last name
suffix	String	The parsed and processed suffix (Jr, Sr, PhD)
gender	String	The modeled gender
status	String	Contains the result as to whether the name was assessed as valid or not

Address Array

Identifier	Type	Description
address	String	The parsed and processed address
address2	String	The parsed and processed address 2 (Apt, Suite, Unit)
city	String	The parsed and processed city
state	String	The parsed and processed state
zip5	String	The parsed and processed Zip5
lat	Decimal	The calculated latitude of the postal address
lon	Decimal	The calculated longitude of the postal address
accuracy_score	String	Contains a modeled accuracy score ranging from 0.00% (low accuracy) to 100.0% (high accuracy)

Phone Array

Identifier	Type	Description
number	String	The parsed and processed phone number
area_code	String	The parsed and processed area code
prefix	String	The parsed and processed prefix (3 digits after area code)
suffix	String	The parsed and processed line number (last 4 digits)
service_type	String	The type of phone number (Mobile or Landline) that was assigned by telco
status	String	Contains the result as to whether the phone number was assessed as syntactically Valid or Invalid

Email Array

Identifier	Type	Description
email	String	The processed email address which may have had a suggested correction applied
corrected	String	Contains the original version of the email and is only visible when a suggested correction has occurred
profile	String	The profile used for processing
status	String	The threat flag for the processed email
status	String	Contains the result as to whether the phone number was assessed as syntactically Valid or Invalid

Example Request

```
{
  "name": {
    "first": "JERRY",
    "last": "SEINFELD",
    "gender": "LM",
    "status": "Valid"
  },
  "phone": {
    "number": "3107245633",
    "area_code": "310",
    "prefix": "724",
    "suffix": "5633",
    "service_type": "Landline",
    "status": "Valid"
  },
  "address": {
    "zip5": "10024",
    "state": "NY",
    "city": "NEW YORK",
    "address": " 129 WEST 81ST ST",
    "address2": "",
    "accuracy_score": "60.0%",
    "lon": 0,
    "lat": 0
  },
  "email": {
    "email": "ThisIsDelivery@webbula.com",
    "result": "Delivery"
  }
}
```