

Stripe Event Trigger

Agile CRM integrates with many billing widgets including Stripe. The Stripe CRM integration lets you track your customer payments, provides 2-way sync and trigger campaigns following Stripe events. Agile provides a complete CRM billing solution to the end user with the Stripe integration.

Our Stripe event triggers allows you to trigger a campaign on your contact(s) whenever a Stripe event occurs. Thus, you can automate follow up on payments made by your customers, send them invoices instantly & so much more!

Setting up the trigger:

1. Create Webhooks in your Stripe account:

Firstly, you have to set-up webhooks in Stripe to make use of this functionality.

List of available Stripe events:

Charge succeeded

Charge failed

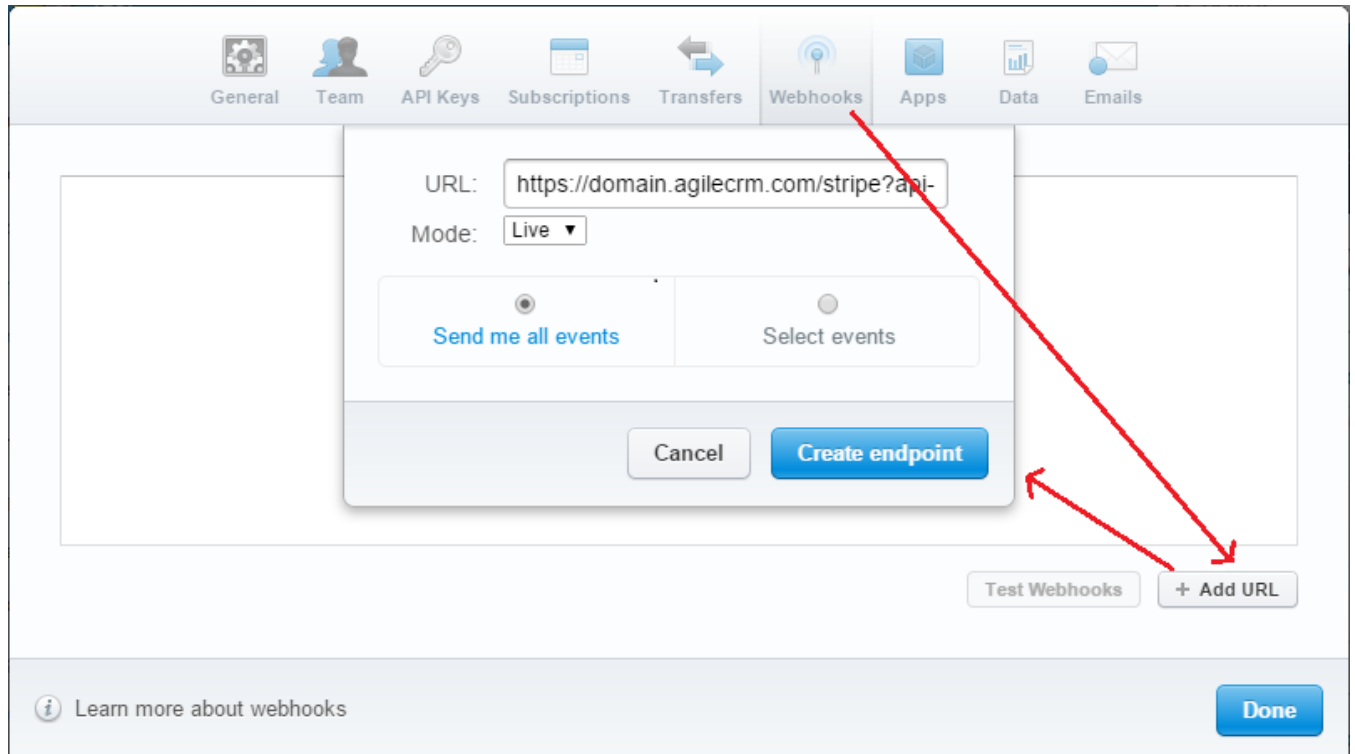
Charge refunded

Charge captured

Charge updated

Charge deleted

To set up Webhook in Stripe, sign in to your Stripe account and go to Account Settings. In the new window that shows up, click on webhooks ---> '+ Add URL'.



Now, in the new popup window, enter the URL as follows:

URL: <https://domain.agilecrm.com/stripe?api-key=apikey>

Set the mode to 'Live' and select your list of events by choosing the 'Select events' option and click on the 'Create endpoint' button to finalise the webhook creation. Authenticate it and you are done with setting up the webhook.

URL:

Mode:

Send me all events **Select events**

- charge.refunded
- charge.succeeded
- charge.updated
- charge.failed
- charge dispute created

You can setup any number of webhooks.

2. Setup Triggers in Agile

Once you are done setting up webhooks, go to Campaigns---> Manage Triggers & click on the '+Add Trigger' button. Now, select 'Stripe Event' under 'Payments' in the 'When this happens' field and select your required Stripe Event. Label the trigger and select the campaign that you want to run on your contact when the above condition is met. Save it and you are done!

+ Add Trigger

Name *

When this happens *

You need to setup webhooks in your stripe account for this

Run only on new Contacts

Run this Campaign on the Contact *

Usage

(For Stripe contacts that are not in the CRM)

You can choose to run the Stripe event triggered campaigns on just the new contacts or any of them. Tick the 'Run only on new Contacts' button (see the image above) on the trigger window to run the campaign that follow Stripe events, on just the contacts that are in your Stripe account and not in the CRM. Selecting this option first adds the contact from your Stripe account to Agile & then runs the campaign on it.

Available Merge Fields

Whenever you run campaigns using the Stripe Event Triggers, you can use data provided by Stripe in your campaign emails or conditions.

For example, you can use a merge field like `{{stripe.customer_address}}` in your campaign email to include the customer address, `{{stripe.receipt_email}}` to include the customer email and so forth.

Various type of merge fields are available depending on the Trigger Event configured. Here's the exhaustive list of available Stripe event merge fields:

Generic merge fields:

(These generic merge fields can be used for all of the Stripe events.)

{{stripe.id}}	{{stripe.object}}	{{stripe.created}}
{{stripe.livemode}}	{{stripe.paid}}	{{stripe.amount}}
{{stripe.currency}}	{{stripe.card.id}}	{{stripe.card.object}}
{{stripe.card.last4}}	{{stripe.card.brand}}	{{stripe.card.funding}}
{{stripe.card.exp_month}}	{{stripe.card.exp_year}}	{{stripe.card.fingerprint}}
{{stripe.card.country}}	{{stripe.card.name}}	{{stripe.card.address_line1}}
{{stripe.card.address_line2}}	{{stripe.card.address_city}}	{{stripe.card.address_state}}
{{stripe.card.address_zip}}	{{stripe.card.address_country}}	{{stripe.card.cvc_check}}
{{stripe.card.address_line1_check}}	{{stripe.card.address_zip_check}}	{{stripe.card.address_dynamic_last4}}
{{stripe.card.customer}}	{{stripe.balance_transaction}}	{{stripe.customer}}
{{stripe.invoice}}	{{stripe.description}}	{{stripe.dispute}}
{{stripe.metadata.statement_descriptor}}	{{stripe.metadata.fraud_details}}	{{stripe.receipt_email}}
{{stripe.receipt_number}}	{{stripe.shipping}}	

The table below lists the merge fields that are specific to each event. They have to be used only when the respective event occurs, else it returns no value (empty space is displayed).

Stripe event	Merge Fields
Charge succeeded	All the generic merge fields
Charge failed	{{stripe.failure_message}}; {{stripe.failure_code}};
Charge refunded	{{stripe.refunded}} {{stripe.amount_refunded}}; {{stripe.refunds.object}} {{stripe.refunds.total_count}}; {{stripe.refunds.has_more}} {{stripe.refunds.url}}; {{stripe.refunds.data}}
Charge captured	{{stripe.captured}}
Charge updated	All the generic merge fields
Charge deleted	All the generic merge fields

For more information on merge fields, please go through this link:

<https://www.masteringmodernpayments.com/stripe-webhook-event-cheatsheet>

Hope you like this feature. We are here to scale your business the smart way.