

Price Intelligence Webhooks

React to competitor price changes instantly, with live notifications.

Wiser Webhooks notify you when a competitor price change is detected for products matched to your catalog. Price change events are delivered automatically in real time, **giving teams immediate visibility into competitive price movement and enabling automated workflows without manual effort.**

Who Uses Webhooks

- **Pricing teams** triggering automated responses
- **Engineering teams** integrating price events
- **Analysts** monitoring competitive movement
- Teams reducing reliance on manual exports.

When to Use Webhooks

- You need **immediate notification** of price changes
- You want **event-driven delivery** instead of scheduled pulls
- Pricing data needs to **automatically flow into internal systems**

How Webhooks Fit In

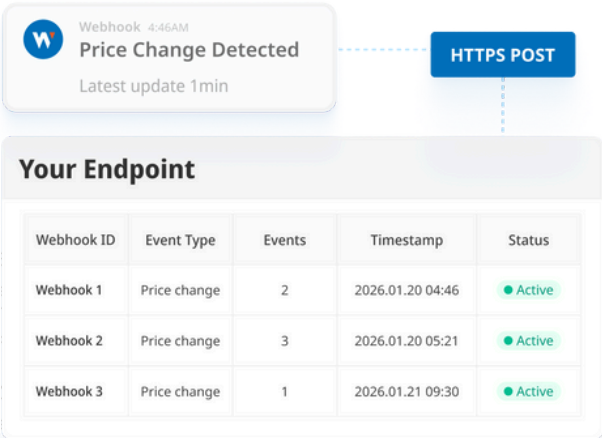
- Webhooks extend how you **already work with pricing data**, without replacing existing workflows
- **Use the Wiser interface** to investigate price changes and analyze competitive movement
- **Rely on exports** for reporting, sharing and downstream analysis
- **Add Webhooks** to deliver live price change events and trigger automated actions

What Webhooks Deliver

Webhooks send an HTTPS POST request to your endpoint when a qualifying price change occurs.

Each event includes:

- Product & competitor
- Price & availability
- Timestamp & crawl details



Getting Started

Webhooks are configured directly in the platform once enabled for your account. **To create a webhook:**

- Open Settings → Webhooks
- Configure your HTTPS endpoint and secret
- Select the **ExtractedPriceChanged event**, triggered when a competitor’s price change exceeds the configured comparison threshold. This supports up to **100 price change events** per request for efficient high-volume updates.

You can test your integration using the Send Ping Event option in the webhook setup.

Need access? Your Customer Success Manager is here to help!

Settings

Webhooks

Create New Webhook

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Create New Webhook

Webhook Name

Enter a name

Status

Select a status

Event

Select an event

Endpoint URL

Enter a URL to receive webhook notifications

Secret

Enter a secret

Product List

Select product list(s)

Test Connection

Send Ping Event