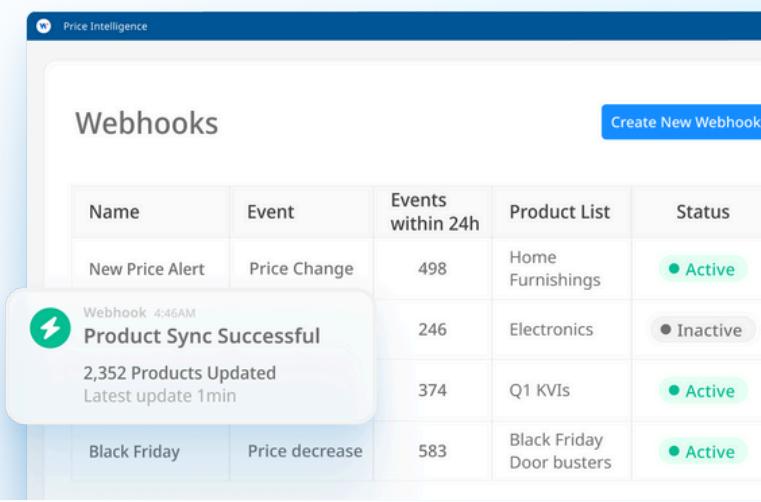


# Price Intelligence Webhooks

React to competitor price changes instantly, with live notifications.



The screenshot shows a table of webhooks with columns for Name, Event, Events within 24h, Product List, and Status. One webhook is highlighted with a green success message: "Webhook 4:46AM Product Sync Successful 2,352 Products Updated Latest update 1min".

Name	Event	Events within 24h	Product List	Status
New Price Alert	Price Change	498	Home Furnishings	● Active
Webhook 4:46AM	Product Sync Successful	246	Electronics	● Inactive
	2,352 Products Updated			
	Latest update 1min			
Black Friday	Price decrease	374	Q1 KVs	● Active
		583	Black Friday Door busters	● Active

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

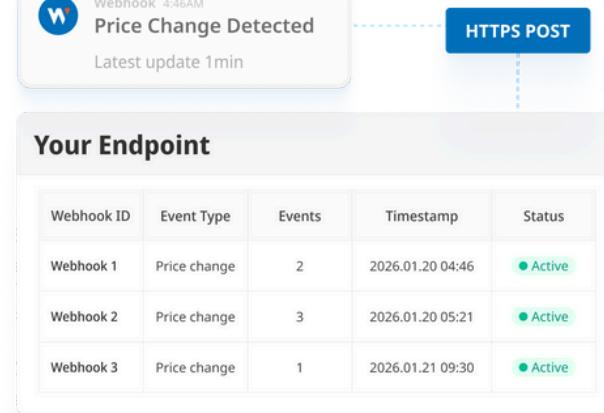
- Webhooks extend how you **already work with pricing data**, without replacing existing workflows
- **Use the Wiser interface** to investigate price changes and analyze competitive movement
- **Rely on exports** for reporting, sharing and downstream analysis
- **Add Webhooks** to deliver live price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



The diagram shows a flow from a Wiser webhook event (Price Change Detected) to a user's endpoint. The event is triggered by a price change and includes a timestamp (Latest update 1min). The endpoint is defined by a table showing three active webhooks, each with a timestamp (2026.01.20 04:46, 2026.01.20 05:21, 2026.01.21 09:30) and status (Active).

Webhook ID	Event Type	Events	Timestamp	Status
Webhook 1	Price change	2	2026.01.20 04:46	● Active
Webhook 2	Price change	3	2026.01.20 05:21	● Active
Webhook 3	Price change	1	2026.01.21 09:30	● Active

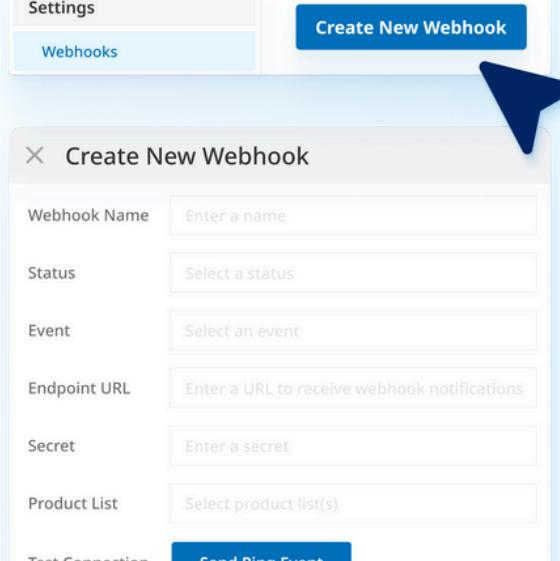
## Getting Started

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!



The screenshot shows the 'Create New Webhook' dialog with fields for Webhook Name, Status, Event, Endpoint URL, Secret, Product List, and a 'Test Connection' button. A blue arrow points to the 'Create New Webhook' button.