

Channels · Generic Webhook

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Generic Webhook

Fully supported channel for signed JSON inbound leads and messages.

When to use

- Website or middleware that can POST JSON
- Local end-to-end testing of the Channels engine
- Custom integrations without Meta

Connect in CRM

1. Admin → **Administration** → **Channels** → **Connect channel**
2. Provider: **Generic Webhook**
3. Display name (required)
4. Optional: external account id, access token, custom webhook secret (blank = auto-generate)
5. **Connect channel**
6. Copy the **webhook secret** immediately (shown once) and the **Webhook URL**

Endpoint

```
POST /webhooks/channels/{uuid}
Content-Type: application/json
X-Channel-Signature: sha256={hmac_sha256_hex_of_raw_body}
```

HMAC key = connection webhook secret.

Header may also be accepted as raw hex without prefix in some paths; prefer `sha256=` prefix.

CSRF exempt. Rate limited (`CHANNELS_WEBHOOK_RATE_LIMIT`).

Lead payload

```
{
  "type": "lead",
  "name": "Alex Morgan",
  "email": "alex@example.com",
  "phone": "+15550100000",
  "company": "Northline",
  "notes": "From website",
  "external_user_id": "site_123",
  "external_lead_id": "lead_456",
  "campaign": {
    "campaign_id": "camp_1",
    "form_id": "form_9"
  }
}
```

Requires `name` and at least one of `email` / `phone`.

Lead source slug: `website`.

Message payload

```
{
  "type": "message",
  "external_user_id": "user_1",
  "body": "Hello",
  "phone": "+15550100000",
  "email": "alex@example.com",
  "provider_message_id": "msg_1"
}
```

Creates/updates conversation + lead matching.

Test with curl (Git Bash)

```
URL='http://127.0.0.1:8000/webhooks/channels/YOUR-UUID'
SECRET='YOUR-SECRET'
BODY='{ "type": "lead", "name": "Alex Morgan", "email": "alex@example.com", "phone": "+15550100000" }'
SIG=$(printf '%s' "$BODY" | openssl dgst -sha256 -hmac "$SECRET" | awk '{print $2}')

curl -i -X POST "$URL" \
  -H "Content-Type: application/json" \
  -H "X-Channel-Signature: sha256=$SIG" \
  -d "$BODY"
```

Expect 202 + "accepted". Run:

```
php artisan queue:work --queue=channels,default
```

Then refresh channel **Recent events** and **Leads**.

UI Test connection

Validates HMAC signing health; does **not** create a lead.

Troubleshooting

Issue	Fix
401 Invalid signature	Wrong secret; regenerate and update client
202 but no lead	Queue worker not running
404 Unknown connection	Wrong UUID / deleted connection