Automate something when the API is called

This article applies to:

API Goals in advanced automations are ways to connect your app integrations to your sequences. Configure your API goal, then connect the goal to a sequence. For an example, check out how to create custom API goals when using the BigCommerce integration.

1. Drag an API goal onto the canvas

   ![Diagram showing API goal being dragged onto canvas]

2. Double-click it to configure

   ![Diagram showing double-click on API goal]

3. Configure the API goal. The **Integration** and **Call Name** can be anything you want, or these values will be provided to you by the 3rd party app developer.

   ![Configure API window]

4. Connect the API goal to a sequence and test your API call

   ![Diagram showing API goal connected to sequence]
5. For more information about our REST API, please see our documentation, here.