Send an HTTP Request in a Sequence

Last modified on: 07/07/2025 10:18 am MST Tags: Campaign Sequence Keap-Pro Keap-Max

An HTTP Post is used to send information from Keap to a web page that runs a script (e.g., ASP, PHP, Javascript) which extracts data from the URL and processes it on your web server.



Please Note! Only standard port numbers are supported. Supported ports are: 80 and 443.

- Each HTTP post object must be configured individually. They cannot be re-used in multiple sequences or at more than one point in the same sequence. HTTP post objects are not archived. If you delete an HTTP Post object from a sequence, it can only be restored if you restore a previous version of the entire automation.
- 1. Double-click on the sequence you wish to edit or create a new sequence.
- 2. Drag and drop a **Send HTTP Post** object onto the canvas.
- 3. Double-click on it to configure the post settings.
- 4. Enter the post URL. This is where the external web server script is hosted.
- 5. Click **Merge** to access the Keap fields you can post.

 Each line item of the HTTP Post will send 2 pieces of information to the URL: a field *name* and a field *value*.
 - Name: The field name can be defined by you. This flexibility allows you to use existing scripts and / or comply with external API standards. If there is no need to comply with external standards, you may use the default Keap field names for standard or custom fields.
 - Value: The value is the content of the field. For example, the standard field named "Email" might have the value "myemail@email.com." You must use an Keap merge field to designate the value to be pulled.
- 6. You can add multiple lines of Name / Value pairs.
 - o Click the "plus" icon to add another pair
 - o Click the "minus" icon to remove a pair
- 7. Note: You cannot reorder the lines after they've been added. You can only delete and recreate them. Click on to remove a Name / Value line item.
- 8. When you've finished adding Name / Value lines, click on the **Test** button to verify the post is working as expected.
 - A "200" response code validates the post is working properly. Other response codes may require troubleshooting. A 409 error may mean that the user you selected already has a member record in



- 9. Click **Back to Sequence**
- 10. You are ready to publish your changes.