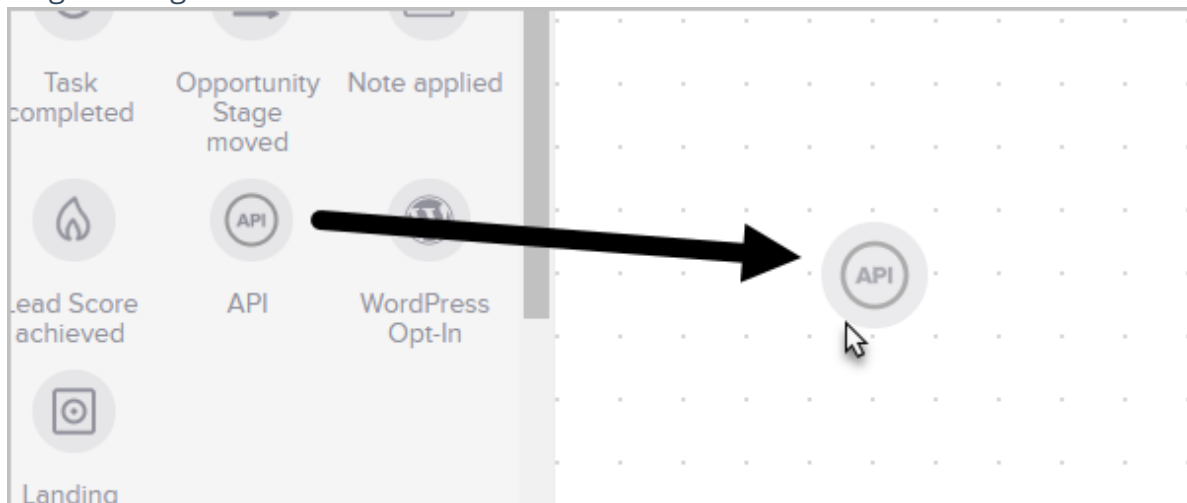


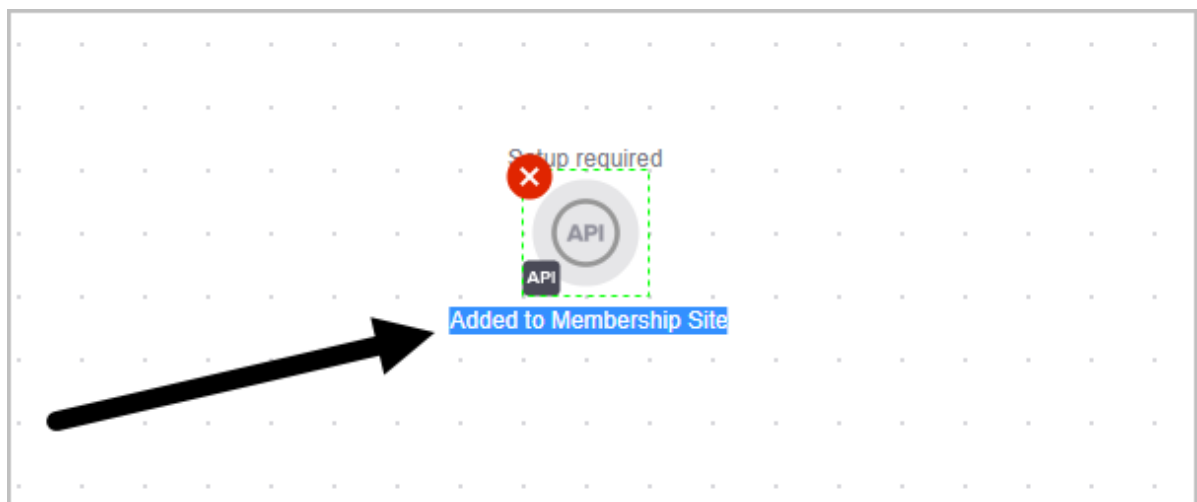
Create an API Goal 🔗

API Goals in campaign builder are ways to connect your app integrations to your campaign 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

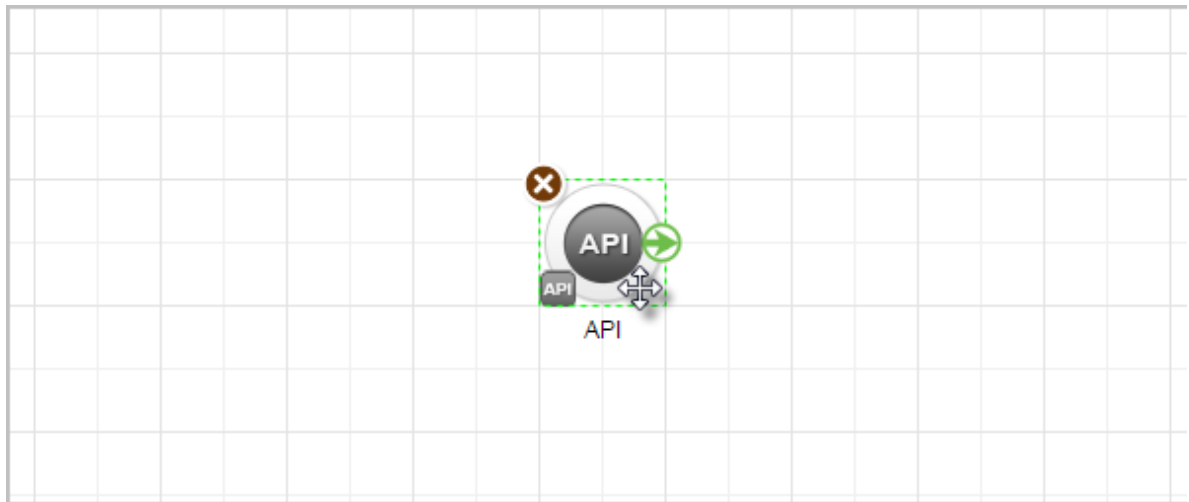
1. Drag an API goal onto the canvas



2. Optional: Double-click the name below the icon to customize it.



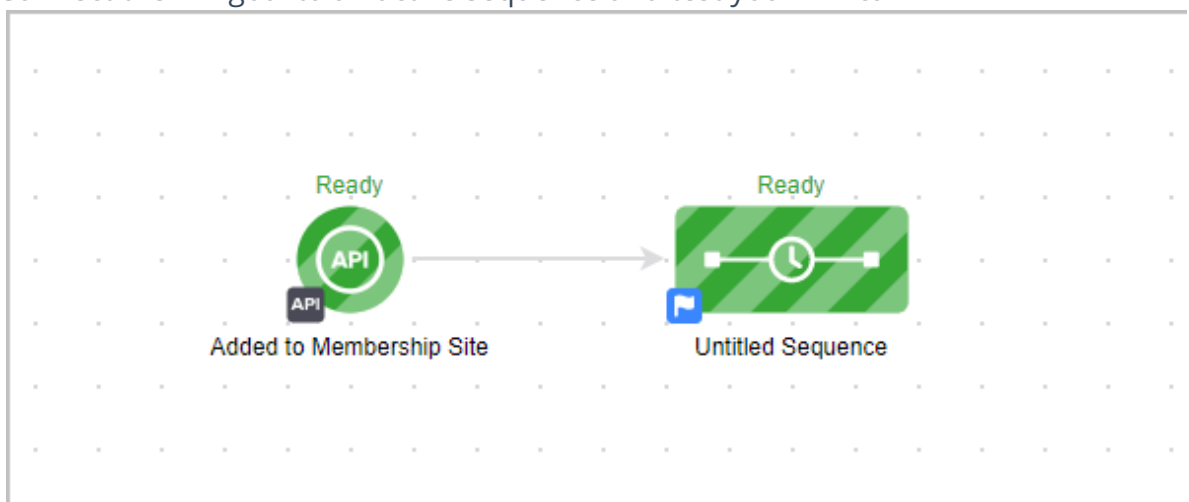
3. Double-click it to configure



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

A screenshot of the "Configure API" dialog box. The dialog has a title bar with a close button. Inside, it says "This goal is achieved by making an API call. [Click here to learn more.](#)" Below this are two input fields: "Integration" with the value "CH" and "Call Name" with the value "Add". At the bottom right are "Cancel" and "Save" buttons. A mouse cursor is clicking the "Save" button.

5. Connect the API goal to an active sequence and test your API call



6. For more information about our REST API, please see our documentation, [here](#)