CHATINFLOW INTEGRATIONS: CRM, PAYMENTS, STORES, ADS AND AI

Connect your AI key, HubSpot and email tools, Stripe and PayPal, Shopify and WooCommerce, Google Sheets, Slack, the conversions APIs, webhooks, the REST API and the MCP server.

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A DM conversation is rarely the end of the story. The lead belongs in your CRM, the payment in your Stripe account, the order in your store, the sale in your ad platform's reporting, and the question your bot could not answer in front of a person in Slack. ChatinFlow connects to those tools in three ways: built-in integrations you switch on with your own key, a flow step that calls any HTTPS endpoint, and an API, webhooks and an MCP server for everything else. This guide walks through each kind, where to set it up in **Settings, Integrations** and **Settings, Developers**, and which flows each one makes possible.

Key points

- AI runs on your own OpenAI, Anthropic, Google Gemini or Azure OpenAI key, used for DM replies, inbox suggestions and AI steps in flows.
- HubSpot, Klaviyo, Mailchimp, ActiveCampaign and Kit connect with your own key, and a flow step adds contacts to them.
- Stripe and PayPal power the Buy button; Shopify and WooCommerce send orders; Typeform, JotForm, other form tools and Google Ads lead forms start conversations.
- Sales go back to Meta through the Conversions API and to TikTok through the Events API, and Slack gets the messages your flows post.
- The HTTP request step, outgoing webhooks, the REST API and the MCP server connect anything else, including Zapier, Make, n8n and AI assistants such as Claude or Cursor.

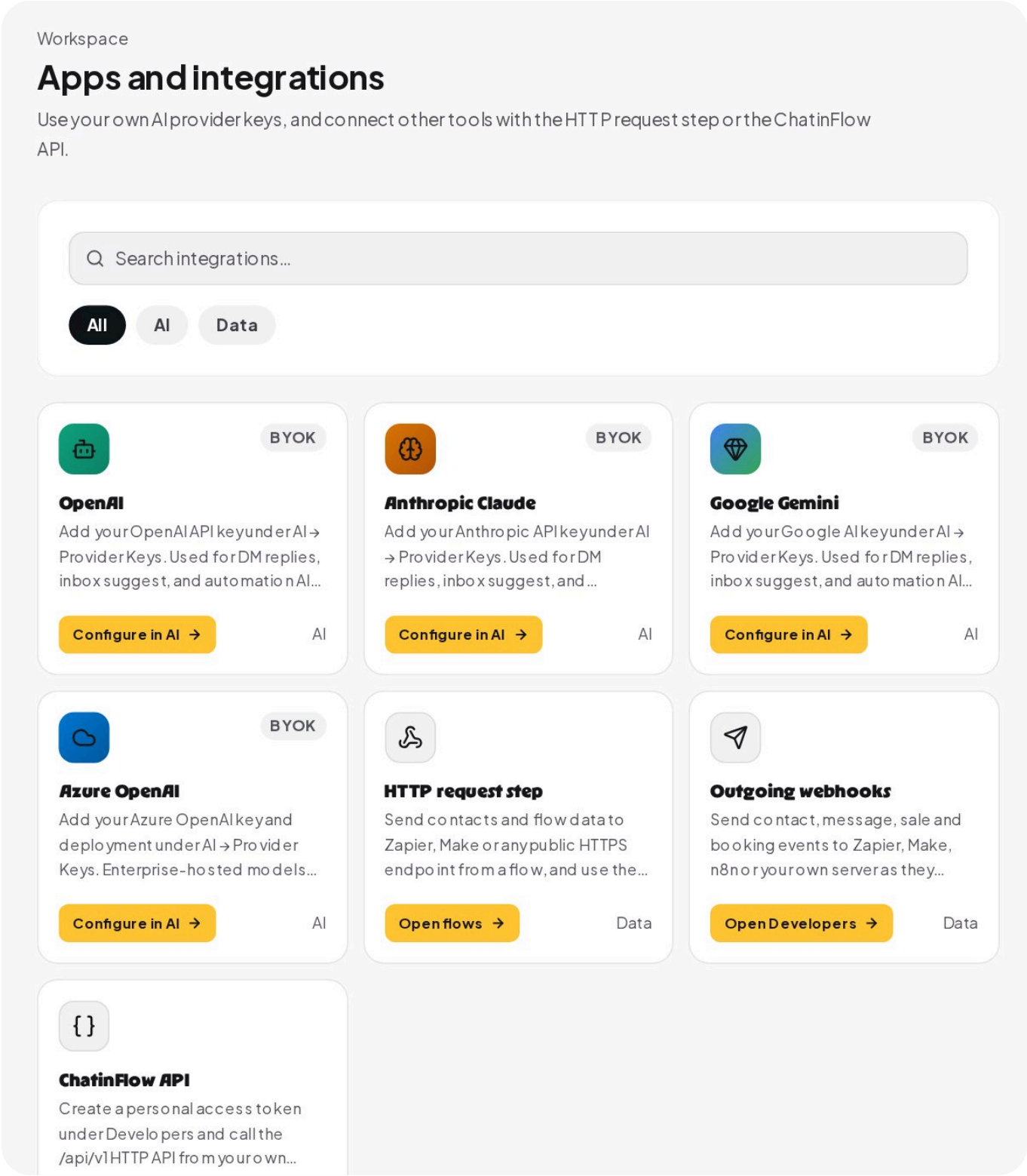
THE THREE WAYS CHATINFLOW CONNECTS

Way	What it does	Set it up in
Built-in integrations	Connect a named tool with your own key and use it from flow steps	Settings, Integrations
The HTTP request step	Calls any public HTTPS endpoint from a flow and brings its answer back	A step in the flow builder
API, webhooks and MCP	Your own systems read and write workspace data, receive events, or let an AI assistant work with the workspace	Settings, Developers

Start with the built-in integration when one exists: it is the least work and the most reliable, and setting it up takes one form with your key, with nothing to host or maintain yourself. Use the HTTP request step for a tool that has an API but no integration. Use webhooks when another system should react to what happens in ChatinFlow, and the API when your own code needs the data.

STEP 1: AI PROVIDERS, THE HTTP STEP, WEBHOOKS AND THE API

Open **Settings, Integrations**. The first section, Apps and integrations, holds the cards everything else builds on.



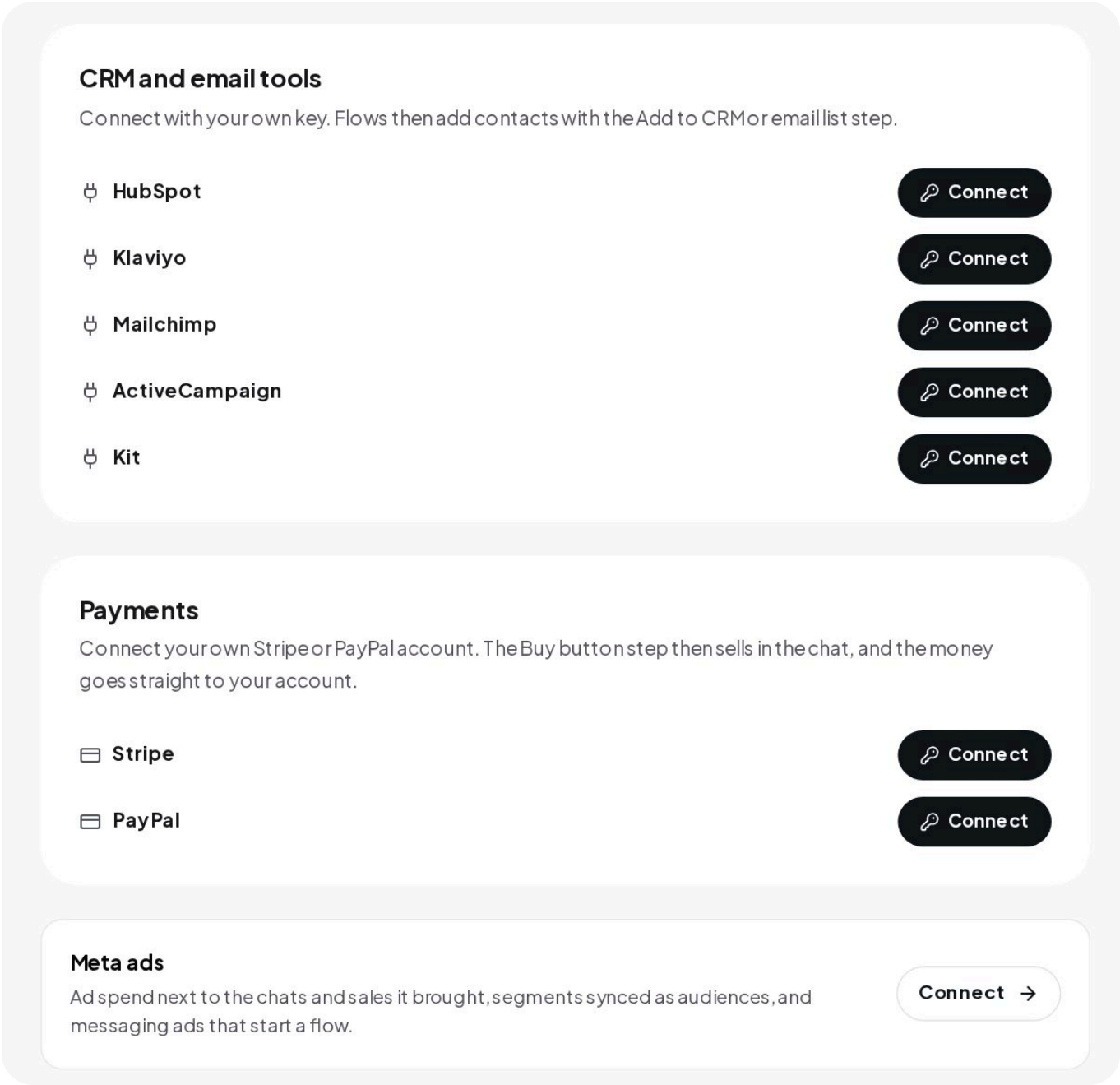
AI providers on your own key, and the three ways to connect anything else.

- **AI providers.** OpenAI, Anthropic Claude, Google Gemini and Azure OpenAI, each marked BYOK: bring your own key. Add the key under AI, Provider Keys, with an optional daily and monthly cap. It is used for DM replies, inbox suggestions and AI steps in flows.
- **HTTP request step.** Send contacts and flow data to Zapier, Make or any public HTTPS endpoint from a flow, and use the answer in the next steps, for example to look up an order's status.
- **Outgoing webhooks.** Send contact, message, sale and booking events to Zapier, Make, n8n or your own server as they happen.

- **ChatinFlow API.** Create a personal access token under Developers and call the /api/v1 HTTP API from your own code.

STEP 2: CRM, EMAIL TOOLS AND PAYMENTS

The next sections connect the tools a lead and a sale end up in.



Connect a CRM or email tool and a payment account with your own keys.

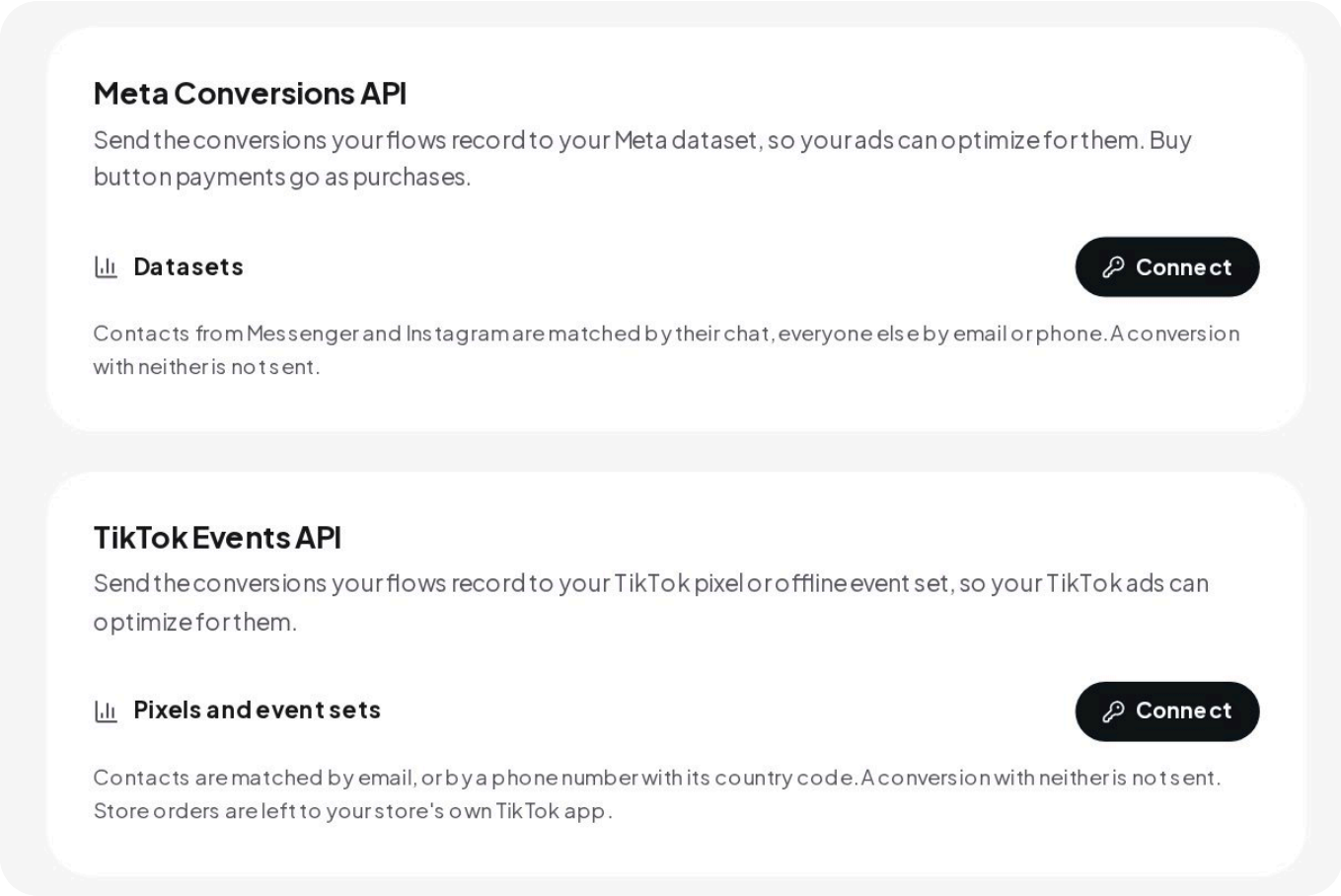
CRM and email tools. HubSpot, Klaviyo, Mailchimp, ActiveCampaign and Kit connect with your own key. A flow then adds contacts with the **Add to CRM or email list** step, for example right after a Reply check step confirms that an email address is real. Your CRM gets the lead the moment it is collected, not in a weekly export.

Payments. Connect your own Stripe or PayPal account. The **Buy button** step then sells in the chat: it opens a checkout at your price, the money goes straight to your account, and the paid checkout is recorded as a sale for your results and attribution.

Meta ads. Ad spend next to the chats and sales it brought, segments synced as audiences, and messaging ads that start a flow. It sits under the payments section.

STEP 3: SEND SALES BACK TO YOUR ADS

Ad platforms bid better when they know which clicks became sales. Two sections handle it.

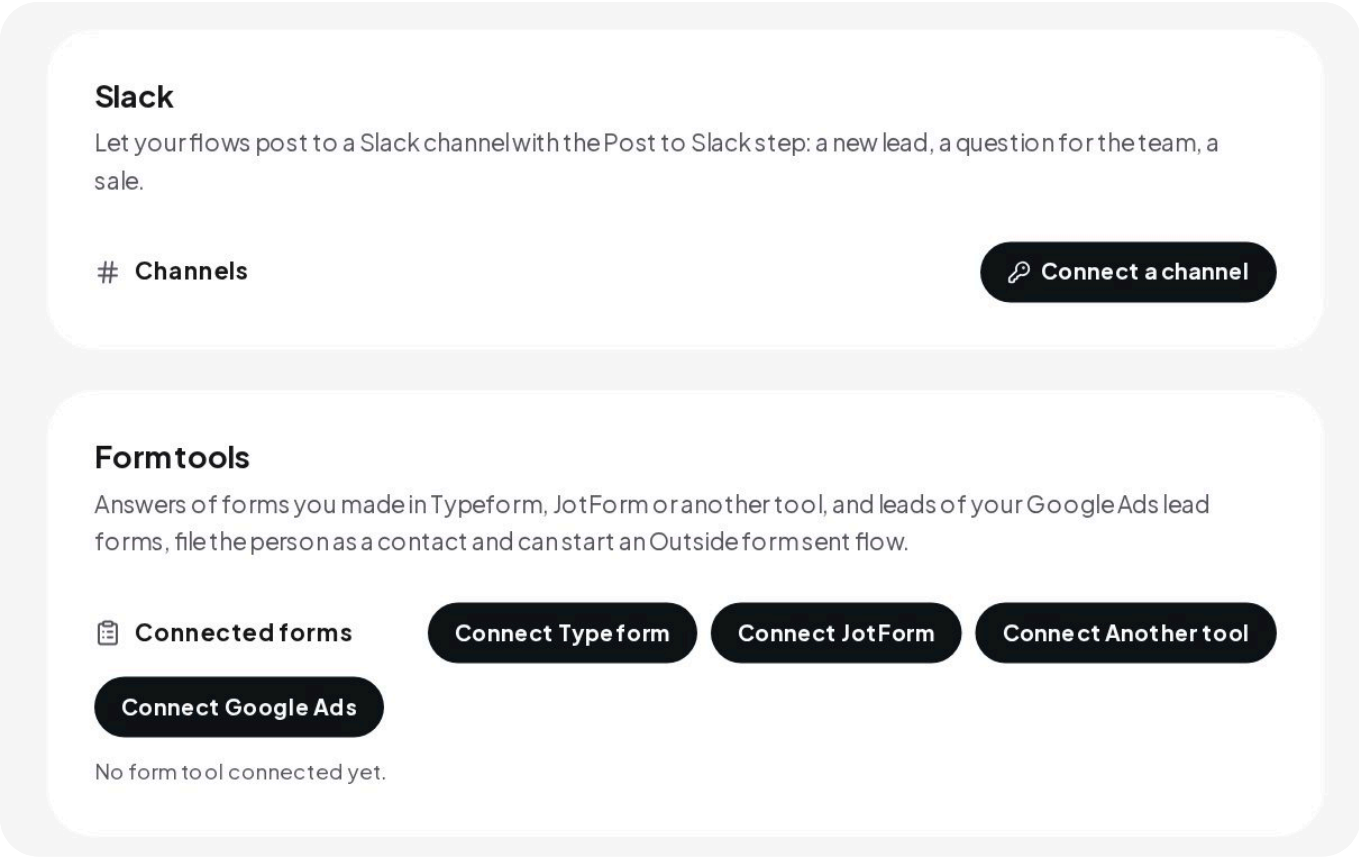


Each conversion your flows record goes to your Meta dataset and your TikTok pixel or event set.

- **Meta Conversions API.** Connect a Meta dataset, and the conversions your flows record go to it, so your ads can optimize for them. Buy button payments go as purchases. Contacts from Messenger and Instagram are matched by their chat, everyone else by email or phone; a conversion with neither is not sent.
- **TikTok Events API.** Connect your TikTok pixel or offline event set, and conversions go to it. Contacts are matched by email, or by a phone number with its country code.

Store orders are left to your store's own Meta and TikTok apps, so an order is never counted twice. For Google Ads, the Results tab of Analytics makes a file of offline conversions to upload; the **attribution guide** covers it.

STEP 4: SLACK, FORMS AND STORES



Post from flows to Slack, and let form answers start conversations.

Slack. Connect a Slack channel, and the **Post to Slack** step lets a flow post to it: a new lead, a question for the team, a sale, with a link to the conversation. It is the fastest way to make sure a hot lead is seen.

Formtools. Answers of forms you made in Typeform, JotForm or another tool, and leads of your Google Ads lead forms, file the person as a contact and can start an Outside form sent flow. A lead who filled in a form can get a WhatsApp template seconds later.

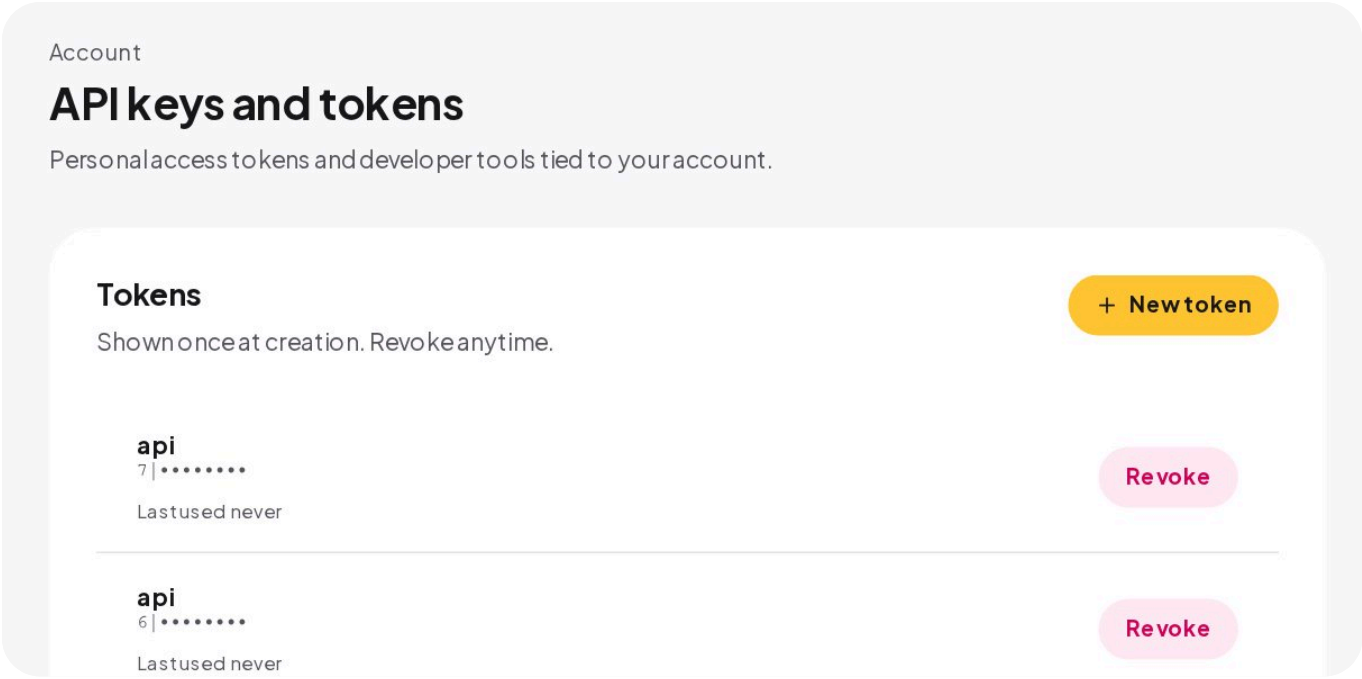
Google Sheets. On Growth and up, connect your Google account under Settings, Integrations, and three flow steps work with a sheet. **Add a row to Google Sheets** adds a row at the end of a tab, **Find a row in Google Sheets** finds the first row where a column has a value and lets the next steps read it, and **Update a row in Google Sheets** changes the columns you choose in that row. Columns are matched by the names in the first row, and a search looks through the first 2,000 rows. Contacts are not copied to a sheet on their own; a flow adds the rows you choose.

Stores. Shopify and WooCommerce orders file the buyer as a contact, count as sales when paid and can start a Store order flow. With two more Shopify webhooks, a cart left at checkout can start a Cart abandoned flow. Refunded and canceled orders stop counting, and test orders start flows but never count.

STEP 5: TOKENS, WEBHOOKS AND THE MCP SERVER

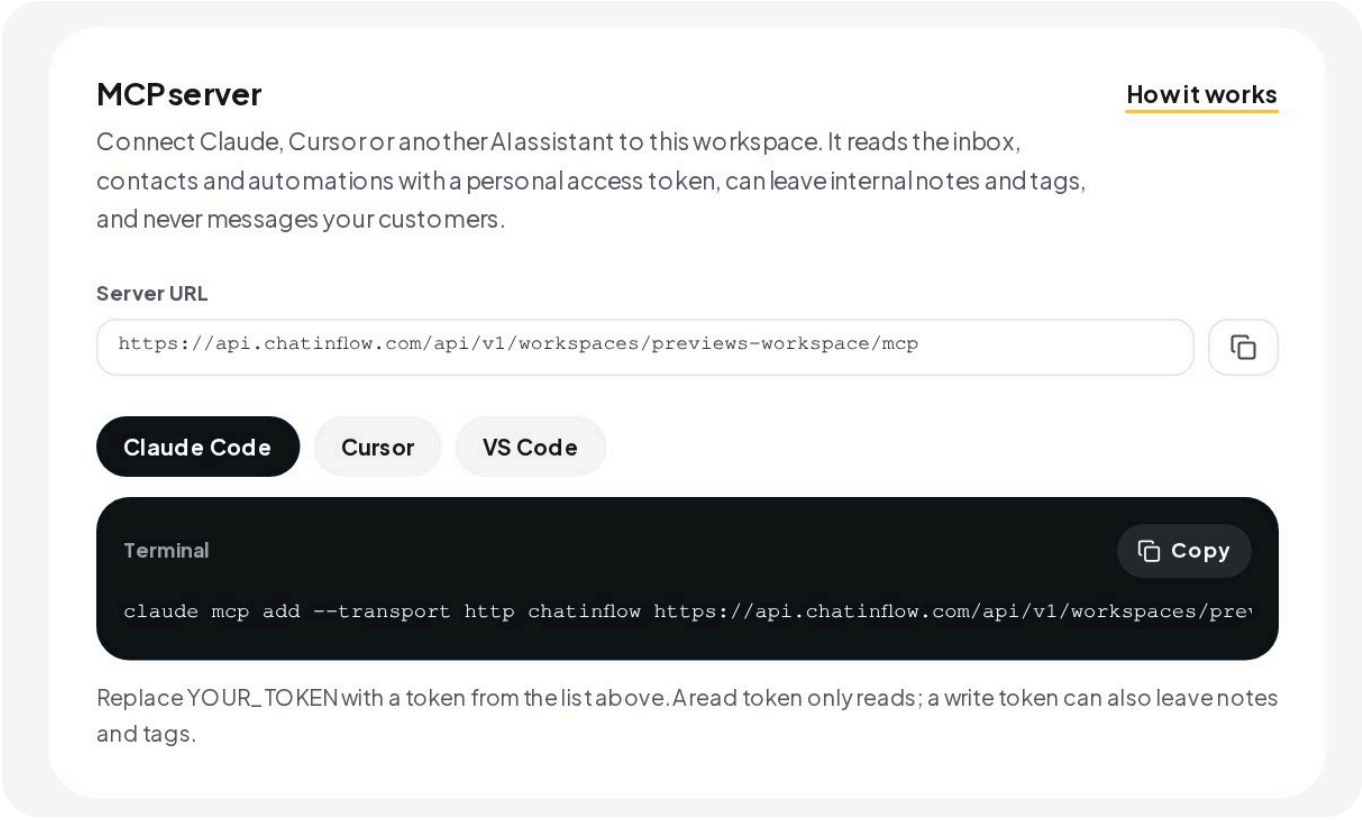
Open **Settings, Developers** for the tools your own systems use.

Personal access tokens. Create a token for the API. It is shown once at creation, so copy it then, and you can revoke it at any time. A read token only reads; a write token can also make changes. API access needs the Growth plan or higher.



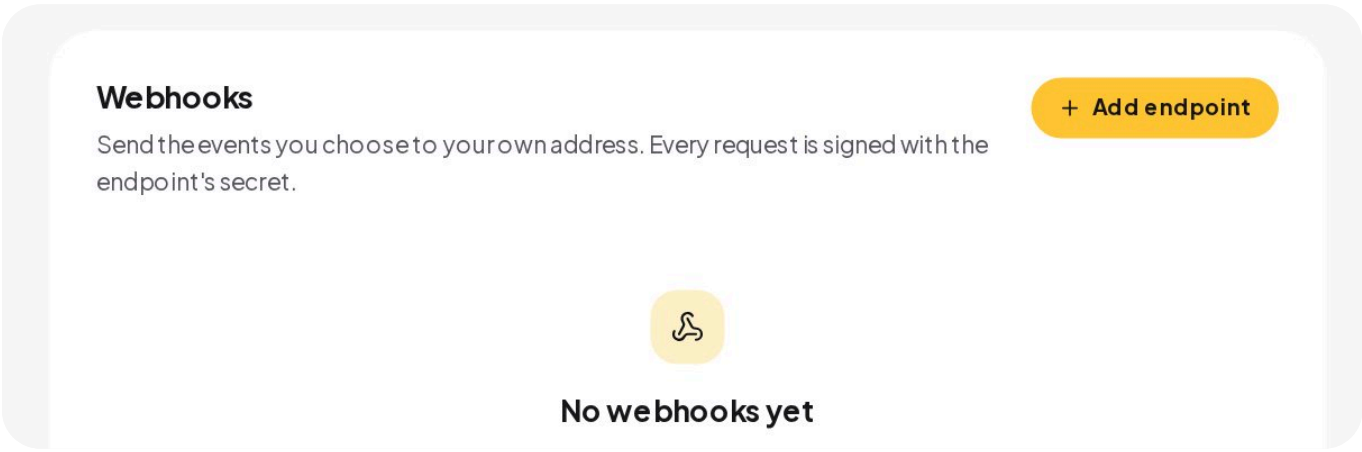
Tokens are shown once at creation and can be revoked at any time. Demo workspace.

The MCP server. Connect Claude, Cursor or another AI assistant to your workspace through the Model Context Protocol. With a personal access token, the assistant reads the inbox, contacts and automations; a write token can also leave internal notes and tags, change a conversation's status or owner, add tasks and create, pause or publish automations. No tool sends a message to your customers. The page shows the server address and the exact command for Claude Code, Cursor and VS Code.



Copy the server address and the command for your AI assistant.

Webhooks. Add an endpoint and choose the events to send: contact, message and booking events, to your own system, Zapier or Make. Every request is signed with the endpoint's secret, so your server can check that it came from ChatinFlow before it acts on it.



Send the events you choose to your own address, signed.

WHICH INTEGRATION FOR WHICH JOB

Job	Use
Put every new lead in the CRM	CRM integration and the Add to CRM or email list step
Sell in the chat	Stripe or PayPal and the Buy button step
Confirm orders on WhatsApp	Shopify or WooCommerce and a Store order flow
Tell the team about a hot lead	Slack and the Post to Slack step
Answer form leads in seconds	Form tools and an Outside form sent flow
Improve ad targeting	Meta Conversions API and TikTok Events API
Look up an order status in a flow	The HTTP request step
Keep a spreadsheet of new contacts	The Google Sheets steps, on Growth and up
Build your own dashboard	The REST API with a read token
Let an AI assistant summarize your inbox	The MCP server

KEEPING INTEGRATIONS SAFE

Every key and secret you connect is sealed with AES-256-GCM before it reaches the database, with a separate data key for each workspace, and only a masked preview is shown after saving. A few habits help:

- **Use the narrowest token.** A read token for dashboards and assistants, a write token only where something must change.
- **Revoke what you no longer use.** Tokens and webhooks for an old project are a door left open.
- **Check webhook signatures.** Verify each request with the endpoint's secret before your server acts on it.
- **Name things clearly.** A token or endpoint called "Zapier leads sheet" is easy to find and revoke later, even by a teammate who did not create it.

TERMS IN THIS GUIDE

- **Provider key.** Your own API key from OpenAI, Anthropic, Google Gemini or Azure OpenAI. ChatinFlow stores it encrypted, shows it masked and runs every AI feature on it.
- **HTTP request step.** A flow step that calls an HTTPS address you choose, such as your order system, and saves the response in a flow variable for the next message to use.
- **Outgoing webhook.** A message ChatinFlow sends to your endpoint when an event happens, such as a new contact. Each one is signed with that endpoint's secret, so your receiver can check where it came from.

- **REST API.** The programmable way into a workspace, on Growth and up, with tokens you create under Settings, Developers.
- **MCP server.** A connection that lets an AI assistant such as Claude or Cursor read your workspace. A write token also lets it add notes and tags, update conversations, add tasks and manage automations; no tool messages customers.
- **Conversions API.** Meta's way to receive sales from a server. ChatinFlow sends each sale to your own Meta dataset with your own key, and to TikTok through its Events API.
- **Add to CRM or email list.** The flow step that sends a contact to HubSpot, Klaviyo, Mailchimp, ActiveCampaign or Kit once that tool is connected with your own key.
- **Zapier, Make and n8n.** Automation tools that receive ChatinFlow's outgoing webhooks and pass the data on to the other apps they connect.

COMMON MISTAKES

- **Losing a new token.** It is shown once; copy it at creation or make a new one.
- **Sending store orders to Meta twice.** Let your store's own Meta app send them; ChatinFlow leaves them out on purpose.
- **A CRM step before the email is checked.** Put a Reply check step first, so only real addresses reach the CRM.
- **Polling the API for new messages.** Use outgoing webhooks to be told when something happens.
- **Giving an assistant a write token it does not need.** A read token is enough for summaries and questions.

QUICK ANSWERS

Does the MCP server let an AI message my customers?

No. It reads the inbox, contacts and automations; a write token can also leave notes and tags, update conversations, add tasks and manage automations, but no tool sends a message to a customer.

Can a flow call an API that is not on the list?

Yes. The HTTP request step calls any public HTTPS endpoint and brings its answer back into the flow.

Are webhook requests signed?

Yes. Every request is signed with the endpoint's secret, so your server can verify that it came from ChatinFlow.

Which plan do I need for the API?

The Growth plan or higher. Tokens are created under Settings, Developers.

Can I send new contacts to Google Sheets?

Yes, with the Google Sheets steps on Growth and up. Connect your Google account under Settings, Integrations, then put an Add a row to Google Sheets step in the flow where a new contact arrives, with the fields you want in each column. An outgoing webhook to Zapier, Make or n8n works too.

SOURCES

- **What is the Model Context Protocol**, on how AI assistants connect to tools.
- **Conversions API**, Meta for Developers.
- **About Events API**, TikTok For Business.

DO IT IN SECONDS, FREE

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