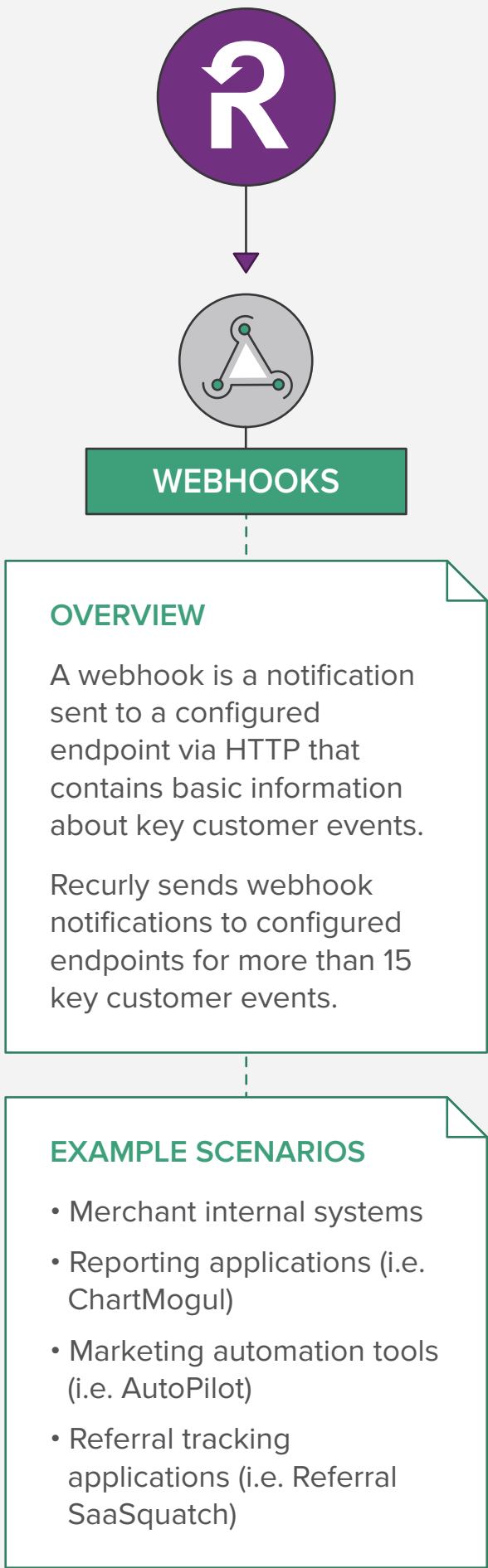


Listen for Events from Recurly

For a system to “listen” for a specific event in Recurly, webhooks should be used to send basic information about a change in customer data. From there, the system can:

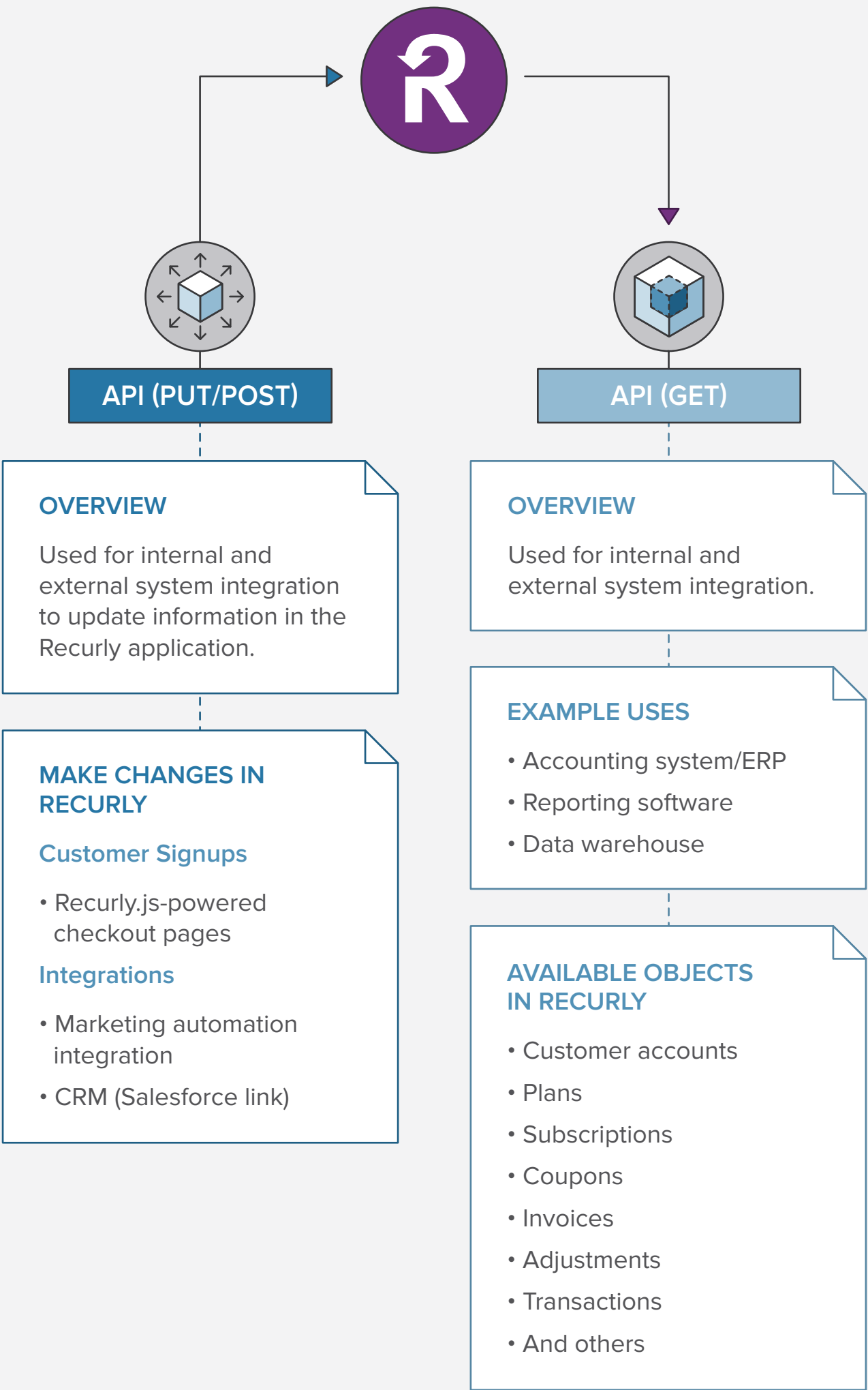
- ▶ Deliver event notifications from Recurly to other systems in real time
- ▶ Use notifications to prompt actions in downstream systems such as creating a marketing event or triggering an email
- ▶ Enrich webhook data by calling the API after receiving a webhook notification



Talk to the Recurly System

For a system to “talk” to Recurly (e.g. access records, add records), the system should do so using the API. From there, the system can:

- ▶ Retrieve specific information about a customer and related transactions
- ▶ Update subscriber information, upgrade or downgrade a subscription, or issue a refund
- ▶ Understand the status/historical information of a subscription that has changed over time



Export Data from Recurly

Recurly offers several ways to export your data. Exports can be generated from the application, and all allow for date range filtering. Exports can be used to:

- ▶ Easily view all customer information added or edited over time
- ▶ View transactional data over a certain period of time
- ▶ Automate revenue recognition with a deferred revenue waterfall report

