

# 4 THINGS THAT WILL BOOST YOUR API ADOPTION

You've published your API ...now what?



Developers have successfully published millions of APIs.

But external adoption has lagged. Which leads to the question:

**"HOW CAN I INCREASE ADOPTION OF MY APIS?"**

HERE ARE THE **4** THINGS THAT WILL BOOST YOUR API ADOPTION

## 1 EMBRACE CUSTOM DATA

Add a discovery API that provides the capacity to find all custom fields and objects at an endpoint electronically.

Provide a complete set of RESTful methods to enable CRUD operations for the data in each custom object.

Provide APIs that actually create new custom objects and new custom data fields within standard objects.

## 2 IMPLEMENT MACHINE READABLE DOCS

Swagger 2.0 and RAML make your API easily discovered and understood by humans and computers with minimal effort.

Reduce maintenance cost, as updates to your API can be obtained programmatically.

Automatically generate SDKs for your API and keep them up-to-date, accelerating adoption.

## 3 DELIVER RICH METADATA AROUND OBJECTS

Provide other apps with a richer context regarding your API & its structure.

Go beyond just object & field metadata e.g. field size, display name & update date stamps.

Comprehensive metadata gives info on call limits, configuration data & edition specific data.

The richer the metadata, the easier your API can be integrated from the edition you're on.

Metadata describes how to implement APIs per that data, how to call it in detail & what it supports.

## 4 EXPOSING WEBHOOKS

So...what is a Webhook?

A Webhook is an HTTP callback: an HTTP POST that occurs when something happens.

Webhooks enable publishers to implement more effectively and synchronize data for their APIs.

The best APIs give you the ability to create a webhook programmatically and then instantiate.

### 3 Stages of Exposing Webhooks

1

SETTING THEM UP

2

ADDRESSING THEIR STRUCTURE

3

ADDRESSING THEIR COVERAGE

About  cloud elements

Cloud Elements is a Salesforce API management and integration service that enables developers to publish, integrate, aggregate and manage their APIs through a unified platform. Cloud Elements' integration toolkit enables developers to connect entire categories of cloud services (e.g. CRM, Documents, Finance) or synchronize data between multiple cloud services (e.g. Salesforce, Zendesk and Quickbooks).

Find more information about Cloud Elements at [www.cloud-elements.com](http://www.cloud-elements.com).