



RSS/Atom feed trigger

What is an RSS or Atom feed?

An RSS or Atom feed is a structured data format used to deliver frequently updated content to users and apps. These feeds adhere to standards known as Really Simple Syndication (RSS) and Atom. RSS and Atom feeds enable users and software to access website updates in a standardized and machine-readable format, making it easier to stay informed about new content and changes on websites.

You can make use of the Feed trigger in several ways, such as automatically notifying your social team when your brand is mentioned in a feed, sending email alerts to real estate buyers when a new property matching specific criteria is listed, and more.

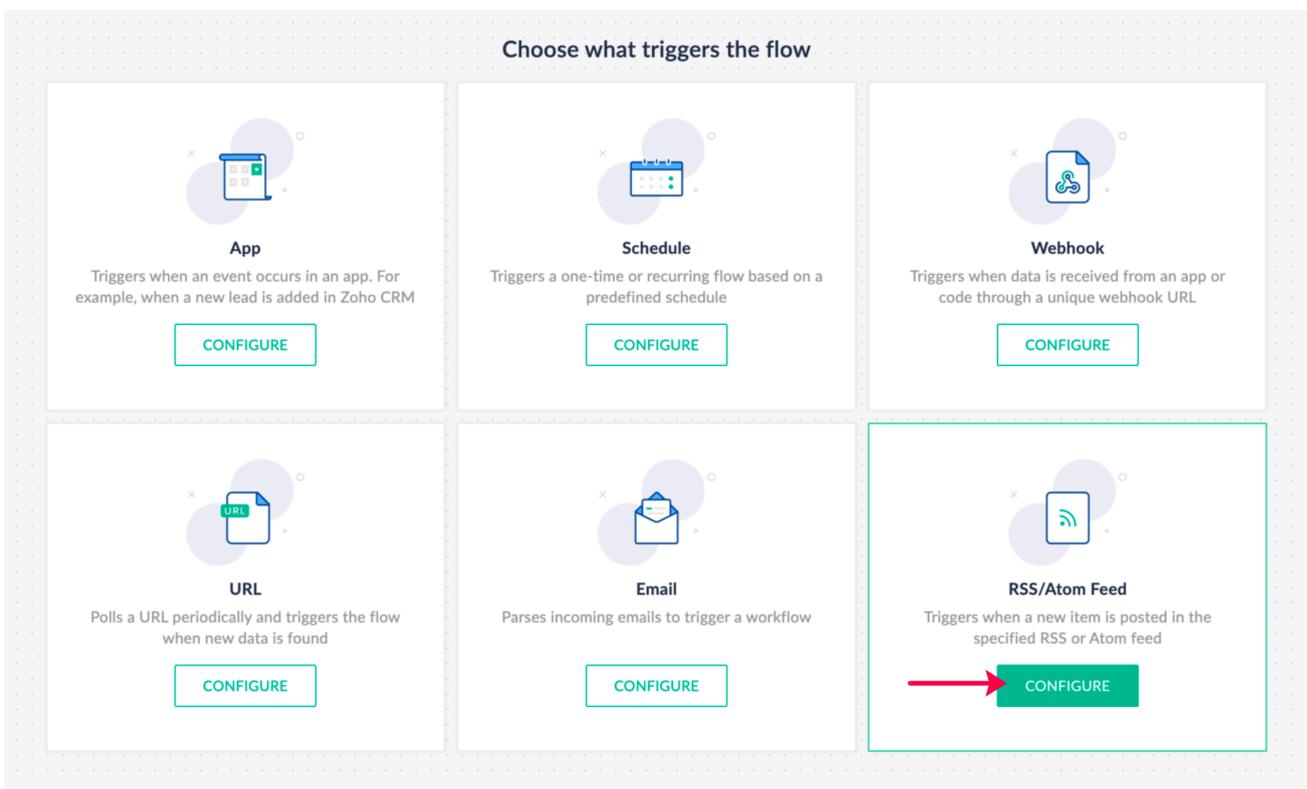
How the RSS/Atom feed Trigger works

The RSS/Atom Feed Trigger in Zoho Flow lets you start your flow based on the new entries added to a specified feed. You can set up how Zoho Flow should check for new data in your feed while configuring. There are three options to choose from:

- **New entries based on date:** While polling the provided feed, Zoho Flow will try to identify the latest feed entry by checking the date and time it was added.
- **New entries based on GUID/URL:** While polling the provided feed, Zoho Flow will try to identify the latest feed entry by checking for changes in the feed's GUID or URL.
- **New or Updated entries based on content:** Zoho Flow will identify the content received from the initial trigger. Subsequent changes in the feed content will be checked against previous trigger data to check if new data is added or existing data is updated.

How to configure RSS/Atom feed trigger

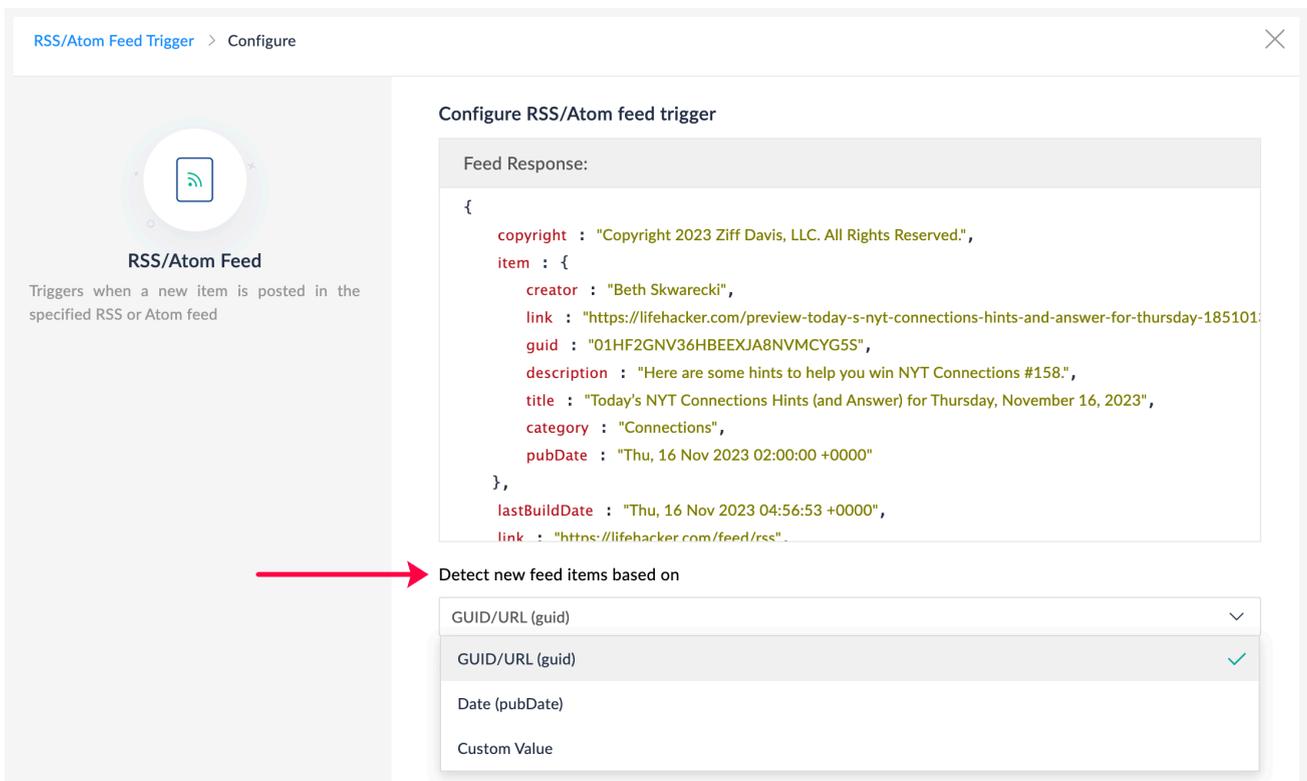
1. In the My Flows section of Zoho Flow, click **+Create**, then **Create flow**.
2. Enter the flow name, and optionally a description.
3. Click **Create**.
4. Select RSS/Atom Feed as the trigger.



5. Provide the Feed URL, then click **Fetch Response**.

6. You'll see the full response from the feed URL provided. Click **Next**.

7. Here, you'll see the preview of all elements available in the feed that you can use as variables for the flow. Select the method by which Zoho Flow should check for new items in your feed, then click **Next**.



8. Add filters using **Filter criteria** if needed, then click **Done**.

9. Add actions to your workflow in the builder.

 **Important note:**

- Currently, we only support publicly available feeds.
- The polling frequency is the same as the app trigger, and will vary depending on your pricing plan.