

Webhook to Google Sheets with duplicate check

Free Make.com template by Flowpaja. Receives JSON through a custom webhook and adds one Google Sheets row per `request_id`. Repeats are skipped.

How it works (3 modules)

1. **Custom webhook** receives `name`, `email`, `message`, `source`, `submitted_at`, `request_id`. A filter stops requests without `request_id` or `email`.
2. **Google Sheets** > **Search Rows** looks for the `request_id` in column F of the Leads tab (limit 1).
3. **Google Sheets** > **Add a Row** runs only when no row was found. Writes columns A-G; `email` is lower-cased and trimmed; `received_at` is the time Make wrote the row.

Both Sheets modules have a **Retry** error handler (formerly Break): 3 attempts, 15 minutes apart, for temporary Google errors. Scenario settings: **Store incomplete executions** on (Retry needs it), **Process data in order** on, so copies of one request are checked one at a time.

What you need

- A Make.com account (the Free plan works) and a Google account.
- A Google Sheet with a tab named **Leads** and these headers in row 1: `submitted_at`, `name`, `email`, `message`, `source`, `request_id`, `received_at` (use the example sheet).
- Something that sends JSON: a form backend, a script, or `curl.exe` for testing.

Setup

1. Upload `Webhook_to_Sheets_EXAMPLE_sheet.xlsx` to Google Drive and save it as a Google Sheet (or create the Leads tab yourself). Keep the column order.
2. In Make: **Create a new scenario** > three dots (⋮, upper right) > **Import blueprint** > choose the `.json` file > Save. Or add the template from Make's gallery.
3. **Module 1:** click **Add**, name the webhook, save, then **Copy address to clipboard**. Keep the URL private.
4. **Modules 2 and 3:** add or pick your Google connection, then the same spreadsheet and the **Leads** tab in both.
5. Click **Run once** and send TEST 1 from `test_requests.txt`. Make learns the fields. If a mapping shows a warning, reselect the field from module 1.
6. Run tests 2-4 (table below), then switch the scenario **on**. Give the URL to your sending app.

The sender's job: send a **unique request_id per submission**, and the **same** `request_id` when it retries. A new ID on every retry defeats the duplicate check.

Test with fictional data

Test	Send	Expected
1. New request	req-20261002-0001	One new row; module 3 runs
2. Duplicate	The same request again	No new row (found in column F)
3. Second new request	req-20261002-0002	Second new row
4. Missing request_id	No request_id	Stopped by the first filter; no row

Every request is answered `Accepted` (HTTP 200) as soon as Make receives it. In Windows PowerShell, type `curl.exe` (plain `curl` is an alias for `Invoke-WebRequest`) or use the `Invoke-RestMethod` lines in `test_requests.txt`.

Credits (measured in our test, 2 Oct 2026)

Case	Modules that run	Credits
New request	Webhook, Search Rows, Add a Row	3
Duplicate	Webhook, Search Rows	2
Stopped by the filter	Webhook	1
Retry attempt	The failed module again	+1 per attempt

Filters and error handlers don't use credits. A webhook scenario uses no credits while no requests arrive.

Common problems

Problem	Likely cause	Fix
Duplicates still appear	Sender makes a new request_id on each retry	Generate the ID once per submission
No rows at all	No request_id or email in the payload	Check the payload (see test 4)
Fields missing in the mapping	Make hasn't seen a request yet	Run once, resend test 1
Duplicate not detected	request_id is not in column F, or was edited	Keep the column order; don't edit IDs
Scenario switched off	Instant trigger + an unhandled error (switched off after the first one)	Fix the cause, check Incomplete executions, switch on
Webhook never receives anything	Wrong URL, or another scenario's webhook	See flowpaja.com/guides/make-webhook-not-receiving-data/

Limits

- Checks only column F (request_id). Two different requests with the same email are both added.
- Default Make reply is `Accepted`. Add Webhooks > Webhook response if the sender needs specific JSON or status codes.
- Make's webhook limits apply (5 MB per request; the queue size depends on your plan).

Full guide: flowpaja.com/templates/webhook-to-sheets-dedupe-free/ · Questions: flowpaja.fi@gmail.com