

## What Are APIs Used For?

While APIs are primarily used by desktop, web, mobile, and other application developers, they are also used by non-developers to work with services like IFTTT, Zapier, and the growing number of low-code or no-code solutions out there – even Postman!

Every company that has a mobile application has APIs – these APIs might not be easily found via a dedicated API portal like many common APIs you hear people talking about, but they are still APIs. All the big tech company names you know like Facebook, Twitter, Google, Microsoft, and others – all have APIs. Any company who uses common services like WordPress, Quickbooks, Salesforce, and other common applications, technically also have APIs.

If your website runs on WordPress, your website has an API – and if you aren't aware of it, then you aren't getting the opportunity to put it to use. APIs are ubiquitous, and underneath the surface of everything we do online today – you just may not have been fully aware of it until now.

## Are APIs For You?

APIs are how data is exchanged, content is published, media is consumed, and algorithms are applied across the web today. APIs are how you access your social data, your photos, your accounting

information, and much, much more.

APIs are often viewed as being very technical, which can be true. However, many APIs are accessible by anyone who is curious enough to peek behind the curtain of the web. If you have ever clicked “view source” on a website, APIs are for you. If you are curious how you can get Tweets into a spreadsheet so you can play around with social data, APIs are for you. If you are curious how your Nest thermostat works with your mobile phone applications, APIs are for you.