



Airtable

Reviews, tips, and advice from real users



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Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13 - 15

ROI..... 16 - 18

Use Case..... 19 - 23

Setup..... 24 - 26

Customer Service and Support..... 27 - 28

Other Advice..... 29 - 33

Trends..... 34 - 35

About PeerSpot..... 36 - 37

Product Recap



Airtable

Airtable Recap

Airtable is recognized for its intuitive operation and robust automation, enhancing data management and collaboration efficiency. It supports a variety of business needs with its flexibility and integration capabilities.

Airtable empowers users with a platform that combines the familiarity of relational databases, data sorting, and custom formulas with the ability to streamline workflows through powerful automation. Its diverse field types, seamless integration with popular tools, and scripting extension significantly enhance data management and reporting processes. Additionally, automatic saving ensures efficient document storage and access, fostering collaboration from any location. Users appreciate the flexibility of its relational databases and grid-like views similar to spreadsheets. While there are sections for enhancement, Airtable remains a flexible tool for project tracking, CRM management, and various operational tasks.

What are the key features of Airtable?

- **Intuitive Interface:** Provides a user-friendly experience while accessing and managing data.
- **Automation Capabilities:** Streamlines repetitive workflows to save time and effort.
- **Relational Databases:** Offers flexibility in managing complex data relationships.
- **Data Sorting and Custom Formulas:** Enhances the ability to analyze and organize data.
- **Seamless Integration:** Connects effortlessly with other tools for comprehensive solutions.
- **Rich Field Types:** Supports diverse data inputs for versatile applications.

What benefits should users consider when reviewing Airtable?

- **Enhanced Collaboration:** Facilitates team communication and project management from anywhere.
- **Workflow Efficiency:** Automates tasks to improve productivity across business functions.
- **Flexible Customization:** Adapts to specific business processes and needs.
- **Data Accessibility:** Provides secure, easy access to stored information and documents.

In industries like project management, CRM, and database creation, Airtable helps businesses track projects, manage client databases, control inventory, and automate tasks. Organizations leverage its integrative capabilities with tools like Google Workspace and Pipedrive to monitor site visits, manage communications, and address ecommerce requirements, enhancing overall efficiency.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Airtable does it all with Excel database functionality, spreadsheet capabilities, automation, and visually appealing interfaces, and data insights change in real-time, making it flexible and user-friendly.”



Favour Emosivbe

Automation Specialist at ZapWorx

- ✓ “Airtable has had a positive impact, where previously reliance was placed on a calendar schedule for stand-up calls, spending lots of hours to understand who worked on which task, and after Airtable came into the picture, so much time has been reduced, primarily focusing on productivity and engaging in development.”



Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

- ✓ “With Airtable, we saw clear improvements in efficiency, especially in time and coordination.”



Verified user

student at a university with 5,001-10,000 employees



“Airtable's best feature is that it is very easy to use and very convenient.”



Sefali Mohanty

Senior Product Consultant II at Vimeo



“Airtable's customizable views are beneficial for managing my projects, as it offers broad features that even allow someone who understands it thoroughly to operate without needing external tools.”



Oluwadare Temitope

Automation Specialist at Upwork



“Airtable has really benefited us in document storage.”



Isaac Nelson

Business automation Expert at INSTRUTECH LIMITED



“I appreciated the ability to configure a graphical interface for a database, which was quite novel at the time.”



Verified user

Owner at a consultancy with 11-50 employees

What users had to say about valuable features:

The features of Airtable that I have found the most valuable so far are the interface and the spreadsheet feature. The interface is really valuable and I make use of it so much, specifically the table, as I use it all the time. I get to integrate the interface with other software and web applications, utilizing the database and the table extensively. Airtable has helped my team's workflow overall by streamlining manual repetitive tasks through automation, coupled with the database feature and the interface. When I integrate it, it really enhances the workflow, allowing me to analyze the data we integrate, such as when connected with Shopify for inventory management. I use the interface for key performance indicators or analysis of my inventory. Additionally, I can connect it to scraping tools to analyze data from platforms such as TikTok and Instagram, and more often than not, I can accomplish tasks within Airtable without needing to connect to external tools.

Oluwadare Temitope

Automation Specialist at Upwork

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“What I appreciate about Airtable is its ease of use and automatic saving feature. When using Microsoft Excel, you might forget to save your documents, but with Airtable, it saves automatically. You can also perform complex tasks that might not be possible with other platforms such as Excel. You can add PDF documents, perform basic automations, and even do scripting with Airtable.

“Airtable has really benefited us in document storage. You don't need to search for different documents everywhere. Everybody has a particular base for different purposes, so you add information to those bases and anybody can access it at any point in time anywhere in the world.

“It has helped us by eliminating the need to carry our systems around. You can log in from anywhere in the world, access your account, and work with it anywhere..”

IsaacNelson

Business automation Expert at INSTRUTECH LIMITED

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“Airtable's best feature is that it is very easy to use and very convenient. If I get a certain profile or the account number, I can easily find out all the details of the particular client's profile. For example, if I receive an issue from a user stating they are facing a particular issue from a specific company, we can always take out their profile URL, search in the table, and get the details, such as who the account manager is, what subscription they are under, what features they have taken, and whether this particular feature is allowed in their subscription or not. Basically, we have overall details.

“The issues, for example, if a particular client has reported some bugs which we have not fixed, so that report is also in Airtable. What we do is, as it is for SSO users, if I change anything, it will directly update. We have connected our Slack channel to Airtable; any updates or changes made to Airtable will always reflect in the Slack channel, showing that this particular agent has made changes in Airtable. What are the new updates, what are the previous updates, and overall details of new things we have added or issues we have worked on and removed are reflected in Slack. It is best that everyone will know that in Airtable, all these changes are reflected and updated..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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“I think the best features of Airtable are its flexible database structure, spreadsheet-like interface, customizable views, and collaboration tools. These features make it easy to organize data, track projects, and work efficiently with a team.

“The feature I rely on most in Airtable is the database in table view because it helps me organize and filter research data easily. It keeps everything structured so I can quickly find and update information without confusion.

“Airtable has improved our work by making research data and tasks more organized and easier to manage. It reduced confusion, improved team coordination, and helped us track progress more clearly, which made our workflow more efficient overall.

“With Airtable, we saw clear improvements in efficiency, especially in time and coordination. It helped reduce time spent on organizing and updating data by 25 to 30% since everything was centralized in one place instead of multiple spreadsheets and messages. It also improved team coordination by making it easier to track task status in real-time, which reduced follow-ups and miscommunication during the project..”

Verified user

student at a university with 5,001-10,000 employees

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“Airtable offers multiple different features, particularly in the planning sector and calendar options, wherein workspaces can be created and shared with colleagues working together. Airtable provides numerous features such as managing groups, enabling notification preferences, and allowing communication with colleagues wherever they are working, such as if one person is in China and another is in India, with the option to notify changes and customize language preferences. The appearance can be changed and Airtable can be integrated with multiple other tools such as calendars in Microsoft Teams for notifications. You can start with templates or use AI to build custom apps, tailoring workflows.

“Workspaces are the primary focus because this is where all people have access shared between various different teams, allowing one particular person focusing on one area to make modifications or enhancements that are viewable.

“Airtable has had a positive impact, where previously reliance was placed on a calendar schedule for stand-up calls, spending lots of hours to understand who worked on which task. After Airtable came into the picture, so much time has been reduced, primarily focusing on productivity and engaging in development. Airtable provides managers with an overview of operations performed, how long tasks take, and the expected completion dates..”

Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

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“The best features in Airtable include the flexibility and the fact that I could create relational databases. Before I started using Airtable, I was using Excel which didn't offer these capabilities. The ability to create relationships between tables and see through what's working in other departments is great for me. I can do scripting and work on large data sets on Airtable. It makes it easy for me, as working on those data sets on Excel tends to slow me down, but on Airtable, it's much faster.

“I can integrate Airtable with other platforms; aside from the native integration where I can send notifications to Slack teams and messages to Gmail, I can also connect with Make.com to share data. The interface on Airtable is exceptional. Working for my clients, when a client didn't want access given to all teams, we structured that on the interface and the different teams got different access to different tables.

“Airtable's rich field types help in organizing complex data for my team. The advanced field types work exceptionally with features such as linking records together. I can link records from other tables and see what's happening, use the lookup field, the roll-up field, and the count field to see what's occurring in other departments and generate insights. Unlike other CRMs, data cannot enter if it's not properly structured. If I want to input an email and it's not valid, it won't allow it because it expects the data to be structured appropriately..”

Favour Emosivbe

Automation Specialist at ZapWorx

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Other Solutions Considered

“A particular solution was not being used. Reliance was placed entirely on separate lead managers responsible for managing operations, but now Airtable has replaced this..”

Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

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“Before using Airtable, we mainly used spreadsheets such as Google Sheets and shared documents for tracking research data and tasks. We switched because Airtable provided better structure, easier filtering, and more effective collaboration features compared to traditional spreadsheets..”

Verified user

student at a university with 5,001-10,000 employees

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“GitHub has been evaluated. There is a central repository wherein all the enterprise users can connect and do the merging or the branching of the operations. After that, Airtable has been tried..”

Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

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“Basically, in our Vimeo company, we use Airtable. We also use Splunk, where we pinpoint the core issues. For example, since it is a video hosting service, users upload videos and embed them on websites. Users often come back to us saying they are facing 404 errors or 503 errors—gateway errors. We dig into those issues and obtain the video ID from the profile, checking the user's video metadata to identify the cause of the issues. Splunk is a tool we find very useful for figuring out errors and understanding what specific errors users face..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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I evaluated other options from other vendors, particularly Smartsheet, but I was introduced to Airtable first and preferred using it. While I haven't explored Smartsheet fully, I fell in love with Airtable as soon as I got used to it. I think it would be helpful if Airtable could create features for building portals such as Softr does, eliminating the need for integration when my clients require unique login pages.

Oluwadare Temitope

Automation Specialist at Upwork

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“I do not remember exactly using a different product before Airtable, but I could say that I have worked for four companies. I joined Vimeo and got to know about Airtable. Previously, I worked for Dailyhunt, which was a news application that was also really superb. I also worked for Accenture, which is a complete service-based company. I have a good overall experience with different tools, but regarding specific product experiences, I do not have particular things to say; however, I have learned a lot at Vimeo, starting from IKB to Salesforce and many more..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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ROI

Real user quotes about their ROI:

“With Airtable, we did see a positive return on investment, mainly in terms of time savings and improved efficiency. It helped reduce time spent on organizing and updating data by about 20 to 30%, since everything was centralized and easier to track in real-time..”

Verified user

student at a university with 5,001-10,000 employees

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“We have seen a return on investment, especially with the automation capabilities. I don't need to employ someone for manual data entry. I can automate the process so it automatically populates data into the Airtable base and performs any necessary calculations, instead of employing someone to do that manually..”

IsaacNelson

Business automation Expert at INSTRUTECH LIMITED

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“I have seen the return on investment with Airtable. When I deliver work, the ROI is for their business. On my end as a freelancer, I use it to track projects that I work with for clients and my own personal dealings. I use it to monitor my performance as a freelancer, checking if I'm doing work and delivering on time. For clients' projects, I don't really investigate their ROI unless such discussion is requested..”

Favour Emosivbe

Automation Specialist at ZapWorx

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“There are definitely multiple different kinds of change request releases which have recently happened wherein the product was launched. Multiple different kinds of defects were encountered and were preferably maintained as a bug. As a part of that process, sprints that release every bi-weekly, that is every two weeks, are performed. In those sprints, the major focus and work is on making enhancements to the existing infrastructure and deploying that particular infrastructure to production. This ensures that the environment is always safe and secure and has saved a lot of time rather than relying on manual workflow..”

Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

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“For example, if it is rated one to ten, ten would be the highest, then I would recommend it an eight. I think two percent of issues are unavoidable because, though it is a tool, every tool or whatever is there has bugs and disadvantages—pros and cons. Overall, it is a good thing, and really helpful for the corporate world, product teams, support teams, and the overall operation team. It really helps, starting from onboarding to user details. We also have this option where, if the user or clients suggest adding particular features under some subscriptions—because we have clients ranging from starter to enterprise—we take those feedbacks very seriously and work on them for product improvement..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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Use Case

My usual use case for Airtable is for CRM management, such as lead management, and also real estate project management. I also use it for project management related to events, project management, inventory, and I've used it as a major database for an app. I've worked with clients that use Airtable as their own backend database, integrating it with other apps and tools.

Oluwadare Temitope

Automation Specialist at Upwork

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“I mainly use Airtable for organizing research data, tracking project tasks, and collaborating with team members.

“In a recent project, I used Airtable to track survey responses, organize participant data, and assign tasks to team members. It helped us keep all project information in one place and monitor progress easily.

“We also use Airtable to set deadlines, track project milestones, and share updates with team members, which helps keep everyone aligned..”

Verified user

student at a university with 5,001-10,000 employees

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“Airtable is a cloud-based platform that we use for all users' data. I work for Vimeo, which is a video hosting platform, and we collect data from our users who use Vimeo for video hosting and live streaming. We collect their data and based on that, we reach out to the customers or we reach out to the owners of the companies that are our clients.

“We get all the details about their subscription, what available features they have, and basically all details like how much they are investing in our company. Starting from that, till the issues we have, this data includes all that information in Airtable. For example, we have certain clients, certain projects, their sites, applications, the developer part, the production side, the creative side, and the vendors, along with how many reports we have received from the particular users and their subscriptions, who their account manager is, and the renewal manager. All these basic details are in Airtable. As a product, I would give Airtable an eight. It is very good, but we do not rate it a ten because, being a tool, there are always pros and cons. For that reason, I prefer to rate it an eight..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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“Airtable is used to manage and keep track of sprints, and anything that needs to be prioritized or any specific Jira change requests that need to be considered, as well as any kind of sprint planning that will be performed in Airtable.

“Airtable is used to ensure that any kind of recent sprints that need to be tracked, such as any kind of daily changes or any kind of activities that need to be performed, are captured there. We also have categorization across various different things, so if there is a need to communicate about any kind of recent change request changes that need to be performed or anything that needs to be taken into consideration, Airtable is part of the picture.

“Overall, the program logs are maintained in Airtable, including milestones, deliverables, risks, issues, and change requests, all classified and tracking releases. Airtable serves as a centralized location wherein all developers, the operations team, CI/CD, and DevOps teams work together to ensure that sprints are scheduled and worked according to requirements and cases with comments added so that everyone has a high-level exposure of what is exactly happening in the organization..”

Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

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“I basically use Airtable for client projects and my own personal projects. As a freelancer, whenever a client wants to work on projects involving project management, inventory management, and CRM for businesses, I use Airtable to create their dashboards and automation that helps their workflow easier and runs things behind the scene.

“I used it for stock management for an e-commerce brand that deals with clothing stores to help them track their incoming sales and stock levels. I also used Airtable with Softr; I used Airtable to design a tech school for users and students who wanted to register within the tech academy, and I used Softr for the front end to design the application for the school. Airtable was the back end while Softr was the front end for that project.

“On my personal level, I use Airtable extensively to keep track of my tasks. Whenever I have a project for a client, I log that project on my own Airtable, track the progress, and track milestones as I deliver them to the client. For my activities at home, if I don't want to forget any event, I keep it on Airtable and create automation that reminds me about the event..”

Favour Emosivbe

Automation Specialist at ZapWorx

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“I use Airtable as a database to store information and perform automation with scripting.

“I use Airtable to get leads from my Pipedrive account to store in the Airtable base. I use it to track speed to leads of my sales personnel. For example, when a client calls, I use it to know exactly the time they take to answer that call. I also use it to document processes. We have a calibration company, so we save our information, such as the tools we use, the last calibration date, expiring dates, and so on. We use automation to remind us when particular equipment will expire for recalibration. Those are some of the things we do with Airtable. We can send reminders to different departments that are responsible for that.

“I have integrated it with Google Workspace. If our equipment is due for calibration, it is integrated with Gmail, so we can send the due dates to the team responsible for recalibrating the equipment. It can also send notifications through Slack to different departments that are responsible. I have done that integration before.

“We use Pipedrive for our CRM, and instead of typing different customer names inside Airtable, we now use webhooks to connect it to Pipedrive. Pipedrive sends the information to Airtable and it automatically populates in the Airtable database. Instead of manually calculating the speed to lead for each sales agent, it does it automatically, which reduces error and improves efficiency..”

IsaacNelson

Business automation Expert at INSTRUTECH LIMITED

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup of buying a license and creating an account is straightforward. License pricing is reasonable. As I mentioned above, building bases is more complicated, as it takes planning and resources..”

Kaitlin Messmer

President at PKAE Consulting LLC

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“The tool's setup is difficult for those who don't understand column-based infrastructure. For someone familiar with Google SIP or Microsoft Excel setup is like enjoying coffee. However, there is a helpful community for the tool with all kinds of information. I was able to do whatever I wanted after reading through their documentation for one to two days. The tool's deployment time depends on the project requirements. There was a complex project where the product's deployment took one week to complete. .”

Dimitris Goudis

Airtable developer - Tableau analyst at Freelance

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“The initial setup of Airtable is very straightforward and not complex at all. If you're familiar with Google Sheets and Excel, you can easily understand Airtable. Just by looking at it, you can see the fields and understand that certain places are for short text, names, phone numbers, and emails. You can connect buttons to access another portal or URL. Looking at everything, you can figure things out even before going to the academy or YouTube to study. Airtable has made everything easy; you can look at the platform on your own, spend time with it, and figure everything out..”

Favour Emosivbe

Automation Specialist at ZapWorx

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“It's very easy to do the essential things in Airtable. However, connecting Airtable and other apps via their API to more sophisticated automation with scripting gets a little more complex. That's where my customers hire me for Airtable development and consulting. The initial setup of setting up a basis, creating fields, and building interfaces are relatively easy.

Airtable's deployment time depends on its complexity. The initial build for complex bases and systems I set up for large companies would take three to four weeks. After that, it would be adding additional features. But then I've had people with something simple that takes a few hours.

I rate Airtable a nine out of ten for its initial setup..”

JeremyTaylor

Founder at Defiant CNC

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“The initial setup is easy. And the templates make the job a lot easier. We can grab a template that's much closer to you. It'll already have the default connection to relationships. Just have to start customizing as per your needs and get started. So onboarding is pretty straightforward and great.

The time taken for deployment depends on the complexity and use case you are doing it for. For example, we use it as a CRM for my consulting business. I didn't have to spend more than one or two minutes customizing it. I didn't have to do it beyond that.

Using it more for internal tools or bigger projects might require more hours. But it shouldn't be beyond that. Even if you're doing scripts in automation, it should not take more than ten-fifteen hours, maybe not more than that. The scripts are really very intuitive you don't have to do it manually so that reduces a lot of manual effort here..”

Kalai Periasamy

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Freelancer - Workflow automation and custom product building at Self-Employed

Customer Service and Support

“The customer support for Airtable is generally good. Most issues can be solved using their help center and documentation, and direct support is available when needed. Overall, it was helpful for typical user problems..”

Verified user

student at a university with 5,001-10,000 employees

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“The solution's technical support was unbelievably quick to respond and supportive. My company had no problem getting anything we needed from the support team. I rate the technical support a ten out of ten..”

David Schachner

Owner at Secure Document Conversion

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“Airtable's technical support is fine. We contact technical support, and they get back to us via email. Sometimes, they'll do a screen share and send you a little video to assist with troubleshooting or work through a new feature..”

JeremyTaylor

Founder at Defiant CNC

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“I have contacted the support four times since using the product. The support team was very helpful and polite and responded to me in the next hour though we were in different time zones. .”

Dimitris Goudis

Airtable developer - Tableau analyst at Freelance

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“If you are an enterprise customer paying for a lot of licenses, I would give them a ten out of ten. That makes up the bulk of my experience interacting with their service and support. However, it is often shared across Airtable communities and forums that the level of service and turnaround time drastically varies based on how much you’re spending with Airtable..”

Kaitlin Messmer

President at PKAE Consulting LLC

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“When it comes to technical support, we have recently introduced new chat options for our agents, especially for enterprise users who are paying high fees. We do not want those users to wait; we have complete email processes and phone calls. We also have chats just for enterprise. If a user is going live for streaming and faces issues, they can reach out to us directly for help. We are prepared to go inside their account and impersonate the user's account to identify the root cause of their issues..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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Other Advice

“I would advise anyone starting with Airtable to keep things simple at the beginning and gradually explore advanced features. Start by organizing data in basic tables and views, then slowly use features such as filters, automations, and integrations as needed. It is especially useful for research and team projects because it helps keep everything in one place and makes collaboration easier. I would rate this product a 9 out of 10..”

Verified user

student at a university with 5,001-10,000 employees

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“Airtable is advised for mid-level and CMM Level 4 or 5 organizations to consider using as a replacement for current [GitHub](#) repositories, as it connects various AI tools and allows cross-functional teams to work in a central location. This way, teams can understand expected ETAs for change request deployments and ensure tickets do not bridge into SLA.

“Airtable is the best application to ensure integration among developers, DevOps engineers, and the CI/CD team. This review has been given a rating of 9 out of 10..”

Abdul Samad Irfan Shaik

Senior Technical Lead at Numeric Technologies

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“I do not have anything that comes into my mind regarding advice or recommendations for other organizations considering Airtable at this moment. I

would really recommend Airtable because if I work in a large organization with a high number of clients, and if I want my work to be easier, Airtable is definitely not time-consuming. The moment I want something, I can get it. That is how I would recommend Airtable; it would be really helpful for other organizations.

“I rated this product an eight out of ten..”

Sefali Mohanty

Senior Product Consultant II at Vimeo

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“I chose Airtable because you can build an interface with it and automate processes with many features. Unlike Excel, which I've used previously, you can't perform most of these functions. With Airtable, there's much to achieve, including creating user interfaces and forms. This is particularly useful for job postings or advertisements, as people can fill out forms and their responses automatically populate your database.

“Airtable is hosted in their own cloud. It's different from [n8n](#), which you can host yourself or with another cloud service provider. Airtable can only be hosted with their service.

“For automation, I use [n8n](#) and [Zapier](#), but I primarily use n8n because it's more cost-effective than [Zapier](#). This is my first experience with such a platform, having started five or six months ago.

“On a scale of 1–10, I rate Airtable a 9..”

IsaacNelson

Business automation Expert at INSTRUTECH LIMITED

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I have used Airtable's integration with third-party apps, most of the time using it as a back-end database. I get to integrate it with other apps such as ChatGPT and [Squarespace](#), embedding Airtable forms and the interface on websites. Integration is seamless. Airtable's customizable views are beneficial for managing my projects, as it offers broad features that even allow someone who understands it thoroughly to operate without needing external tools. You can track projects, monitor tasks, oversee performance, send reminders, and alert team members, ensuring they can access their own tasks without interfering with others. It encompasses everything a project manager needs. Regarding Airtable's collaboration tools, it collaborates well with tools such as Mailchimp, [Google Drive](#), and Slack, simplifying tasks due to its integrated capabilities. I appreciate that I don't need third-party integration tools to connect Airtable with other collaborative tools, and it's one of the reasons I recommend Airtable for my clients as it remains cost-effective, offering numerous features at a low cost. However, I recognize that some features are not available on the collaborative tools within Airtable, such as when integrating with [Google Drive](#) or Mailchimp, thus requiring external tools for certain capabilities. Airtable's rich field types help me organize complex data for my team by breaking down complex data through its relational database feature. Unlike Google Sheets, I can link different tables, making it easier for my team to access necessary information without moving back and forth. They can obtain data they need in the table where they are working, facilitating project management. The pricing of Airtable is fair, which is why I recommend it for many clients. Even the free version allows for numerous functionalities, and the team plan comes with substantial features. Overall, I think the pricing is acceptable and valuable. I've utilized Airtable's Learning Academy, which offers a comprehensive site where you can get certified as an administrator. It provides a lot of documentation on all of Airtable's features. The Learning Academy is very explanatory, and even a novice can understand how to navigate it effectively. The modules are concise, making them easy to comprehend and manage. I would rate this product a ten out of ten.

Oluwadare Temitope

Automation Specialist at Upwork

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“The integration aspect has helped my team's workflows by making operations run smoothly. For the inventory store project, whenever stock alert was low, the team receives automatic notification when the threshold was low without someone needing to review the base. The head of the team receives notification and places orders for that product.

“With integration through [Make.com](#) and [Zapier](#), data coming in from external sources can be stored in Airtable for future records. The seamless integration with Airtable doesn't require stress or searching for APIs. Airtable's API easily connects with Make.com and [Zapier](#), and the flow goes seamlessly.

“The benefit of using customizable views for managing projects is that clients can see things differently. The Kanban view allows progress tracking, the Gantt view works for project management, and the calendar view with color coding helps visualize project dates. Each view is perfectly customized to meet specific purposes.

“I have utilized collaboration tools in Airtable and worked with different teams successfully. Though you can't immediately see when someone is working, the structure allows each collaborator to work on their project while maintaining sync with others' work. Setting up new workflows using Airtable typically takes between two to three hours for small projects, and one to three days for complex projects requiring multiple reviews.

“Airtable's pricing is perfect with different plans for different needs. Small businesses can choose suitable plans, and there's still a free feature available. The pricing is fair and accessible for every business plan.

“Airtable does it all with Excel database functionality, spreadsheet capabilities, automation, and visually appealing interfaces. Data insights change in real-time, making it flexible and user-friendly. When I started using Airtable, I progressed from beginner to almost pro within 24 hours because it was easy to understand.

“Airtable is a great platform for any organization, offering seamless operation and perfect interface to showcase products to clients and staff. Different access levels can be set for customers, staff, and management. For organizations working with large datasets, the enterprise plan provides ample space.

“My rating for Airtable is 10 out of 10..”

Favour Emosivbe

Automation Specialist at ZapWorx

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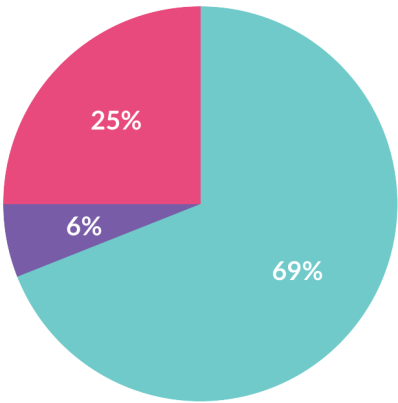
Top Industries

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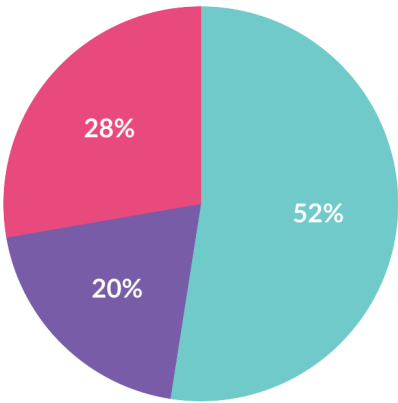


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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