aws marketplace

Zapier

Reviews, tips, and advice from real users

Powered by PeerSpot

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Product Recap

Zapier

Zapier Recap

Zapier connects thousands of apps, enabling seamless automation without coding. It supports webhooks, multi-step tasks, and a wide array of integrations. Despite needing enhancements in Google Sheets capabilities, API limits, and UI, it remains a tool for boosting productivity across many sectors.

By linking tools such as Google Sheets, HubSpot, Slack, and Salesforce, Zapier allows users to automate workflows without coding expertise. Its integrations serve logistics operations, CRM, and social media management. Users can process tracking exceptions and streamline operations with third-party software like QuickBooks, Zoho, and Power BI. Although users suggest features like better Google Sheets handling and improved collaboration tools, Zapier continues to provide expansive automation, enhancing efficiency and facilitating new opportunities through integrations.

What Features Stand Out in Zapier?

- App Connectivity: Integrates thousands of tools, simplifying task automation.
- Ease of Use: No coding needed to set up integrations.
- Webhooks: Offers real-time data transfer between applications.
- Multi-step Zaps: Allows complex workflows across various apps.
- Comprehensive Library: Extensive list of app integrations for users.

What Benefits Should You Expect?

- Increased Productivity: Facilitates seamless automation of tasks.
- Efficiency Improvement: Streamlines processes across multiple tools.
- Business Agility: Supports varied workflows to meet specific needs.
- Integration Flexibility: Connects a wide range of popular applications.
- Simple Automation: Users automate processes without technical skills.

In logistics, Zapier enhances operations by automating exception tracking and third-party software integration. Its use in CRM and social media streamlines lead creation and workflow automation. Users from diverse industries leverage its extensive connectivity to support intelligence management, generate analytical insights, and execute cross-functional tasks efficiently.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "With Zapier, I am able to handle workflows much faster, reduce the effort the manual onboarding team and the operations team had to do in terms of employee onboarding, reduce the workflow time, make things more efficient and smoother, and avoid any repetitive tasks in the day-to-day workflow of a team member."

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

- "The most valuable aspect is the ability to integrate with over 20,000 applications, which is a superior feature compared to Make.com that has limited applications access."

MuhammadImran

Go High Level Manager at Virtual Worker Now

- "Zapier is the tool with the most connectors and has been quite forward in that case."

René Ludwigs

Product Owner | Integration

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"The main thing I appreciate about Zapier is that it has maximum availability of apps, with most tools being available compared to different solutions."

Sachin Shrtivastava

Automation Engineer at Axe Automation

"I utilized Zapier's feature of connecting over 2000 apps for various automations in my business processes."

Awais Mehmood

Webflow Developer at Qureos

"The solution is time efficient and has saved considerable development effort."

Tarkeshwar Kumar

Chief Technology Advocate at PURESOFT GLOBAL LLC

"I recommend Zapier because there is demand and it is easy to use."

MuhammadUsman2

Automations and CRM developer at LodhranGPT.com

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What users had to say about valuable features:

"Zapier has numerous features, including formatter, and the functionality depends on specific client needs. There are many good features, though it is difficult to describe because every automation has a unique use case. Make.com is also effective, but integrations are better in Zapier because it has more advanced features.."

MuhammadUsman2
Automations and CRM developer at LodhranGPT.com

Read full review

"Creating integration points through webhooks is particularly useful for anyone working on integration projects. There are several built-in features in Zapier for webhooks that can be used effectively.

"I have worked with different low-code, no-code solutions, including Decisions, a US-based company, and OutSystems. The solution is quite user-friendly and accessible to everyone.

"I have utilized various webhooks available through Zapier for different integration purposes.."

Tarkeshwar Kumar
Chief Technology Advocate at PURESOFT GLOBAL LLC

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"All the features of Zapier are valuable for me to use or integrate with my SaaS product. I believe all the features are practical, and all third-party tools are easily integrated with Zapier.

"I actually used most of the automation features. When a user submits a form, I get the details or leads of that form and put them on other third-party tools, such as Notion, Google Sheets, Airtable, or send a lead to Slack. These are common features that help me make perfect automation for my clients and employers.

"I utilized Zapier's feature of connecting over 2000 apps for various automations in my business processes. I use Zapier with Memberstack, Stripe, Trello, and Slack. I use around 10 to 15 third-party tools with Zapier, and it is pretty handy for startups or for me as a developer.."

Awais Mehmood
Webflow Developer at Qureos

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"Zapier is user-friendly and most information is available within the page for specific automation. When creating data pushes from one source to another through Zapier, or integrating different platforms, everything is clear. The steps to perform, sources, destinations, triggers, and other aspects are straightforward to use.

"The automation capabilities are impressive. Zapier is integrated with most applications I have been using, making it helpful for integration within any platform. When there is no custom configuration or integration available between two applications, Zapier provides a solution. There are no limitations with data, particularly in the data analytics and BI dashboard domains. When fetching data through XML, custom coding isn't necessary - configuration and mapping of accounts, columns, and tables between sources is sufficient before hitting the trigger button.

"The automation capabilities eliminate the need for manual data retrieval or analysis from different sources. When data is needed, triggering and creating automation pulls data from the source into Power BI or Cognos. By specifying conditional logic rather than transforming and performing conditions within the visualization tool, Zapier provides conditional logic on the behavioral side to get specific data and load it into Power BI visualization tool.."

Validated user

Business Intelligence Developer at a consultancy with 51-200 employees

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"The most valuable aspect is the ability to integrate with over 20,000 applications, which is a superior feature compared to Make.com that has limited applications access.

"I use multi-step automation workflows in my tasks, which increases productivity and efficiency. The features such as if-else conditions allow for different branches in automation, making the automation more productive.

"I utilized conditional logic, text parsing, and formatting. My experience with these advanced features has been excellent. For instance, I once pushed data from Zapier to GoHighLevel while checking the date, and based on that date, I created automation in GoHighLevel that involved various branches, effectively creating a loop.

"Remote access to Zapier's automated workflows and cloud integration is beneficial. I use cloud services such as Google Drive and Dropbox within Zapier. The remote capabilities are advantageous, allowing us to provide services from Pakistan for businesses based in the USA, reducing company expenses when hiring employees from the USA. The ability to work remotely globally through Zapier is a significant opportunity.."

MuhammadImran
Go High Level Manager at Virtual Worker Now

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Zapier offers the best features through the capability to make our own webhooks and the delay functionalities, which stand out in Zapier.

The delay functionality and custom webhooks are valuable for our organization because of how we deal with things at our organization by creating things in a very modular way. We will have different modules talking to each other for a specific complex workflow. A webhook is what helps solve most of it because we can create all the different modules as a separate workflow in Zapier with their own custom webhook URL and then call them or chain them together to create a complex workflow solving a bigger use case problem. Secondly, the delays, with having a bigger delay in number of days, gives the automation a bigger window to run in, which is not the case with make.com or any other platform that we use for automation. The delays on other platforms are mostly within the range of one to five minutes because the scenario needs to run on that particular go. With Zapier, the scenario can span over multiple days and it does not take up running memory. Rather than that, it goes to sleep and runs back again after the designated time.

“With Zapier, I am able to handle workflows much faster. I have been able to reduce the effort the manual onboarding team and the operations team had to do in terms of employee onboarding. We have reduced the workflow time and made things more efficient and smoother and avoided any repetitive tasks in the day-to-day workflow of a team member.

“There is a significant reduction in manual work and team members save time by eliminating multiple workflows which are repetitive in nature that the automation team builds for them using Zapier. .”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

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Other Solutions Considered

"Before Zapier, we used Pabbly software, which did not yield good results as it was not user-friendly, so we decided to move to Zapier to improve efficiency and overcome limitations in our automations.."

MuhammadImran
Go High Level Manager at Virtual Worker Now

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"I recommend Zapier because there is demand and it is easy to use. There is an alternative platform called Wire Pocket, which is an online automation platform. Wire Pocket offers four months of free services with full access to all premium features, similar to Zapier's premium tier.."

MuhammadUsman2
Automations and CRM developer at LodhranGPT.com

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"We previously used in-house solutions. With multiple CRMs requiring data collection, it was suggested internally that rather than integrating different platforms with different applications, we could use a third-party integrator such as Zapier. By subscribing to that module, it became easier to create workflows and push data from source to destination.."

Validated user
Business Intelligence Developer at a consultancy with 51-200 employees

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"I have used ZoomInfo as another solution, specifically for data integration on the Clay side. I have mostly been using custom, native integration platforms to connect CRM applications to each other. However, I primarily use Zapier for these purposes.."

Validated user
Business Intelligence Developer at a consultancy with 51-200 employees

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"On a scale from one to ten, where one is worst and ten is best, I would rate Zapier around five. For complex filtration or automation, Zapier deserves around five. We have another option, Make.com, which provides many features similar to Zapier. Some of my clients prefer to switch to Make that is more user-friendly compared to Zapier and also has additional features.."

Awais Mehmood
Webflow Developer at Qureos

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"Currently, we are a software company called KlickTipp, and we built a connector in Zapier for our application to access the API. We use Zapier to implement templates for customers, making it easier for them to integrate with our tool. We cannot build a native integration to all tools such as JotForm or Typeform, so we consult our customers to use applications such as Zapier, Make, and n8n.

We currently switch from Zapier because it was so expensive. My experience shows that for our use cases, other tools are cheaper. We use Zapier more for templates where we do not have to pay at all because we are partners with Zapier, and our test account allows us to build templates and test connectors.."

René Ludwigs
Product Owner | Integration

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ROI

Real user quotes about their ROI:

"It is not worth the money if you have a little bit of a technical mind. So, it's quite good for starting, especially in the first weeks, after which you have to switch.."

Dimitris Goudis
Airtable developer - Tableau analyst at Freelance

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"Compared to feasibility and the time it would require to collect and spread the data across multiple apps, this is a no brainer: we need such a tool :) ."

Validated user
Co-Founder - CTO & Customer Success at a tech vendor with 11-50 employees

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"The return on investment is significant. In a scenario where employing three resources for three months might cost approximately $18,000 to $20,000, Zapier provides substantial cost savings.."

Tarkeshwar Kumar
Chief Technology Advocate at PURESOFT GLOBAL LLC

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"We have received a return on investment from using Zapier. However, it s how you calculate your return. Sometimes it's more difficult to calculate the ROI because it's things that you don't do or it's things that are being done by the system.."

Fabien Sarran
Founder at Leadspotion

Read full review

"Return on investment from the use of the product can be experienced by a professional team in a company. Personally, I would say that if you're running one to ten tasks a day, it is free, meaning there is a return on investment for me as I can make money from the product's use. For a company, I guess it costs around 70 USD a month. You could either pay a programmer 70,000 USD dollars to 1,00,000 USD or use Zapier and pay around 60 to 70 USD to take care of everything in the back-end.."

FrankHo
Analyst at MSXI

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Use Case

"I used three tools: Make.com, Zapier, and nEn nEight nEight n for my use cases. I created automation for social media integration, CRM integration, AI agents, e-commerce automation, finance automation, project money management automation, and when I integrate different types of tools, I use Zapier. I also created some AI agents.."

Sachin Shrtivastava
Automation Engineer at Axe Automation

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"I mostly use Zapier to automate creating tasks and distribute them between Highrise and Hotspot, along with similar tasks across multiple different apps.

"Zapier has many features, such as formatter, and it depends on what the client needs. It is difficult to describe because every automation has a use case. Make.com is also very good. Integrations are better in Zapier because it has more features and more advanced capabilities.."

MuhammadUsman2
Automations and CRM developer at LodhranGPT.com

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"It is mostly focused on integration points, either integrating with CRM systems or Microsoft legacy systems, mainly working with APIs and REST APIs. One use case I worked on for a customer involved integration with Close CRM. This is an open CRM system where I had to retrieve data such as contacts, opportunity details, lead details, and addresses. After connecting with Zapier, the data was displayed in another system using the Zapier app, which is called Zap, along with webhooks for integration.

"There was a specific case where data needed to be passed from Close CRM to our custom application. Since we were unable to connect directly from our custom application to Close CRM, we utilized Zapier workflows. Through this integration, we were able to populate data from Close CRM and display it in our system for reporting purposes.."

Tarkeshwar Kumar
Chief Technology Advocate at PURESOFT GLOBAL LLC

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My main use case for Zapier is that it acts as a no-code automation platform which helps us in automating business platforms and business process automation. It is a tool that we were using prior to make.com, which is our current daily driver.

I can give you a quick specific example of a workflow or process I have automated using Zapier: we use Podium to send out text messages to various students and parents. Each different department, such as the MedPrep department, has their own Podium number with their own location ID. Similarly, the Education department and the Test Prep department have different location IDs. We have created various different workflows in Zapier. These are webhooks which are called from other scenarios. A form in Fillout will directly call this webhook with the proper data, indicating what kind of message it is and to which field or data stream it belongs. Based on that, Zapier can parse it and use the correct location ID to send the message out as text using Podium's module.

“I have other automations as well regarding my main use case. There is one distinct functionality for delays where we can set multiple days of delay while running a workflow. We have leveraged this functionality for our employee onboarding flow, which starts a week before the employee joins the company. We create certain onboarding calendar events for them, maybe a week before, and then two days before their joining. After the delay is set for five days, all the accounts for all the platforms get created for them two days before their joining. We have other flows as well. .”

Amrit Dash
Automation Engineer at a educational organization with 11-50 employees

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"I have been working with Zapier for the last two years as an integrator. I built two SaaS products using Zapier. I am a Webflow developer who uses Webflow and Memberstack and other third-party tools to make SaaS products, and when it comes to automation, I use Zapier for that.

"When a user subscribes to a package, Zapier integrates with Stripe and when the payment is successfully created, Zapier automatically creates a base in Trello, sends an email to the user, and creates a new user on Memberstack to ensure the user that subscribes to our package will be redirected to the gated content so they can easily integrate or make changes.

"Last time I used Zapier with Notion, I faced some challenges. We have a reimbursement package for our employees with a Google Form. When a user fills out the Google Form, I wanted to automate it so that when the user submits the form, I get all the leads or fields of the Google Form and then add rows into a table of Notion. At that time, we faced challenges as Notion did not allow me to make changes in the table, specifically on the row. So I moved from Notion to Google Sheets to make those automations in the way we wanted for our employees.

"I mostly work with a global team, so I believe it is pretty handy for all users using Zapier remotely.."

Awais Mehmood
Webflow Developer at Qureos

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"I discuss Violin Kedin and provide feedback on the solution called Zapier.

"I started my career in 2020 as a CRM and automation specialist, working on customer support and creating different integrations using Zapier, Make.com, and project management tools such as ClickUp, Jira, and Trello. I also worked with CRM platforms including HubSpot, Pipedrive, and GoHighLevel specifically. I worked as a virtual assistant with two different companies as an integration manager or operation manager.

"I was an end user who made business automations for customers and clients who hired me as a virtual assistant, rather than working directly for Zapier.

"I worked with a company called Lead Certain, a marketing agency with different internal integrations using Zapier. They support customers who sometimes have different scenarios requiring integration for Slack with GoHighLevel, Stripe accounts with different CRMs, Google Sheet integrations, and chatbots using ChatGPT and other OpenAI modules. I worked for them for one and half years, and my contract was extended for six months after the original one-year contract. After completing and streamlining their business automations, I left that job and am currently searching for a full-time or part-time job as a freelancer on Upwork, providing services as an automation specialist.

"In one use case, I used over 30 Zaps in their account for a hiring and marketing agency, tracking KPIs and pushing data into Google Sheets, ClickUp tasks, and GoHighLevel, which made a positive impact, particularly for the company Mogul Prize based in Dubai. I also utilized Zapier for Kingsman agency, which is also based in Dubai.."

MuhammadImran
Go High Level Manager at Virtual Worker Now

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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 Zapier is easy for integrating different applications; any user can create a basic integration after signing up. The initial setup is straightforward, and I did not encounter any challenges in basic automation.."

MuhammadImran

Read full review

Go High Level Manager at Virtual Worker Now

"Right after you set it up, you can do simple things with it and start generating your ROI, just like with Insightly. You can also make things extremely complex and generate a huge ROI if you need that automation. The setup is as easy or complex as you want it to be.."

Micah Oren Feldkamp

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Lead Consultant for Cloud Implementations at ZeroClick.ai

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"The initial setup was very easy. The solution is deployed on the cloud. The deployment process takes a maximum of one hour if it's something very simple and not more than four hours if you have a more complex scenario.."

Dimitris Goudis

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Airtable developer - Tableau analyst at Freelance

"I would say that the initial setup process was quite straightforward. It also took a little time to learn and understand all the features and settings. But once we got the hang of those things, it was straightforward to use it.."

Claudio Chalom

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Marketing Director at Berlitz Canada Inc.

"Setting up Zapier didn't take me long because I had the help of a developer. I would have found the process difficult if I had done it all by myself. After the setup, whenever I encounter an issue with Zapier, I know how to solve it without going back to the developer.."

Abdulrahman Alrasheed

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CEO at a financial services firm with 1,001-5,000 employees

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“The initial setup is actually the easiest among the three tools: Zapier, Make, and n8n. With Make and n8n, you need to have some understanding of technology, at least knowing what a webhook or field is. But Zapier simplifies it with more common English terms. For example, instead of "new role," it would say "new task." So I believe getting started with Zapier is better than the other two..”

Kalai Periasamy

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

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Customer Service and Support

"In my experience, the customer service and technical support of Zapier is very slow. I would rate the technical support of Zapier as five out of ten, which is average.."

Awais Mehmood
Webflow Developer at Qureos

Read full review

"Technical support is very good. Their team is made up of developers and engineers, so they almost always know just what you need if you fill it out the right way.."

Micah Oren Feldkamp
Lead Consultant for Cloud Implementations at ZeroClick.ai

Read full review

"I have contacted Zapier's technical support team only once. My experience with Zapier's technical support was very nice since they were very polite and helpful.."

Dimitris Goudis
Airtable developer - Tableau analyst at Freelance

Read full review

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"I completed most of the setup myself but reached out to Zapier's support for assistance when I encountered issues. Their technical support is good; they respond promptly and are very helpful.."

MuhammadImran
Go High Level Manager at Virtual Worker Now

Read full review

"I haven't used any customer support, but Zapier has some AI features and a very good community where we can ask questions and get replies within an hour. This can help if you need assistance, as you can communicate with the community and support system, and most issues are already resolved by AI.."

Sachin Shrtivastava
Automation Engineer at Axe Automation

Read full review

"The community was decent enough to help me with basic stuff. Anything was much more interesting.

There were times when, you know, we received responses from the founding team, and sometimes we received input from the overall user community who were really ambitious and passionate about the platform. So in terms of customer support, I would say n8n is higher than Make, maybe, and then Zapier.."

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

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Other Advice

My advice to others looking into using Zapier is that it's a good enough enterprise-level tool for workflow and process automation. I give this review a rating of nine out of ten.

Amrit Dash
Automation Engineer at a educational organization with 11-50 employees

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"I would suggest improvements to AgencyBloc to address its limitations and enhance the integration with Salesforce. My experience with Zapier has had a positive impact, and it is definitely helpful. I have screen captures of different Zaps that demonstrate its effectiveness. Overall rating: 10/10.."

MuhammadImran
Go High Level Manager at Virtual Worker Now

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"The sign-up process is straightforward. Users can sign up with their work email, and an organization account is provided, enabling them to start creating workflows and screens immediately.

"Based on my experience with cloud integration using Zapier, it is a very good solution. I would rate this solution 8 out of 10.."

Tarkeshwar Kumar
Chief Technology Advocate at PURESOFT GLOBAL LLC

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"This depends on user groups and how they utilize the platform. Zapier is an automation platform that we use according to our demands. Users should first try it out to understand how Zapier works. Start with basic automation and then expand based on your needs.

"Please request Wire Pocket information via email.

"I use Zapier application services, and people maintain their own separate accounts and subscriptions.

"I rate Zapier 7 out of 10.."

MuhammadUsman2
Automations and CRM developer at LodhranGPT.com

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"I believe anyone can use Zapier.

"I am working with a company as automation, which is working on Zapier and has some products.

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“I can recommend Zapier for small automation needs as it is perfect.

“I would tell people that Zapier has good features and a wide range of tools available. If someone wants to create automation regularly, it will be easy for them, especially if they are a beginner who doesn't know much about automation.

“On a scale of 1-10, I rate Zapier a 7 out of 10..”

Sachin Shrtivastava
Automation Engineer at Axe Automation

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"I am not sure about the current version of Zapier, but I last used it around six to eight months ago.

"For small tasks, Airtable is practical for that purpose. If I used small automation such as when a user submits the form and needs to notify on Slack or via email, Airtable is practical for that specific task. When I make complex automation to add custom code or custom logic, Zapier excels in that specific scenario.

"I used filters in Zapier when I made a SaaS product and filtered out specific users in the whole user component from Memberstack, adding additional information and URLs such as additional airbases and Figma URLs. I used filter methods or operations in that specific scenario.

"When I started working with Zapier, it did not have the option to add custom code or custom logic, but with time, it introduced a new feature to add custom logic or custom code to get specific input or values from the previous Zap step. I used the specific custom code and logic to add my desired logic. These features help me and other developers create complex automation for our clients and staff.

"I think the pricing of Zapier is fair. Zapier provides free Zaps options each month. Whenever I experiment with a specific feature to integrate Zapier with a specific tool or requirement, I usually use the Zapier free version to test those specific needs. I would rate the pricing around three to four out of five.

"As a developer who integrates other tools with Webflow and other web development projects, I did not face any problems integrating Zapier. Zapier is a user-friendly platform in terms of integration. It just requires you to add your script.

"Overall review rating: 5/10."

Awais Mehmood
Webflow Developer at Qureos

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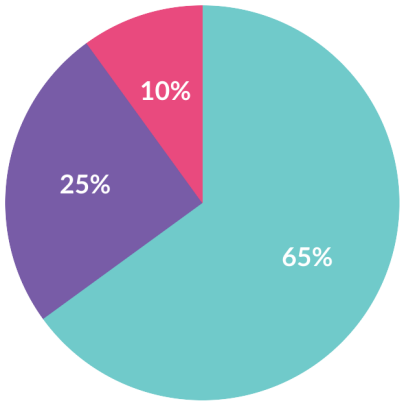
Top Industries

by visitors reading reviews

Construction Company	15%
Comms Service Provider	10%
Manufacturing Company	10%
Financial Services Firm	8%

Company Size

by reviewers



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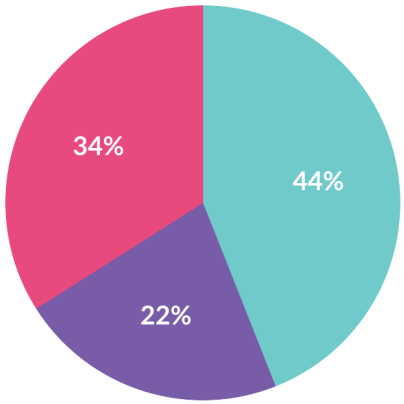

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