

Make Review

Pricing, pros, cons and practical fit

Visual workflow automation that connects apps, APIs, AI tools, and business processes.

QUICK FACTS

At a glance

Starting price	\$9/mo
Free plan	Yes
Free trial	No
Difficulty	Medium
Last verified	Oct 2026
Best for	Agency, Ecommerce, Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Powerful visual automation builder with thousands of app integrations and flexible workflow logic.

MAIN LIMITATION

Complex scenarios can become difficult to understand and credit usage can be confusing for beginners.

WISETECHLIST VERDICT

Should you use Make?

Make is a powerful option for businesses that need flexible multi-step automation and want more control over workflow logic than simple trigger-and-action tools provide. It offers strong value, but complex scenarios and credit usage can take time to understand.

USE CASES

What can you use Make for?

- App integration
- Workflow automation
- Data synchronization
- API automation

- AI workflows

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Powerful visual workflow builder
- Flexible branching and data transformation
- Large integration library
- Free plan available
- Good value for complex automations

WHAT TO CONSIDER

- Steeper learning curve than simpler automation tools
- Credit usage can be confusing
- Large scenarios can become difficult to maintain

PRACTICAL FIT

How Make fits a small business workflow

WHAT IT IS

Make is a visual no-code automation platform for connecting apps, APIs, data, and AI tools into multi-step workflows. Its scenario builder gives users detailed control over branching, filters, data transformation, and complex logic, making it more flexible than many simple trigger-and-action automation tools.

WHERE IT FITS

Make is useful when a small business wants to reduce repetitive work between several apps. It can move leads between forms and CRMs, synchronize data, automate reporting, connect marketing tools, and orchestrate AI-assisted workflows. It is particularly valuable when automations need multiple steps or custom logic rather than a single action.

WHEN IT MAY NOT FIT

Make may feel unnecessarily complex if you only need a handful of simple automations. The visual builder has a learning curve, and larger scenarios can become difficult to maintain. Businesses that value the fastest possible setup over flexibility may prefer a simpler automation platform.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Make if you need flexible multi-step workflows, branching logic, data transformation, or API-based automation and are comfortable spending some time learning the platform.

SKIP IF

Skip Make if you only need a few very simple automations and prefer the easiest possible setup over deeper workflow control.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/make/>