

Make vs Zapier

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Make	Zapier
Starting price	\$9/mo	\$19.99/mo
Free plan	Yes	Yes
Free trial	No	Yes
Difficulty	Medium	Easy
Best for	Visual workflow automation that connects apps, APIs, AI tools, and business processes.	No-code automation connecting thousands of business apps and AI workflows.
Last checked	Oct 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Make

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.

Zapier

Key strength: Huge app integration library and easy automation builder.

Main limitation: Task-based pricing can become expensive at higher automation volumes.

USE CASES

What can you use them for?

Make

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

Zapier

- App automation
- Lead routing
- Marketing automation
- AI workflows
- Data synchronization

PROS AND CONS

Trade-offs to consider

Make

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

Zapier

What we like

- + Huge integration library
- + Easy to learn
- + Fast automation setup
- + Useful AI workflow features
- + Strong templates and ecosystem

What to consider

- Can become expensive at scale
- Task limits require monitoring
- Complex workflows may be easier to manage elsewhere

BEST FIT

Who should choose each tool?

Make

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

Zapier

Best fit: Choose Zapier if you want the easiest way to connect many popular apps without writing code.

Skip it if: Skip Zapier if you run very high-volume automations or need highly visual, complex scenario logic at a lower cost.