



AI & WORKFLOW AUTOMATION — PLATFORM COMPARISON

Make.com vs. Zapier

A practical comparison written after building live automations on both platforms, meant to guide which tool fits a given client's actual workflow.

Make.com

Zapier

Automation Strategy

Platform Overview

Zapier is built around linear "Zaps" — a single trigger followed by a chain of actions. It has the largest app directory of any automation platform and the gentlest learning curve, which makes it the default choice for straightforward, one-path automations.

Make.com uses a visual, node-based canvas where a scenario can branch, loop, and run multiple paths depending on conditions. It takes longer to learn but handles complex, multi-branch logic in a single scenario that would otherwise need several separate Zaps stitched together.

Side-by-Side

FACTOR	ZAPIER	MAKE.COM
Pricing model	Per task (each action counts)	Per operation, generally more efficient at volume
Learning curve	Gentle — linear and guided	Steeper — visual canvas, more configuration
Branching / conditional logic	Possible, but clunkier across multiple Zaps	Native — built for this from the ground up
App directory	Largest available	Extensive, slightly smaller
Best fit	Simple, single-path automations	Multi-step workflows with routing or conditions

When I'd Recommend Each

- 01 Choose Zapier** when the automation is genuinely linear — one trigger, one clear chain of actions — and the team wants to be able to read and edit it themselves without training.

- 02 **Choose Make.com** when the workflow needs to make decisions along the way — like routing a support ticket differently based on urgency — since that logic lives naturally in one scenario instead of being split across several separate automations.
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- 03 **Consider cost at volume.** Make.com's operation-based pricing tends to pull ahead of Zapier's task-based pricing once a workflow runs frequently, since a single Make.com scenario often completes in fewer billable operations than the equivalent multi-Zap chain.

Recommendation

Default region note: for general-purpose scenarios without a specific data-residency requirement, I recommend building in Make.com's US1 region as the standard default — it keeps configuration simple and consistent across client projects unless a specific reason calls for otherwise.