

FREE RESOURCE

Automation Platform Decision Matrix

Zapier vs Make vs n8n — side-by-side comparison across 15 criteria.

Criteria	Zapier	Make	n8n
Ease of Use	Easiest	Moderate	Technical
App Integrations	6,000+	1,500+	400+ (custom)
Complex Logic	Limited	Excellent	Excellent
Data Transformation	Basic	Advanced	Advanced
Error Handling	Basic retry	Full control	Full control
Pricing Model	Per task	Per operation	Self-host: free
Cost at Scale	Expensive	Moderate	Cheapest
Self-Hosting	No	No	Yes
Custom Code	Limited	JavaScript	Full JS/Python
Webhook Support	Yes	Yes	Yes
Team Collaboration	Good	Good	Good
API Access	Yes	Yes	Yes
Learning Curve	Low	Medium	High
Agency Features	Basic	Good	Excellent
Best For	Simple A-to-B	Growing biz	Technical teams

Our Recommendation

For most businesses, start with Make for its balance of power and usability. If you outgrow it or need custom API work, migrate specific workflows to n8n. Use Zapier only for simple, non-critical automations where setup speed matters more than cost.

For agencies and technical teams, n8n offers the most flexibility and lowest cost at scale. Self-hosting gives you complete data control and eliminates per-execution fees entirely.

When to Consider a Hybrid Approach

Many of our clients use multiple platforms: Zapier for quick internal workflows (Slack notifications, simple CRM updates), Make for complex multi-step business processes (lead routing, client reporting), and custom n8n or API integrations for anything that needs full control (data pipelines, AI workflows).

Need help building your automation stack?

Our team designs and builds automation systems across all platforms. Growth Retainer from \$3,500/mo.

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