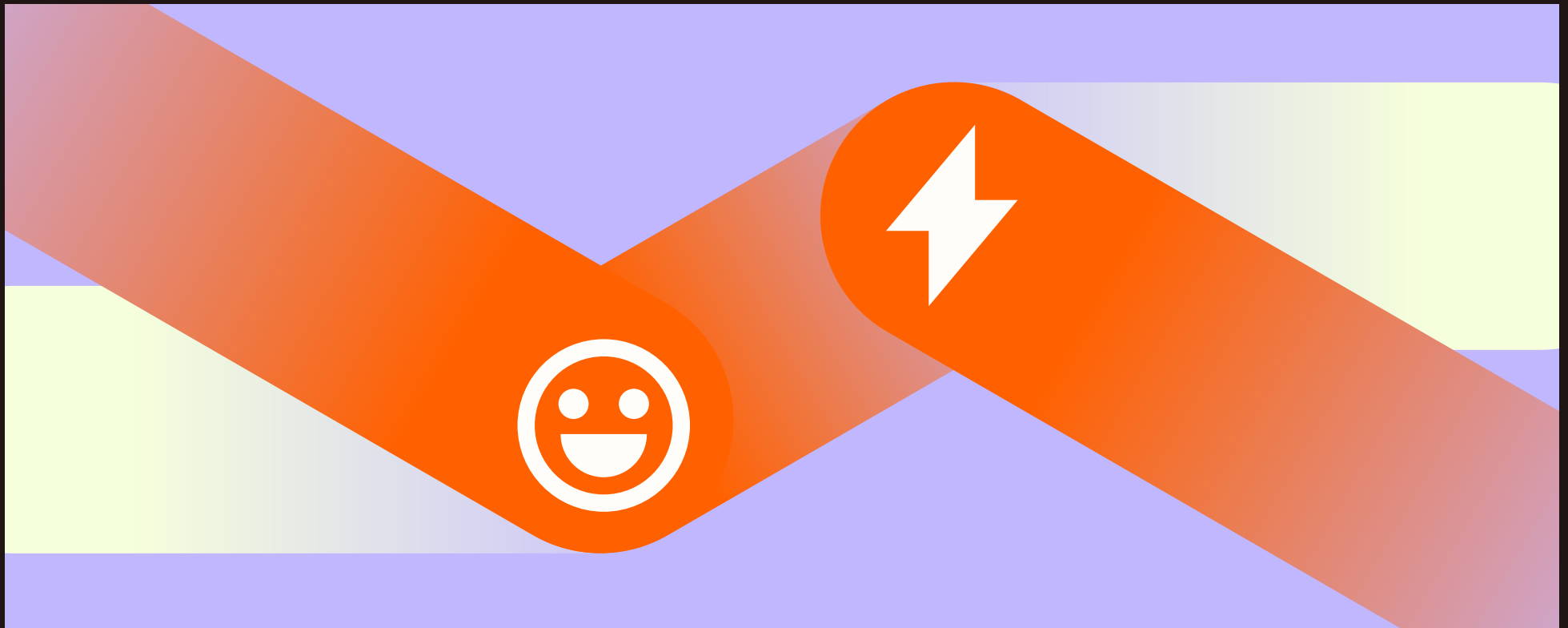_zapier

Partnering for Success:
How Leading Brands Use Zapier to Transform User Engagement

Meet Zapier: Your partner in seamless automation

Zapier connects over 7,000 apps to help your customers automate anything—with no coding, no new hires, and no hassle. It's all about making complex tasks simple. Now, let's explore how top brands are using Zapier to improve their users' journeys, leading to increased retention, decreased churn, and more revenue for your business.

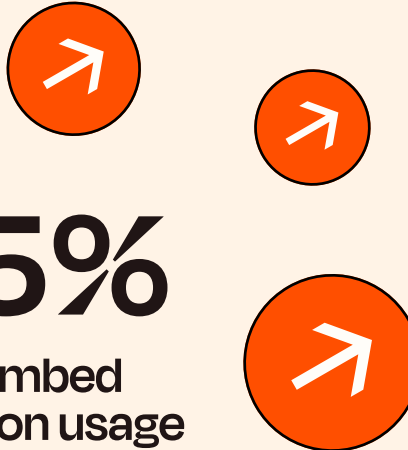# 7,000+ apps

Why embed Zapier in your user experience?

Nearly 9 out of 10 B2B buyers say that being able to connect a product with their existing tools is critical to their buying decision.[1] With a Zapier integration, you offer your users instant access to 7,000+ apps—without any maintenance required on your end.

ⓘ **But here's the key:** successful companies don't make their users search for these integrations. They make them easy to find and set up.

Using Zapier's partner tools, you can highlight pre-built workflows that let users automate tasks across thousands of apps, all within your platform.

Most partners who embed see a 29-65% increase in integration usage within 180 days (compared to the previous 180 days). This increase leads to higher engagement, better customer retention, and improved user satisfaction.

Partnering with Zapier isn't just about integrations; it's about giving your users the tools they need to do more—faster, better, and more reliably. Whether they're onboarding, activating, or looking to grow, Zapier helps users achieve more by simplifying their workflows and connecting them to the tools they use most.

29-65%
of partners who embed increase integration usage within 180 days

[1]Source: Inbox Insight, B2B Tech Buyer Behavior Stats.

Your Zapier tools for success

| 🗂️ **Zap Templates** | ⏱️ **Setup time: 2-3 minutes** |

Zap templates are pre-made automated workflows that users can click on to start creating a Zap right away.

| 🔗 **Workflow Element** | ⏱️ **Setup time: 2-3 minutes** |

The Workflow Element is a prebuilt UI component that allows partners to easily embed Zapier's automation features directly into their products. This provides a seamless and customizable experience for users to connect apps and automate tasks without leaving the partner's platform.

| 🔍 **Quick Account Creation** | ⏱️ **Setup time: 1-2 hours (with existing embeds)** |

The Quick User Account Creation (QuAC) feature simplifies the sign-up process for new Zapier users. Partners can automatically create accounts using basic information (like first name, last name, and email address). This eliminates the need for users to go through the standard sign-up procedure and onboarding survey, allowing them to start using Zapier's automation features immediately.

| ⚡ **Pre-filled Zaps** | ⏱️ **Setup time: 2-3 minutes** |

Pre-filled Zaps are URLs with field values added as parameters, allowing users to start creating Zaps with some input fields already filled in. This makes the setup process quicker and easier.

| 🗔 **Workflow API** | ⏱️ **Setup time: 4-6 weeks** |

Trusted by LinkedIn, Meta, and other leading companies, the Workflow API allows your app to seamlessly integrate with over 7,000 apps. This enables you to build customized, native-feeling workflows directly within your product for a smooth user experience.

How to surface Zapier in your customer's journey

Awareness/Discovery

Best Zapier Tool(s):
Zap Templates

What Happens Here

Your customer is figuring out what they need and starting to explore solutions.

How Zapier Fits

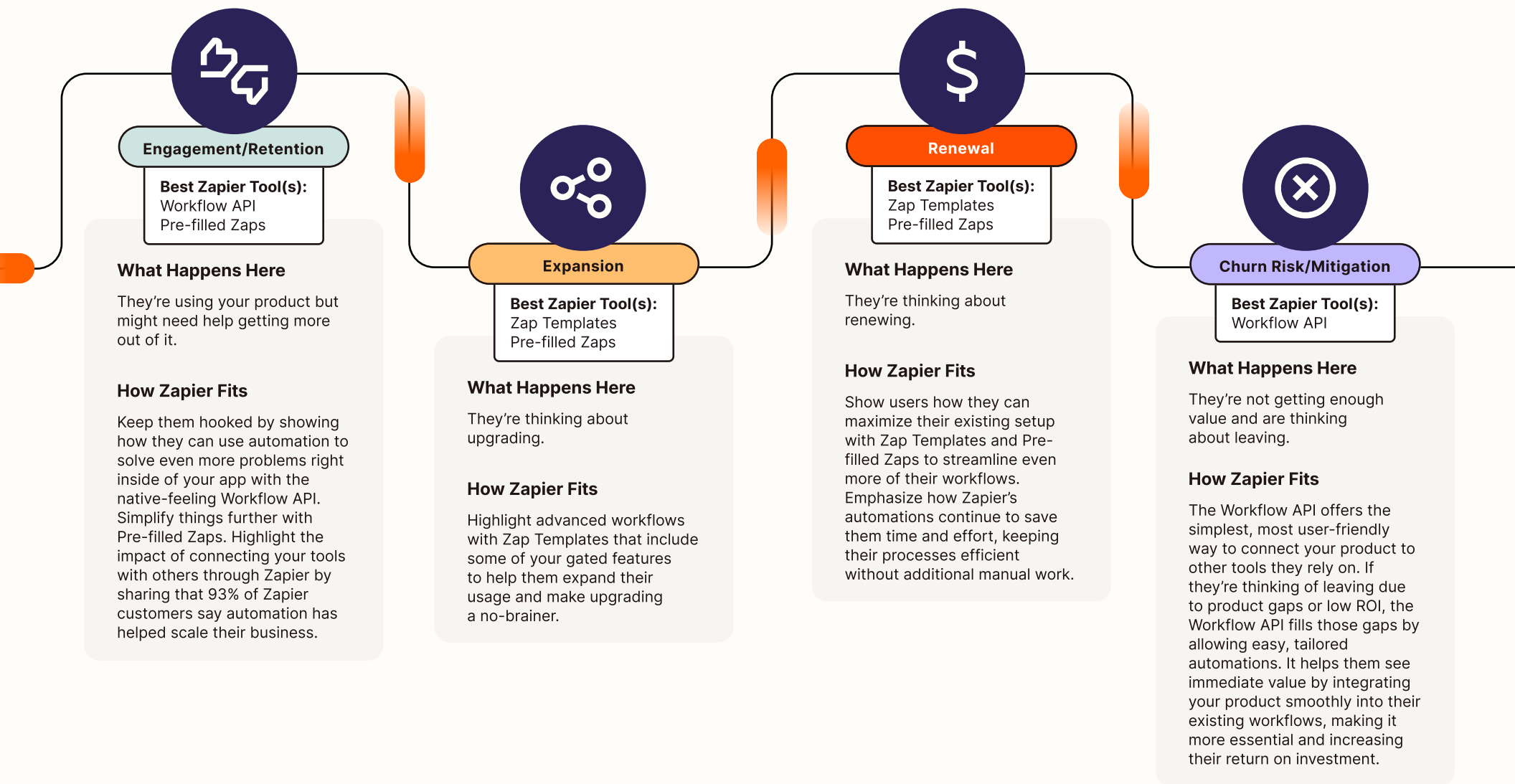Show Zap Templates in your marketing to highlight how easily your product connects with 7,000+ apps. This will help prospects see real use cases fast and see your product's ability to integrate with their tech stack.

Consideration

Best Zapier Tool(s):
Zap Templates
Workflow Element

What Happens Here

They're weighing their options and deciding if your product can solve their problem.

How Zapier Fits

If they can log in before purchase: Let them explore Workflow Element and specific Zap Templates, showing them the types of integrations that solve their challenges—before they even sign up. If they can't log in before purchase: Highlight Zap Templates that demonstrate the types of workflows they can create.

Decision

Best Zapier Tool(s):
Quick Account Creation

What Happens Here

They've picked your product and are ready to sign up or make a purchase.

How Zapier Fits

With Zapier, users can immediately experience how your product integrates with their favorite tools. The Quick Account Creation feature simplifies the sign-up process by pulling in their email and skipping the boring steps, getting them automating right away.

Onboarding/Activation

Best Zapier Tool(s):
Pre-filled Zaps
Workflow Element

What Happens Here

They're setting up your product and getting it to work for them.

How Zapier Fits

Make setup with their other apps effortless with Pre-filled Zaps that auto-fill fields. Let Workflow Element help them connect the apps they use, without friction.

zapier

Engagement/Retention

Best Zapier Tool(s):
Workflow API
Pre-filled Zaps

What Happens Here

They're using your product but might need help getting more out of it.

How Zapier Fits

Keep them hooked by showing how they can use automation to solve even more problems right inside of your app with the native-feeling Workflow API. Simplify things further with Pre-filled Zaps. Highlight the impact of connecting your tools with others through Zapier by sharing that 93% of Zapier customers say automation has helped scale their business.

Expansion

Best Zapier Tool(s):
Zap Templates
Pre-filled Zaps

What Happens Here

They're thinking about upgrading.

How Zapier Fits

Highlight advanced workflows with Zap Templates that include some of your gated features to help them expand their usage and make upgrading a no-brainer.

Renewal

Best Zapier Tool(s):
Zap Templates
Pre-filled Zaps

What Happens Here

They're thinking about renewing.

How Zapier Fits

Show users how they can maximize their existing setup with Zap Templates and Pre-filled Zaps to streamline even more of their workflows. Emphasize how Zapier's automations continue to save them time and effort, keeping their processes efficient without additional manual work.

Churn Risk/Mitigation

Best Zapier Tool(s):
Workflow API

What Happens Here

They're not getting enough value and are thinking about leaving.

How Zapier Fits

The Workflow API offers the simplest, most user-friendly way to connect your product to other tools they rely on. If they're thinking of leaving due to product gaps or low ROI, the Workflow API fills those gaps by allowing easy, tailored automations. It helps them see immediate value by integrating your product smoothly into their existing workflows, making it more essential and increasing their return on investment.

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Partner Success Stories

We've partnered with a range of top-tier businesses that have all successfully used Zapier's tools to go further. Read on to learn how they succeeded, closing product gaps, exceeding customer expectations, and keeping customers engaged for the long term.

Partner: Jotform

Industry: Form Building Software

Tools Used: Workflow API

Customer Journey: Onboarding, Engagement, Retention

Overview
Jotform is a powerful drag-and-drop form builder that helps businesses capture leads, accept payments, and streamline operations. Users rely on Jotform to automate workflows and connect their forms to the tools they use daily.

Challenge
Jotform wanted to ensure users could easily automate form submissions and integrate with other tools— without leaving the Jotform platform. The goal was to create a seamless experience that kept users engaged and encouraged long-term retention.

Solution

Jotform used Zapier's Workflow API to embed automation directly into the form builder. By integrating the Full Zapier Experience with their branding, Jotform allowed users to connect to Zapier, explore templates, and create Zaps without leaving the platform. This frictionless experience ensured users could easily automate tasks like routing form responses to CRMs or syncing data with spreadsheets—all from within Jotform.

Results	
50%	higher retention among users who use Zapier within Jotform
25x	more likely to upgrade: Jotform users automating with Zapier were far more likely to upgrade to paid plans
⏱	Increased time spent in-product as users found new ways to automate workflows without leaving Jotform
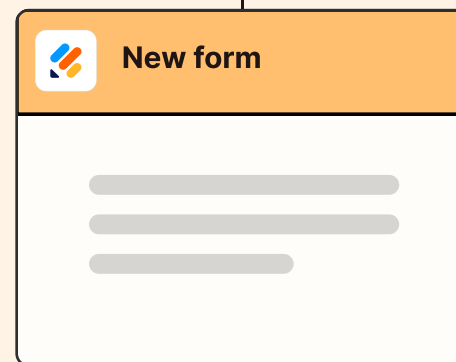
"Zapier's API allowed us to present a consistent user experience with our branding and style while offering Zapier functionality. Our users now have a one-stop shop for powerful forms and automated workflows, making for stickier customers."

Uğur Ugurlu, Head of Integrations at Jotform

Partner: SINCH ClickSend

Industry: Cloud-based Communication Services

Tools Used: Zap Templates

Customer Journey: Onboarding, Activation

Overview
ClickSend enables businesses to send and receive SMSes, emails, and other messages globally.

Challenge
ClickSend needed an easy way for customers to automate messaging workflows and connect with other apps, without requiring technical expertise.

Solution

By embedding Zap Templates into key moments in the customer journey—specifically during onboarding and activation—ClickSend helped users set up workflows right away. New users were shown pre-built Zaps for popular apps like Google Sheets, Slack, and HubSpot, making automation easy from day one. This approach kept users engaged and brought lasting value to the platform.

Results

200%+

increase in message volume via Zapier-powered automations.

3,000+

active users automating their messaging workflows monthly.

"ClickSend has partnered with Zapier for many years. And it's a true partnership. We now have on average over 3,000 active users per month and ClickSend message volumes via Zapier have increased by over 200%."

Mark Pratt, Head of Marketing at ClickSend

Partner: Adalo

Industry: No-Code App Development

Tools Used: Zap Templates, Workflow API, Quick Account Creation

Customer Journey: Onboarding, Setup

Overview
Adalo allows users to build apps without writing code, but they needed a way to help users easily automate workflows and connect to external tools.

Challenge
Adalo's users wanted to integrate their apps with other tools, but many lacked the technical expertise to set up complex workflows.

Solution

Adalo integrated Zap Templates, the Workflow API, and Quick Account Creation to streamline the automation process. New users were able to connect their apps to Google Sheets, Mailchimp, and Slack with ease. By simplifying the setup and reducing friction, Adalo ensured a smooth and engaging experience right from the start.

Results

22%   increase in app engagement after introducing Zapier automations.

Hundreds of new workflows activated within weeks.

Improved user satisfaction with seamless integrations and easy setup.

New account

"We had been hovering in the 400 [monthly active user] range for almost a year, and then all we did was simply embed Zapier. And now, we're up around 650/month for the last few months."

David Adkin, Co-Founder and CEO, Adalo

Partner: **tl;dv**

Industry: AI-powered Meeting Assistant

Tools Used: Workflow API

Customer Journey: Onboarding, Engagement

Overview
tl;dv helps teams save time by automating tasks like meeting recordings, note-taking, and sharing insights. They wanted to give users more power by enabling deeper integrations with other tools.

Challenge
tl;dv's users needed an easy way to connect meeting insights to tools like CRMs and project management platforms, without the hassle of manual work.
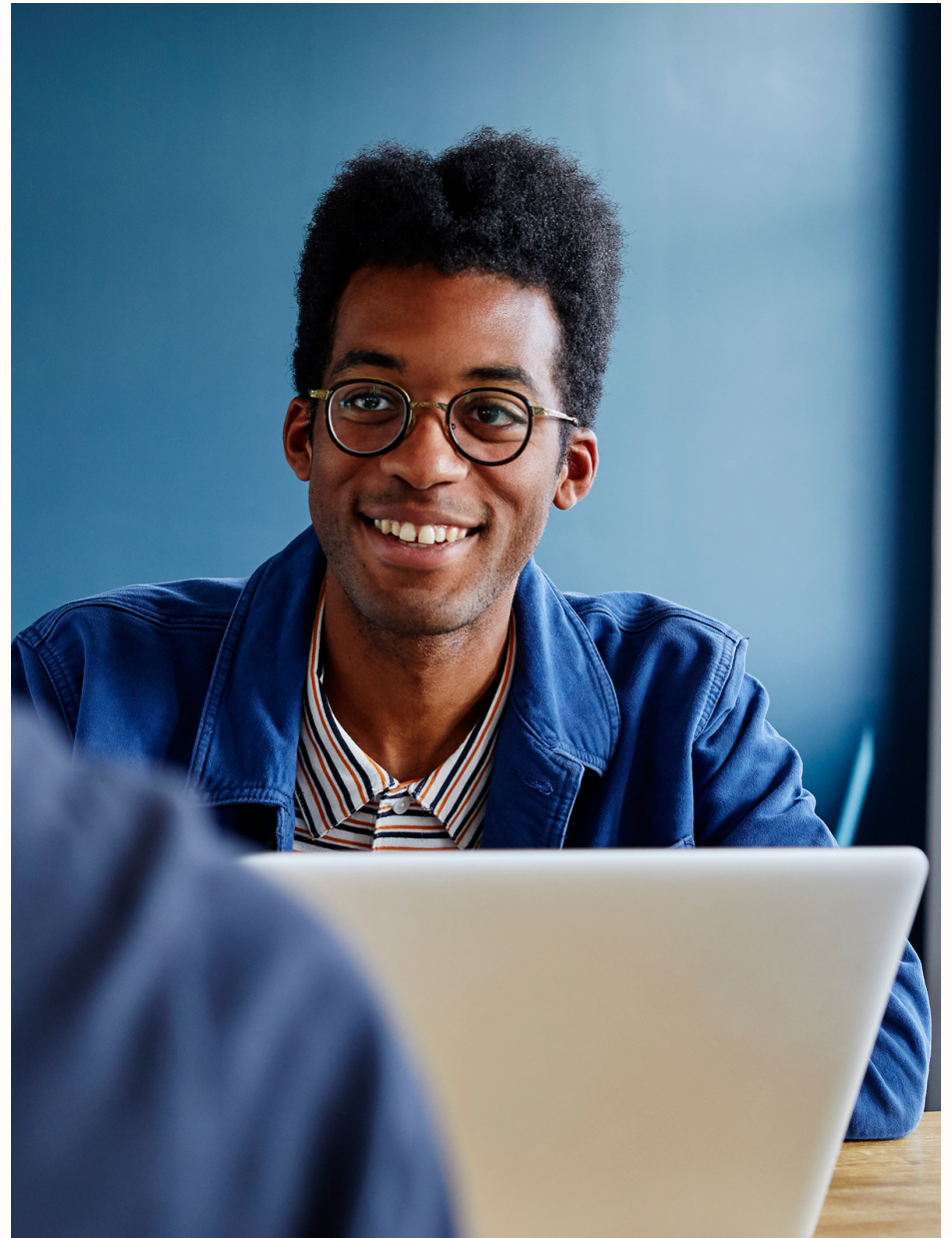
Solution

tl;dv embedded Zapier's Workflow API into their onboarding flow, right after users hit their 'a-ha' moment with core features. From there, users were able to seamlessly automate workflows with tools like Notion, Trello, and Jira—without leaving the tl;dv platform.

Results

20% increase in active integration users within one quarter.

40% increase in sign-ups for the Zapier integration during onboarding.

$ Higher paid plan upgrades as users saw the value of automation.

More Partner Program benefits. This growth catapulted tl;dv's access to Platinum-level benefits, including dedicated support from a Zapier solutions engineer for their integration and product roadmap.

New recording

New meeting notes
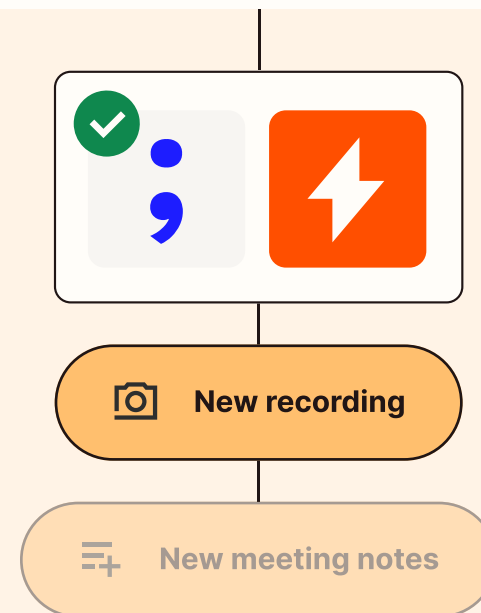
"Our customers know that the gold nuggets [from live meeting discussions] multiply their business growth if it reaches the right person within the right tool. And Zapier helps us connect... exactly in that way."

Rapha Allstadt, Co-Founder and CEO of tl;dv

Partner: ZenMaid

Industry: Scheduling Software for Maid Services

Tools Used: Workflow API

Customer Journey: Onboarding, Engagement, Retention

Overview
ZenMaid provides simple scheduling software tailored for maid services, offering features like automated communication, GPS clock times, payroll, and reporting —all designed to streamline operations for the owners of cleaning businesses.

Challenge
ZenMaid wanted to give their users more flexibility by allowing them to automate tasks with external tools without ever leaving the platform. They also aimed to increase customer retention and empower their savviest users to grow their businesses.

Solution

ZenMaid embedded the Workflow API directly into their platform, allowing users to automate tasks without needing to navigate away from ZenMaid's interface. This gave maid service owners immediate access to Zapier's full directory of apps, making it easy to automate tasks like sending reminders, generating reports, and syncing payroll data—all in one place.

Results

54%
increase in Zapier adoption among ZenMaid users in the quarter following the launch.

27%
more revenue was generated on average by users who adopted Zapier compared to their peers.

Users who automated with Zapier were significantly less likely to leave ZenMaid, improving customer retention.

"The number of ZenMaid users adopting Zapier jumped 54% the quarter after we released the embed. These maid service owners were also the savviest on our platform, the most successful, generated 27% more revenue than their peers on average, and were less likely to leave ZenMaid. It's a win-win-win!"

Ryan Williams, Director of Demand Generation at ZenMaid

Empower your users with automation they can rely on

54% increase in user retention

Partners like ZenMaid saw their most successful users stick around longer after embedding Zapier, resulting in higher loyalty.

- 54% increase in user retention: Partners like ZenMaid saw their most successful users stick around longer after embedding Zapier, resulting in higher loyalty.

- 27% more revenue generated on average by users who automated with Zapier, helping businesses unlock new growth opportunities.

- 25x more likely to upgrade: Jotform's Zapier users were significantly more likely to upgrade to paid plans after automating key workflows.

- 200%+ growth in message volume: ClickSend increased automation-driven messaging by embedding Zapier, engaging thousands of users monthly.

- 40% rise in sign-ups: tl;dv saw a sharp jump in new user sign-ups during onboarding after integrating Zapier.

The results speak for themselves

Over 2.2M businesses use Zapier for automation
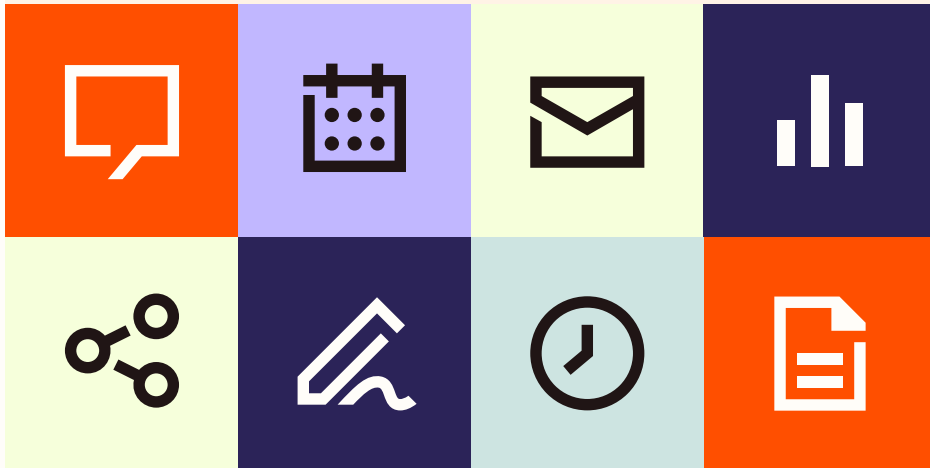
- The average user takes 5 minutes and 50 seconds to set up a Zap.

- 93% of customers say using Zapier has made them better at their job.

- 93% of Zapier customers say automation has helped scale their business.

- 91% of Zapier customers say they have achieved a positive return on investment after purchase.

- Zapier users have created over 25,123,740 (25M+) Zaps.

- Collectively, Zapier users have crossed the two-billion mark in terms of tasks automated per month.

_zapier

Ready to transform your user engagement?

Here's the deal: when you help your customers find Zapier in your product, you're not just offering an integration—you're unlocking 7,000+ ways for your users to automate what matters most to them. And that? That's what keeps users coming back.

So, what's next?

1.
Check out our Embed Gallery to see how the pros do it.

2.
Dig into our Developer Docs to get the technical lowdown on embedding.

3.
Or, simply reach out to your Partner Manager or our Support Team to make sure you're set up for success.

You've got this. And we've got your back.