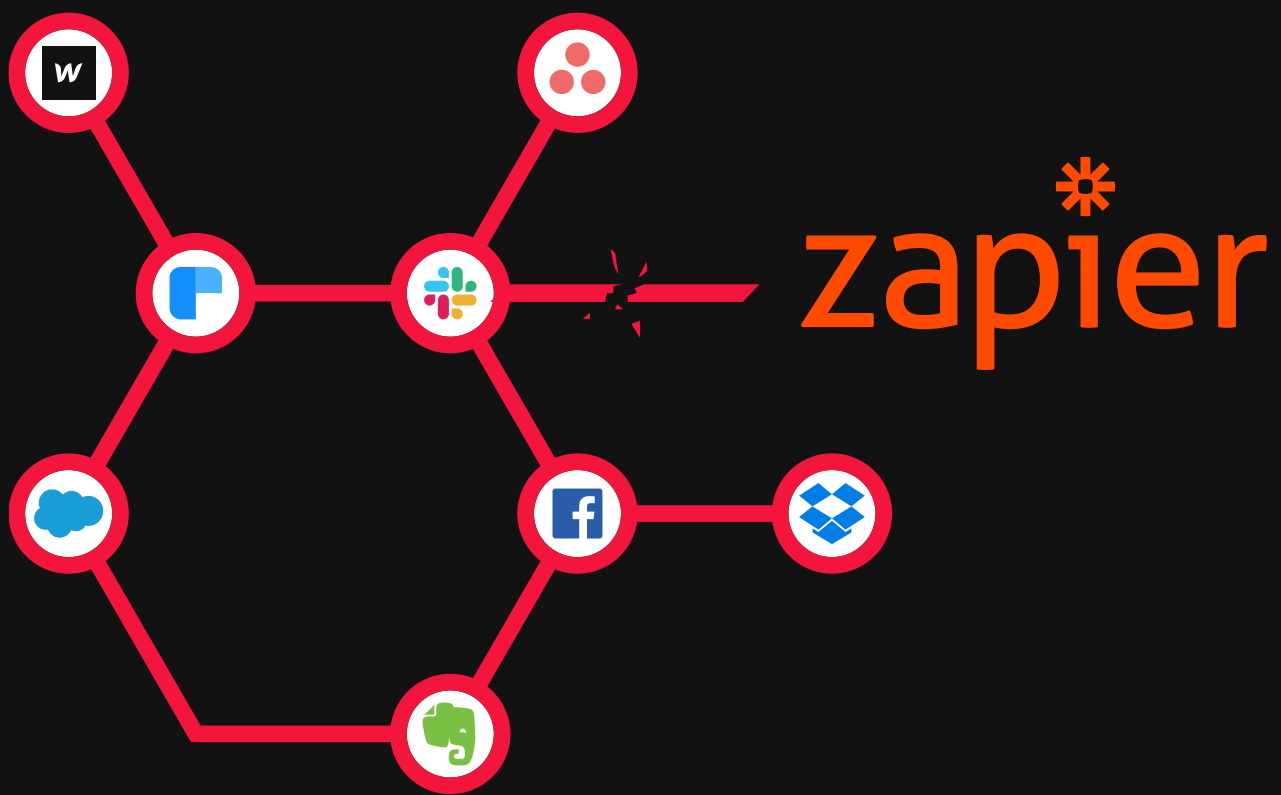


6 reasons why you shouldn't integrate your SaaS with Zapier



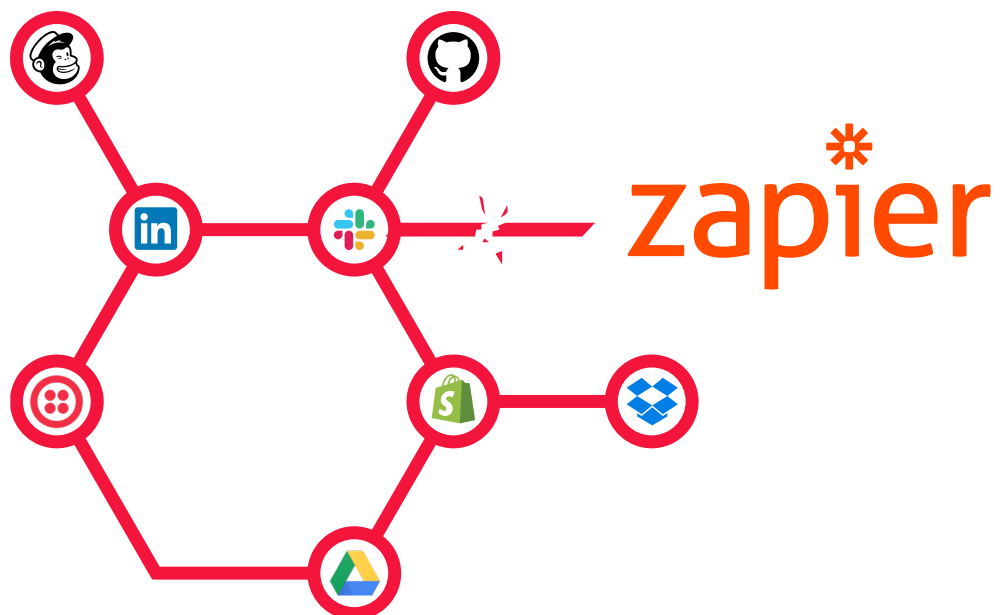
6 reasons why you shouldn't integrate your SaaS with Zapier



If your SaaS organisation is serious about integrating with the tools and solutions your customers love, you likely already have an API—and are perhaps even considering an integration tool like Zapier.

That's all well and good, but Zapier and other 'leading' integration tools aren't a magical solution to your integration needs; in fact, they fail to address many key criteria for you and your customers.

Here we have documented six reasons why you should avoid integrating your SaaS with Zapier.



1 You will lose control of your customers' experience

Zapier caters to limited API functionality, which typically results in a poor user experience for customers looking to create data flows via a frustrating user interface.

As Zapier isn't embedded in the app itself, your customers will have to leave the app to build and manage their integrations, meaning you'll lose control of the customer experience in the process.



2 Your customers will have to spend time learning Zapier alongside your application

It's no secret that there is a steep learning curve when it comes to Zapier integrations.

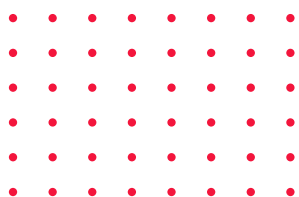
As well as managing your application, your customers will be forced to learn Zapier's complex platform which can be time-consuming, costly and highly technical, depending on their needs, and may push them to look elsewhere.



3 Your customers will be exposed to your competitors

It may sound like good marketing to be featured on Zapier's marketplace, but don't forget that your competitors are right there with you.

Because Zapier lists similar apps alongside one another, it's never been easier for your customers to compare you against—and potentially switch to—the competition.



4 Your customers will have to pay for Zapier—not you—for integration features

Zapier's free plan may sound enticing at first glance, but it is extremely limited, offering a limited set of applications and features.

The reality is that your customers will have to open their wallets in order to access the features they need. Ultimately, this means less money invested in your solutions.



5 You will lose the opportunity to monetise

Because your customer will have to pay additional fees for Zapier, you will lose all control over your pricing strategy and the ability to include integrations in your pricing plan.

This impacts your ability to monetise, as Zapier becomes a costly investment for your customers—leaving little financial resource to spend with you.



6 **Your customers will struggle to build meaningful, custom integrations**

While Zapier boasts integrations with thousands of common apps and use cases, it fails to integrate with custom or bespoke solutions.

It also struggles to deviate from the standard workflows with popular apps, leaving many users frustrated at Zapier's inability to create the precise integrations they need.



Appmixer, the secret way to build native integrations in no time

While Zapier gets some basics right, its limitations are plain to see.

Appmixer's Embedded iPaaS, on the other hand, has been designed to help SaaS vendors build native integrations in a matter of days.

With Appmixer, your customers can easily connect your app with any API in an intuitive No-Code designer that's seamlessly integrated into your application.

Appmixer, the secret way to build native integrations in no time

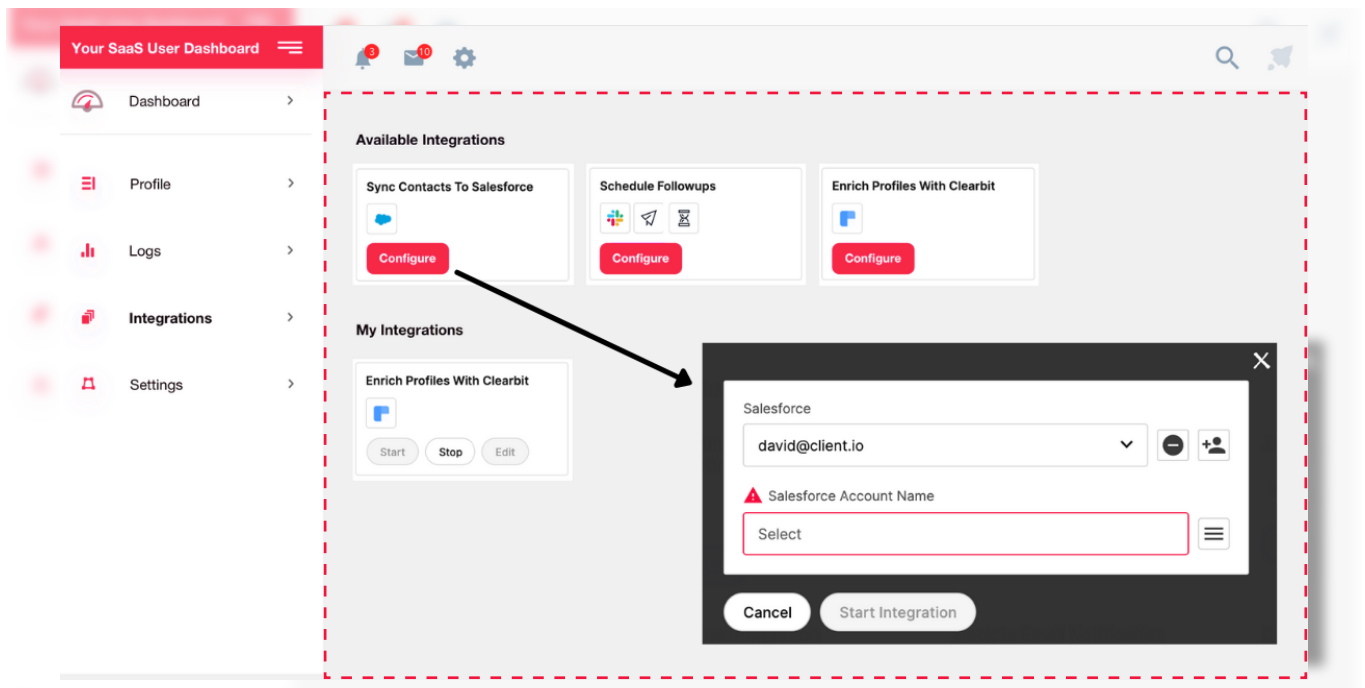


Stay in control of your customer's experience

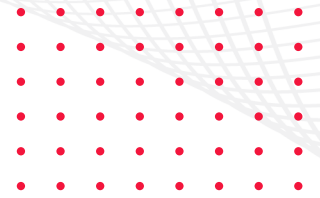


Appmixer JavaScript SDK lets you embed integrations natively into your web product for your end-users to use.

Since Appmixer is a white-label technology that allows you to customise the UI's look and feel, your users will not even realize they're interacting with a third-party application.



Appmixer, the secret way to build native integrations in no time

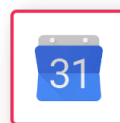
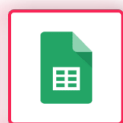


Offer instant, effortless native integrations

Appmixer provides a wide range of built-in connectors to popular cloud applications.

Your customers can choose from these or you can build new connectors for them in just a few hours.

Our tooling features make developing new connectors easy and fast. Moreover, the Appmixer integration engine provides built-in facilities to reduce complexities inherent to API connectors' development.



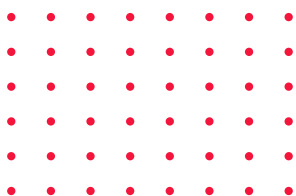
Appmixer, the secret way to build native integrations in no time



Increase the **customer lifetime value**

Appmixer offers all the integration possibilities your users could possibly need.

Users will be satisfied with the wealth of integration features available to them, and will be significantly less likely to look to other providers as a result—by **as much as 40%**. This leads to happy, repeat customers that view you as an essential provider not just for their current needs but for future growth too.



**Contact us to schedule a demo
to learn more about **Appmixer**
from our industry experts.**

SCHEDULE A DEMO

Or contact us: info@appmixer.com
appmixer.com



 **appmixer**

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David Durman is the CEO @client IO, the vendor behind Appmixer Embedded iPaaS and JointJS, HTML 5 diagramming framework. He has been developing software since he was 13 years old. Following his MSc. degree in artificial intelligence and modelling and simulation, Durman held multiple leading jobs in the Software R&D and founded client IO—a company specializing in visual and workflow automation technology to help people be more creative and productive. He is also a passionate cider maker.

