

aws marketplace

Make

Reviews, tips, and advice from real users



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Product Recap



Make

Make Recap

Make is a robust automation platform that streamlines workflows, connecting apps to enhance productivity. Tailored for tech-savvy users, it offers dynamic automation solutions that optimize processes and facilitate seamless integration of disparate systems.

At its core, Make empowers businesses to automate tasks through an intuitive builder with drag-and-drop capabilities. Ideal for professionals who need to integrate systems efficiently, it supports a wide range of applications, aiding in the creation of complex workflows without the need for extensive coding. Users value its adaptability, making it a popular choice for enhancing operational efficiency.

What features does Make offer?

- **Visual Workflow Builder:** Create and edit workflows effortlessly with a friendly interface.
- **App Integration:** Supports numerous apps, enabling diverse connections.
- **Real-Time Monitoring:** Track workflow executions with precise analytics.
- **Conditional Logic:** Implement logic paths for smarter automations.

What benefits can users expect from Make?

- **Increased Efficiency:** Automating tasks reduces manual intervention, saving time.
- **Cost Reduction:** Lower operational costs with streamlined processes.
- **Scalable Solutions:** Easily adjust workflows to meet growing business demands.
- **Enhanced Productivity:** Focus on high-priority tasks with automated operations.

In industries like retail and technology, Make has become essential for automating inventory management, order processing, and customer relationship tasks. Companies leverage its capacity to connect multiple databases, CRM systems, and sales platforms, driving growth and operational excellence.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “Make's front-end interface, the modular interface that it has, drag-and-drop interface, is very easy to understand, use, and integrate.”



Farhan Ahmed Sheikh

Chief Executive Officer at Ashtex Solutions

- ✔ “The new AI feature that Make has launched is really amazing.”



Dinesh Lavu

Bubble.io | Xano | No Code | Mba | Make | Zapier | Full Stack at Indian Railways

- ✔ “This means the task that I would complete in a span of one day is completed in a matter of minutes by using Make.”



Ajay Singh Goyal

Executive at Core Jobs

- ✔ “Make has positively impacted my organization by reducing the number of hours that go into validating and verifying the flow of a particular repetitive process, which would otherwise take multiple hours, to just a few minutes to review for more than 1,000 or 2,000 case scenarios.”



Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

- ✔ “Make has positively impacted my organization by enabling us to solve use cases for hundreds of clients across hundreds of different platforms, providing the customization capabilities to automate accounting and invoicing processes that save dozens of man-hours a month, and allowing us to build custom churn, retention, and engagement costs that have driven a 30% reduction in churn.”



Maria Ruminjo

Network Engineer at AT&T

- ✔ “Make has positively impacted my organization by reducing our manual workflow and workload by almost twenty to thirty percent, which I feel is great.”



AdityaVerma1

Operation Management Intern at a educational organization with 1-10 employees



“Make saves me roughly forty–five percent to sixty percent of time since the analysis part and solution are provided below the question.”



Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

What users had to say about valuable features:

“The best features Make offers include its very visual interface, which stands out for me.

“The visual interface provided by Make is valuable because it gives a global view and a global understanding of what comes after what..”

Avi Cherny

Automation Engineer at MyDubai.io

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“The best features Make offers, in my experience, include the infrastructure of hosting and error handling, which I have found reduces many errors during projects. Additionally, it allows for secure and reliable API integration with Google AI Studio and provides visual debugging for the mock test data.

During my projects, the visual debugging helped me connect to AI Studio. JSON represents large data, which is converted into a shorter image that I can explain easily to patients..”

Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

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“When I think about automating my work with Make, I would say that the credits given on a monthly basis are useful for me to use them. The integration of webhooks and understanding how which particular tool can be integrated and how it can be played further is a significant achievement.

Make is a space which can be explored further. If I have to scrape data and if that consumes five to six hours, the fatigue that comes after doing repetitive tasks does not allow me to do any other work for another three or four hours. This means the task that I would complete in a span of one day is completed in a matter of minutes by using Make..”

Ajay Singh Goyal

Executive at Core Jobs

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“Make offers great features, including extensive tool connectivities and a simple user interface, which makes it excellent for beginners and enhances ease of use.

Regarding tool connectivities, I find the RSS feed straightforward and user-friendly, and the Airtable node is similarly easy to use. Make has asset-type reactor nodes that automatically begin actions when data is entered, which is something that other apps typically require webhook integrations to achieve.

The user interface is straightforward and always presents data in schema format, enabling an easy drag-and-drop experience.

Make has positively impacted my organization by enabling me to generate numerous leads because it is easy to implement, which allowed me to drastically reduce the time needed to create and present a minimum viable product to clients.
.”

Prabha Prabha

Automation Engineer

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“The best features Make offers are its ease of use with drag and drop functionality. Compared to other automation tools like n8n, which is complicated, I find that Make is very simple. The standout features include ease of navigation and error checking, and I really enjoy the drag and drop feature personally.

I feel that if you are a beginner looking to get into automation, you should start with Make because it provides an environment where you can practice automation more flexibly, although integration and API can be a hindrance.

Make has positively impacted my organization by reducing our manual workflow and workload by almost twenty to thirty percent, which I feel is great. Many tasks that previously took time, such as article posting and writing, have seen a reduction of almost forty to forty-five percent in time. This allows our team to focus on innovating and developing our wearable products..”

AdityaVerma1

Operation Management Intern at a educational organization with 1-10 employees

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“In terms of communicating between systems and between platforms, Make would be the primary tool of choice because instead of going about creating or writing API codes for multiple platforms, Make creates a seamless connection where modules come in and take care of most of the heavy lifting of code.

The visual workflow builder is something that stands out prominently, providing a no-code platform which connects across multiple different integrations and platforms. This means that even making changes to a particular platform can trigger a different functionality on a separate platform, so integrations definitely come into the picture. Additionally, the ability to create webhooks on the go is another particular feature that stands out.

Having an in-built or in-house data store to manipulate data and store it across multiple different scenarios is one more feature which particularly makes it stand out. The new work grid feature makes it visually very appealing to see how the automation workflow works.

Make has positively impacted my organization by reducing the number of hours that go into validating and verifying the flow of a particular repetitive process, which would otherwise take multiple hours, to just a few minutes to review for more than 1,000 or 2,000 case scenarios. Any fallback cases also go seamlessly into the incomplete executions DLQ for me to analyze and resolve..”

Amrit Dash

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Automation Engineer at a educational organization with 11-50 employees

Other Solutions Considered

“I did not previously use a different solution for automation. Make was my first automation tool, so this was my very first experience with any kind of automation..”

Verified user


Founder

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“Previously, I have tried to use Zapier, which was very simple and linear, but I switched to Make because it provides visual representations that I find beneficial..”

Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

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“My advice to others looking into using Make is to use it and explore a few things. You will be able to learn a few things which you will be needing in the future. Make is a helpful tool. But I think you should do a bit of marketing because I don't know many people who know about Make in person..”

Verified user

Founder

[Read full review](#) 

“Something like n8n is an alternative. Recently I started learning to use n8n a lot, which has AI agent features, and it is open source. Right now, n8n is an open source platform. So I would be more interested in learning more and exploring more if Make is also an open source option. Because a lot of experiments can be done if it's an open source..”

Dinesh Lavu

Bubble.io | Xano | No Code | Mba | Make | Zapier | Full Stack at Indian Railways

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“I used a traditional solution like Python before using Make, which essentially created the same ideas that I wanted, just using traditional programming.

“The idea to use Make came to me when I met it the first time, and after not finishing it successfully, the idea remained, but I ended up implementing it using traditional programs..”

Avi Cherny

Automation Engineer at MyDubai.io

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“I previously tested with Zapier, but I am not a fan of it. Make is a win for me.

Before choosing Make, I evaluated other options such as Zapier, but I found that Zapier was more suited for social media posting alone. I needed something in a broader format, and I feel Make can be trusted for that..”

AdityaVerma1

Operation Management Intern at a educational organization with 1-10 employees

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ROI

Real user quotes about their ROI:

I have indeed seen a return on investment as it has saved us hundreds of hours in repetitive tasks, streamlining our follow-up to the leads that we are generating.

Maria Ruminjo

Network Engineer at AT&T

[Read full review](#) 

“I have seen a return on investment with Make, as the manual workflow is reduced by about ten to twelve people. Our turnaround time has improved by thirty to forty percent, which highlights the operational efficiency gained through automation..”

AdityaVerma1

Operation Management Intern at a educational organization with 1-10 employees

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“I have seen a return on investment, particularly in my second project where I converted PDFs into HTML format, saving costs on paper for approximately ten thousand questions and reducing time by about fifty percent. For patient case studies, I was able to present options in allopathy, homeopathy, and Ayurveda clearly and more quickly..”

Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

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“I implemented a booking system for my client that previously required data to be entered directly into Google Sheets and reminders to be sent manually; using Make, they have saved about 50% of their time, which equals one labor resource, translating to a significant amount of money saved..”

Basuraj Basuraj

Founder at WebEase

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“I have seen a return on investment because I could avoid hiring a new team to do reporting and social media posting. Everything is done through Make.

With that extra time each month, I could focus more on sales and upscaling my business, so it is really worth it..”

Verified user

Founder

[Read full review](#) 

Use Case

“My primary reason for using Make is workflow automation. When it comes to scraping data from portals like LinkedIn or any other website and then storing it on a Google Sheet, that is the most time-consuming task. I was able to create a workflow and automate it through agentic AI, which was a significant achievement for me..”

Ajay Singh Goyal

Executive at Core Jobs

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“In automating any kind of user workflow or business process workflow, everything leads back to how data is being transferred, modified, or saved across systems while using Make automations. For example, if we have our CRM systems on monday.com and we are using a Google Form to collect responses for a particular item, we use Make to understand the responses and pass it properly into the monday CRM and send relevant communications using email or text.

In our current organization, we have automated well over 600 processes including all the major workflows of student onboarding, student discontinuation, team member handling, tickets, and CRM manipulation. We have across 2,000 to 3,000 scenarios in the system, with over 500 to 600 workflows automated..”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

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“I primarily use Make for automations in companies and businesses, specifically for report generation and similar tasks.

I recently built a workflow for a recruiting company called NSL that needed to conduct a test for candidates and generate a report. The entire process, including test preparation, result generation, and sending the 40-page report to the candidates, was fully automated.

Automating this process with Make saved considerable time for NSL and my team because generating one report manually could take nearly one day for each candidate. Automation reduced that time to approximately 14 minutes per candidate, allowing the entire process to be completed within 15 minutes from start to finish.

My main use case for Make currently involves small automations, although I believe Make has introduced new features such as agent mode, which I haven't tested extensively but seem promising. .”

Prabha Prabha

Automation Engineer

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“I have been working in my current field for the last three years and have been using Make for two months.

I have used Make for two projects. The first project is medical case analysis, where if a patient uploads any case details, we handle that and provide solutions in three fields of a hospital: allopathy, homeopathy, and Ayurveda. Ayurveda is in Indian medical sciences, and from these three options, the patient can decide which one to choose and what tests are included.

In this medical case analysis project, I took five case studies of five different patients and translated the manual data using API to shift it to Google AI Studio. I made it there and used Make's JSON response from the output.

In my second project, which is about the UPSC exam, I converted PDFs given in manual format into HTML. I used data manipulations along with Make's built-in data parsers and regular expressions modules to analyze each question and integrate the options by iterators, making the process sequential..”

Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

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“I started using Make for a specific use case because I needed to create a workflow to upload videos using the API from YouTube. I decided to create an automation workflow to upload a new video every day without manual intervention.

“My main use case for Make is to create a workflow where I connect to Gemini to generate ideas, then trigger a video API to create a video from this prompt, and afterwards, use the Gemini API to create a title for the video.

“Basically, I have a scheduler that starts every evening to facilitate how this automation works.

“My main goal was to create an automation workflow without manual intervention, and this workflow creates and uploads a video to YouTube. From the same idea, there are different videos and different titles, and I do not write them down in Excel; everything is inside Make within this workflow. I was trying to reduce my manual effort..”

Avi Cherny

Automation Engineer at MyDubai.io

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“I have been using Make for almost five to six months. My main use case for Make is to automate certain tasks like social media posting and article posting on WordPress. As I work in FitPyo, we need to post blogs or articles on our website regularly, so rather than doing it manually, I created an automation workflow that fetches the posts and automatically publishes them to Facebook, Instagram, and other social media websites. Article posting is one of the major use cases for Make.

I decided to automate social media and article posting first due to the need to post tons of articles daily and to make the process really fast and effective. We use Make because we are a startup where many tasks need to be done on the go. I created an entire automation workflow so that articles can be fetched, rewritten with GenAI models, and posted on our website. The same applies to social media posting as we need to post frequently on Instagram and LinkedIn.

Regarding my main use case with Make, I am trying to automate WhatsApp messaging through Make for client interactions to facilitate direct replies. I am still figuring out how to do that. I am also considering posting a YouTube video through Make, although I feel Make is too complicated for that. I am also looking into using n8n to see if it might be a better option..”

AdityaVerma1

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Operation Management Intern at a educational organization with 1-10 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My experience with pricing, setup cost, and licensing is that it is quite affordable for my use case. I could get the return on investment from the work that I have done using Make, so the setup is not difficult and is pretty simple for me..”

Verified user

Founder

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“It's straightforward and easy for me because I come from a tech background. It's quite easy for me. I don't know if a person from a non-tech background would find it a bit difficult, but for me it's very comfortable..”

Dinesh Lavu

Bubble.io | Xano | No Code | Mba | Make | Zapier | Full Stack at Indian Railways

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Customer Service and Support

“When I had a problem during the pricing payment, the customer support handled it very well. I also received good responses when posting in the community forum while doing the project..”

Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

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“I haven't taken very much advantage of the services, but what I had earlier, they were doing the best job for my use cases and my problems. So they helped me. However, I'm not very extensively reliant on the customer support. I used to talk to the developers or the forum that Make was having. I used to go there and figure it out by myself. So very rarely I used to get in touch with the support team..”

Dinesh Lavu

Bubble.io | Xano | No Code | Mba | Make | Zapier | Full Stack at Indian Railways

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Other Advice

“My advice to others looking into using Make is to go through the documentation first and go through the training and certification courses. Those are pretty detailed and almost cover all aspects that you would need to implement in an automation scenario. I would rate this product an 8 out of 10..”

Amrit Dash

Automation Engineer at a educational organization with 11-50 employees

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“My advice to others looking into using Make is to start with a very simple workflow and not try to overcomplicate it; when you finish the simple workflow, you can add more to it, otherwise it will become messy very quickly, making it very difficult to handle errors.

“I think overall Make is a really powerful tool, but there are definitely a few areas it could be improved based on my experience. My overall rating for Make is seven out of ten..”

Avi Cherny

Automation Engineer at MyDubai.io

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“I am using the time saved through Make automation to develop my own line of products because, at the end of the day, product matters. A specific project arising from that extra capacity is the ability to brainstorm many ideas that can lead to long-term profits.

My advice for others looking into using Make is to tailor automation based on the use case rather than an organization's needs, focusing on effectiveness in automation. I would rate this review a seven out of ten..”

AdityaVerma1

Operation Management Intern at a educational organization with 1-10 employees

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“My advice for others looking into using Make is to start as a beginner, understand the concepts, explore relevant artificial intelligence for automations, and begin with templates, as there are many resources available within the community and on YouTube. I also believe the flow in Make could improve by allowing multiple nodes to be executed synchronously.

I believe Make can still improve to compete better with the open-source automation platform [n8n](#). I rate Make a seven overall. .”

Prabha Prabha

Automation Engineer

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“Make saves me roughly forty-five percent to sixty percent of time since the analysis part and solution are provided below the question.

My advice to others looking into using Make is that you can create a very smooth workflow compared to others, and the visual representation is excellent for presenting data or any complex problems, especially for complex systems such as the neural, respiratory, and reproductive systems. The built-in modules make it easy to convert PDFs without needing to search for other modules to integrate.

.”

Shaik Nayab Rasool

Freelancer at a consultancy with 11-50 employees

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“My rating for Make is 90 out of 100. I give it 90 because there is always scope for improvement, but I feel that this product is exceptional. I have not seen anything like Make so far.

A perfect 10 would mean there is nothing more to improve. A nine probably means there is scope for improvement, changes to be made, and relevance to be established. Even with the world's best service, I question whether the world really recognizes it or if it can be utilized economically. Giving me a thousand credits per month can be consumed quickly, but none of those things accumulates, nor is there an unlimited version that can wait until I become profitable before offering me the first paid plan. I give commitments based on the number of credits being offered.

Make is deployed in my organization on a public cloud. I use the make.com website itself. I signed up directly through the Make website.

I would say to make your first use case and understand what the product is. Each

entrepreneur or executive must understand what inventory they add by taking a subscription to Make. When you realize you have a machine that can save you time, it still needs to be understood that it can save you time based on the credits. If the credits get exhausted quickly, then you cannot save any further time.

I am neither a partner nor a reseller. I am just a customer.

I think it is a wonderful product, and if the aspect of giving time-based or quarterly credits instead of monthly credits comes into play, it could allow an entrepreneur or executive at any designation in an organization to make one or two full cycles over a quarter, which could be a significant achievement. I rate Make at 90 out of 100..”

Ajay Singh Goyal

Executive at Core Jobs

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Top Industries

by visitors reading reviews

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14%

Educational Organization

10%

Non Tech Company

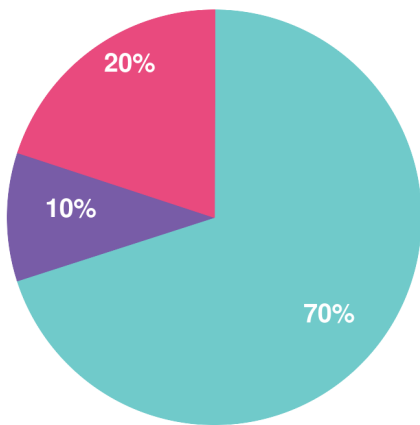
9%

Construction Company

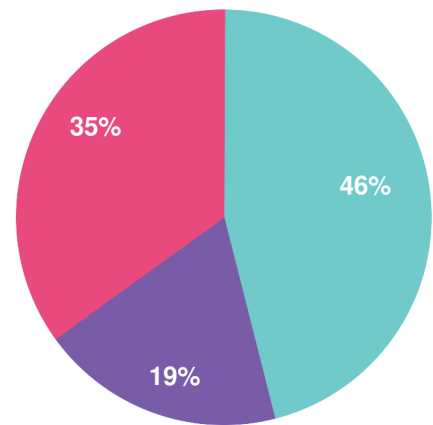
9%

Company Size

by reviewers



by visitors reading reviews



Large Enterprise

Midsize Enterprise

Small Business

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