Make.com - operator review

Date: September 2026
Canonical: https://aiproduct.reviews/reviews/make.html
Job owned: Cross-app automation / glue work
Leaning: KEEP if production glue exists; CUT shelfware; WAIT mid-CRM migration

Public pricing (September 2026)

- Free: limited monthly credits; fine for learning.
- Core: often starts around $10-11/month billed monthly (credit bundles scale the price).
- Pro / Teams / Enterprise: higher credit volumes and collaboration features.
- Make bills in credits; confirm on make.com/pricing.

Payback / skip-if

Make is usually the cheapest honest way to stop copying data between apps by hand - if you have recurring, boring transfers and someone who owns the scenarios.

Pays for itself when:

- You manually copy or export/import between two+ tools more than once a week
- A missed sync creates real rework (wrong CRM stage, duplicate invoices, lost handoffs)
- You're about to hire a VA hour for "glue work" that a scenario can own

Skip if:

- Native integrations in your current stack already cover the job end to end
- Nobody on the team will own broken scenarios (unowned automations are silent risk)
- Your volume would burn Core credits so fast that a specialist tool is cheaper than Make credits

Seat / credit traps

- Credits are the product. Price comparisons that ignore scenario cost per run are marketing, not finance.
- Free tier is for learning; production glue usually needs a paid credit bundle.
- Document ownership: who gets paged when a scenario fails on Monday morning?

Keep / cut / wait

- KEEP: if Make is the system of record for cross-app glue and you can name the hours saved.
- CUT: if you bought Make "in case" and have zero production scenarios after 30 days.
- WAIT: if you're mid-migration between CRMs - build after the destination stack is stable.

Who it is for / not for

For:

- Ops leads who still move data between CRM, billing, Slack, and sheets by hand every week.
- Finance/ops owners who can name a failed sync as rework cost, not "nice automation."
- Small teams replacing a VA hour of glue work with owned scenarios.

Not for:

- Teams whose native integrations already close the loop end to end.
- Orgs with nobody willing to own broken scenarios.
- High-volume specialists who will burn Core credits faster than a purpose-built connector.

Make vs Zapier (job overlap)

Both sell the same job: move data between apps without custom code. Zapier is often easier for simple linear zaps; Make is usually stronger when you need branching, routers, and tighter credit control on visual scenarios. From an ops/finance lens the question is not brand preference - it is cost per successful run and who owns failures. If your stack already ships native syncs, neither tool pays for itself. If you are comparing only on "number of apps," you are shopping features, not payback. Pick the cheaper path that your owner can actually maintain;

use automation glue math with your hours, not a feature matrix. Keep Make's credit math honest: cost per successful run plus owner risk beats any feature matrix vs Zapier. Production glue without a pager for failures is silent risk on the ops balance sheet. Upgrade credits only after scenarios hit ceilings - not after a workshop demo.

Cheap complements

Sheets + a strong LLM for one-off analysis before you automate; don't buy another SaaS seat to answer a question once.

Operator notes

- Start on Free/Core; upgrade only when scenarios hit credit ceilings.
- Document ownership - automations without an owner become silent risk.
- Run the free automation glue calculator with your real hours before you upgrade credits.

FAQ

Is Make cheaper than hiring a VA for glue work?

Often yes when the same transfer repeats weekly and a scenario can own it. Price Core credits against one VA hour of copy-paste - and only after you have a named owner for broken runs.

Should we start on Free or Core?

Learn on Free. Move to Core when production scenarios hit credit ceilings. Do not buy Pro "just in case."

Make or Zapier for a small ops team?

Choose based on scenario complexity and credit cost for your volume, not marketing. If native integrations already cover the job, skip both.

Method note

This is an operator memo for ops and finance, not a star rating or best-of listicle. We write payback conditions, skip-if criteria, and seat/credit traps using public pricing anchors dated September 2026. Always verify current vendor pricing before you buy. Paths and offers on aiproduct.reviews: /tools/payback, /tools/seat-waste, /stack.html (AI toolkit spreadsheet $29), /audit.html (AI toolkit audit $99), /reviews/.

Customer-facing offers: email hello@aiproduct.reviews. Mailto subjects: Audit $99 / Toolkit spreadsheet $29. Stripe Payment Links enabling - we send a payment link same business day. No invented buy.stripe.com URLs.

Affiliate disclosure (FTC)

Links labeled Check current pricing may be affiliate links. We may earn a commission if you subscribe. Prices and features change - always verify on the vendor site. Full policy: aiproduct.reviews/disclosure.html

Offers

AI toolkit audit $99 - email hello@aiproduct.reviews with subject: Audit $99 for a payment link.
AI toolkit spreadsheet $29 - email hello@aiproduct.reviews with subject: Toolkit spreadsheet $29.

Appendix - how finance should read this memo

1) Start with skip-if. If any skip-if is true, stop. Do not negotiate yourself into shelfware.
2) Price only public anchors dated September 2026. If the vendor page disagrees, the vendor page wins.
3) Convert hours to money with your loaded cost, not a blog average. Use aiproduct.reviews/tools/payback with your inputs.
4) Count seats and credits that will actually be used in 30 days. Idle seats are the common failure mode - see /tools/seat-waste.
5) Name an owner. Tools without owners become silent risk (especially automation and SEO suites).
6) Prefer keep/cut/wait over scores. A keep without a cancel-by date is how annual lock-in happens.
7) Complements beat stacks. Sheets + a strong LLM often beats a new SaaS seat for one-off analysis.
8) If you need the judgment across your whole AI toolkit, use the $99 AI toolkit audit (mailto hello@aiproduct.reviews subject Audit $99) or the $29 AI toolkit spreadsheet (subject Toolkit spreadsheet $29).

Publication note: aiproduct.reviews publishes operator reviews over months by repeating this template - not by shipping thin listicles. Hundreds of tools will arrive as affiliate-ready ops/finance jobs, batched 10-15 at a time,

each with HTML + PDF + hub card.