

Zapier Vs PlusThis

Early in one's journey to learning PlusThis, the inevitable question comes up. Is PlusThis like another Zapier.

While there are many tools out there that take database information from one tool to another, PlusThis has a lot of differences beyond that. This document will help you know when to optimally use either or both tools.

Isn't PlusThis just another Zapier?

No. Both tools are considered swiss army knives with an arsenal of integrations, but that's where the similarities end. Zapier just connects two databases. PlusThis connects databases between many tools too but adds in automation specific to your CRM, deeper support, and experiences you can create.

As automation builders, PlusThis is a more curated experience. PlusThis will walk you through the setup with videos, and guides for every step to curate the journey you want to create. For example, if you were setting up a Zoom Webinar Connection (something you could do similarly with both tools) PlusThis will walk through the connected steps you'd think through in running a webinar including what happens with registrations, attendance, surveys, calendar invites, and more. You get the whole package.

Zapier is meant to be a connection tool. I wouldn't describe PlusThis like that at all, I'd call it an automation enhancer.

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In addition to the integrations both tools offer. PlusThis goes beyond this with custom made tools for the platforms they serve.

PlusThis has dozens of tools that just enhance the CRM functionality itself.

For example, you can use Video Triggers to tag people based on how long they watch a video. You can add Countdown Timers to your emails. You can use Email Validator to make sure emails are delivered to real people and not bots. You can embed a survey in your emails using Simple Email survey. Or you could use Smart Links to create links that go to different pages based on when someone clicks it, tags on their contact records, and more. There are over 70 tools in the toolkit so to dismiss PlusThis as just a tool connector would be leaving out 50% of what the tool actually does.

"PlusThis was created as a result of what the highest order of marketing gurus were demanding functionality for. Whereas, Zapier was created by non-gurus who needed tools to make a handshake."

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Zapier Go-To For THESE:

- Data movements
- Document creation
- Sending data to PM tools for organization
- Email parsing



PlusThis go-to for THESE:

- Strategic needs that aren't connection-related
- Video Triggers
- Add to Calendar
- Facebook Audience Triggers
- Lifetime Value, enhanced reporting placed in custom fields
- List segmentation
- Scarcity triggers
- Smart Links
- Split Testing
- Decision-maker (ActiveCampaign people)
- Tag associated records
- Look up the plusthis.com/tools page and see all the unique tools

Other tips

- Even if you can use the same connection integrations between two tools with Zapier, you may consider using the PlusThis version to save money on task runs.
- If you're using Zapier and want to talk to someone about where you might save money or do some additional automation with your CRM, we're always happy to run a demo with you. There's a link on the main nav at PlusThis.com