

Embed Zapier: Bringing automation to your users in-app

What is embedding?

Embedding refers to the act of incorporating Zapier directly into your product, so users can discover available integrations and create automated workflows from inside your app. It's proven to help improve customer retention, adoption, and lifetime value, as well as drive upgrades and reduce churn.

Who is embedding for?



Zapier partners looking to offer a seamless user experience that converts more prospects and drives user adoption in-app



Zapier partners who want to offer their users a flexible automation solution without sacrificing engineering resources



Zapier partners whose customers want to connect their app with the others in their tech stack to automate business-critical workflows

"We've noticed users are relieved when we tell them we have a deep Zapier integration because they know they'll be able to integrate Streak into ALL the other tools they use in their workflow."

—Aleem Mawani, Co-Founder and CEO at Streak

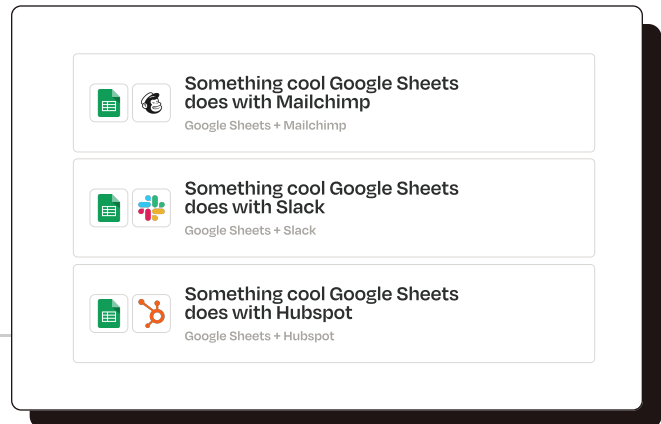
[Get started in minutes →](#)

Why should you embed Zapier?




Embedding Zapier helps you expand the power of your app by giving your users easy access to Zapier's 5,000+ integrations and allowing them create and edit Zapier workflows within your product. **This, in turn, helps you increase user engagement and adoption as users will carry out all their automation tasks with you—without distractions.**







Embedding Zap Templates



Features:

-  An easy way to show users your Zap Templates (pre-made workflows) that they can click on and start automating immediately
-  Ability to add Zap Templates anywhere on your site (community or support site, blog, onboarding materials) with one line of code
-  Zero engineering resources

Benefits:

-  Help users start automating your app quickly and easily, right where they expect to find it
-  Showcase the full value of your integration at a glance
-  Convert more prospects across marketing and support channels
-  Get set up in 15 minutes—no coding required

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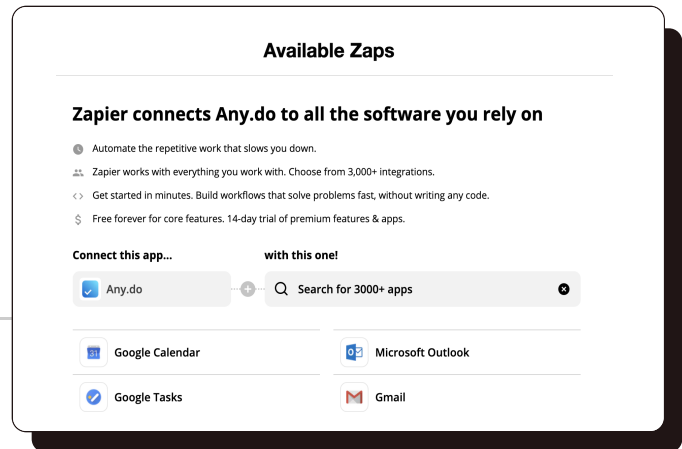
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Embedding the Full Zapier Experience



Features:

-  An end-to-end automation experience for users
-  Ability for users to create and manage their Zapier automations in a pop-up modal on your site
-  No engineering resources or Partner API required—you can embed the entire experience by copying just two lines of code

Benefits:

-  Provides a seamless user experience that optimizes the way your product works with other apps
-  Retains the trust you've built with your users, who won't have to leave your site to log in to Zapier on a separate browser
-  Drives user adoption and engagement inside your app by keeping users in your product longer
-  Easy to set up in 15 minutes—no coding required

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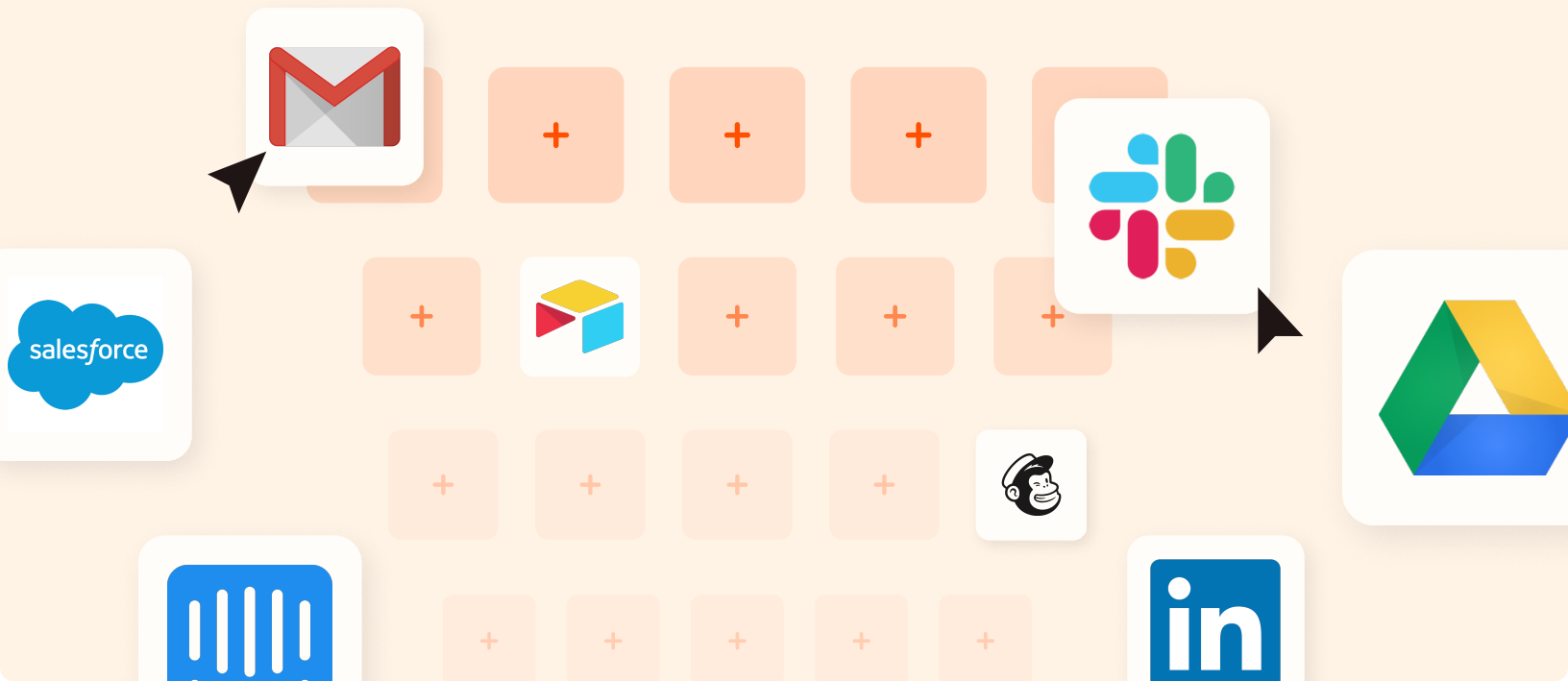
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Embed Zapier. Grow your users.



**Interested in embedding
Zapier to supercharge user
engagement and adoption?**

Get started in minutes →