

Estrategias para
optimizar escenarios

Organización y convenciones para la escalabilidad

✨ Uso de carpetas y nomenclatura clara

✨ Renombrar módulos y agregar notas

✨ Variables y constantes reutilizables

Si ciertos valores se utilizan en varios módulos (por ejemplo, un porcentaje de impuesto, un código de país), conviene centralizarlo

✨ Plantillas de escenarios

Make.com permite crear templates (plantillas) a partir de escenarios existentes, que pueden ser usados para crear nuevos escenarios con esa estructura base.

✨ Blueprints y versiones:

Descargar blueprint JSON de un escenario sirve como respaldo y también como forma de replicarlo en otra cuenta/equipo.

FOLDERS		+
📁	All scenarios	
📁	Uncategorized	
<hr/>		
📁	Sesión 1	4
📁	Sesión 2	5
📁	Sesión 3	7
📁	Sesión 4	13
📁	Sesión 5	2
📁	Workshop	4

Estrategias clave de optimización:

✨ Eliminar módulos innecesarios.

Por ejemplo, evitar múltiples módulos “Set variable” si se puede calcular directamente en un campo con fórmulas; o combinar transformaciones.

✨ Usar filtros al principio.

Los filtros son condiciones que eviten ejecutar ramas enteras si no se cumplen criterios.

✨ Limitar resultados en búsquedas.

Si un módulo “Search rows” en Google Sheets permite criterio, úsalo para traer solo lo necesario en vez de traer 1000 filas y luego filtrarlas en iterador.

Menos datos = menos operaciones procesando.

✨ Reutilizar resultados.

Si un mismo dato se usa varias veces en el escenario, conviene almacenarlo una vez en lugar de recalcularlo o reconsultarlo múltiples veces.

Ejemplo

Escenario inicial

- Módulos innecesarios
- Poca modularización
- Falta de legibilidad
- Muchas operaciones

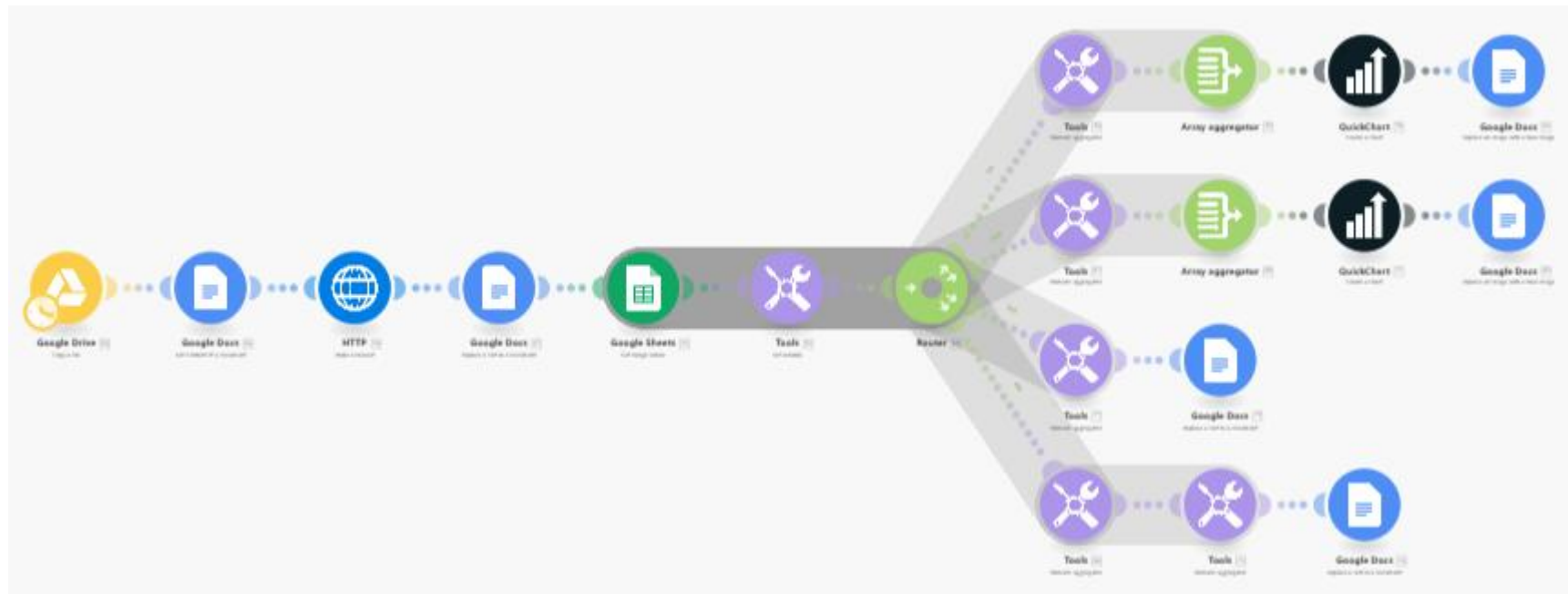
✓ 5 DE MAYO DE 2025 11:12

Run ID: 93ea7e8e230449aab33747bc0ed...

Duration: 14 seconds

Operations: 68

Data size: 67.6 KB



Estrategias clave de optimización:

✨ Reducir frecuencia de *polling*.

Los *triggers* programados (p. ej. “Every 15 minutes”) consumen operaciones cada vez que corren aunque no haya nuevos datos.

Si es viable, preferir Webhooks o al menos reducir la frecuencia de ejecución.

✨ Preferir agregación sobre iteración.

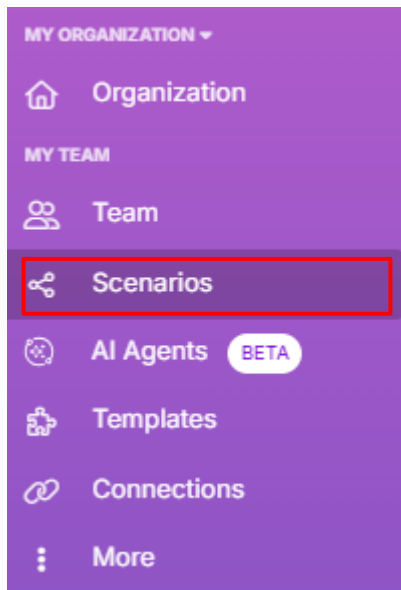
Los iteradores multiplican operaciones (cada *item* del *array* será nuevas operaciones).





















Si la API o módulo lo permite, a veces es mejor traer datos agrupados y procesarlos juntos.

✨ Medir, auditar y aplicar cultura de eficiencia.

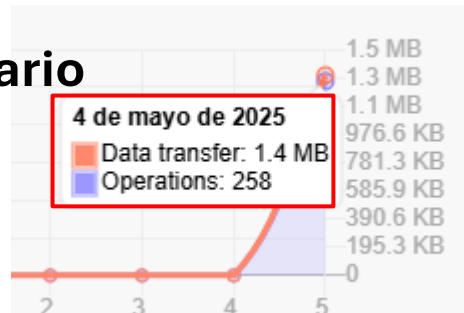
Make proporciona información para auditar nuestros escenarios: duración de ejecución, operaciones usadas, tamaño de datos, etc. Es importante revisar el historial de ejecuciones para identificar pasos costosos.

Ver cantidad de operaciones y consumo de datos



   	http	37	5.1 MB	Florencia Rodríguez	1 may 2025
   +20	Informe Diario de Ventas	258	1.4 MB	Florencia Rodríguez	5 may 2025
  	Integration Browse AI, Google Sheets	12	26.6 KB	Florencia Rodríguez	30 abr 2025
  	Integration Google Docs, JSON	3	26.1 KB	Florencia Rodríguez	3 may 2025
   	Integration Google Docs, JSON, monday.com	54	341.7 KB	Florencia Rodríguez	3 may 2025
   +2	Integration Google Sheets, HTTP	41	29.7 KB	Florencia Rodríguez	5 may 2025

Historial de ejecuciones en cada escenario



Ejemplo

Reducir frecuencia de polling

The screenshot displays the Google App Maker interface for a workflow. The workflow consists of six steps: Google Drive (Copy a File), Google Docs (Get Content of a Document), HTTP (Make a request), Google Docs (Replace a Text in a Document), Google Sheets (Get Range Values), and Data store (Add/replace a record). A yellow tooltip for the first Google Docs step shows the 'Schedule setting' dropdown menu. The 'Run scenario' is set to 'Days of the week', and the 'Days' list includes Monday, Tuesday, Wednesday, Thursday, and Friday. The 'Time' is set to 19:00. The 'Run once' button is active, and the 'Daily at 19:00' toggle is turned on. A summary card at the bottom right shows the execution details for May 5, 2025, at 11:45.

Google Drive [84]
Copy a File

Google Docs [64]
Get Content of a Document
Schedule setting

HTTP [56]
Make a request

Google Docs [61]
Replace a Text in a Document

Google Sheets [55]
Get Range Values

Data store [86]
Add/replace a record

Run scenario: *

Days *

Select All

☒ Monday

☒ Tuesday

☒ Wednesday

☒ Thursday

☒ Friday

Time *

19:00

Time zone: America/Argentina/Buenos_Aires

Format: H:mm

Run once | Daily at 19:00

5 DE MAYO DE 2025 11:45

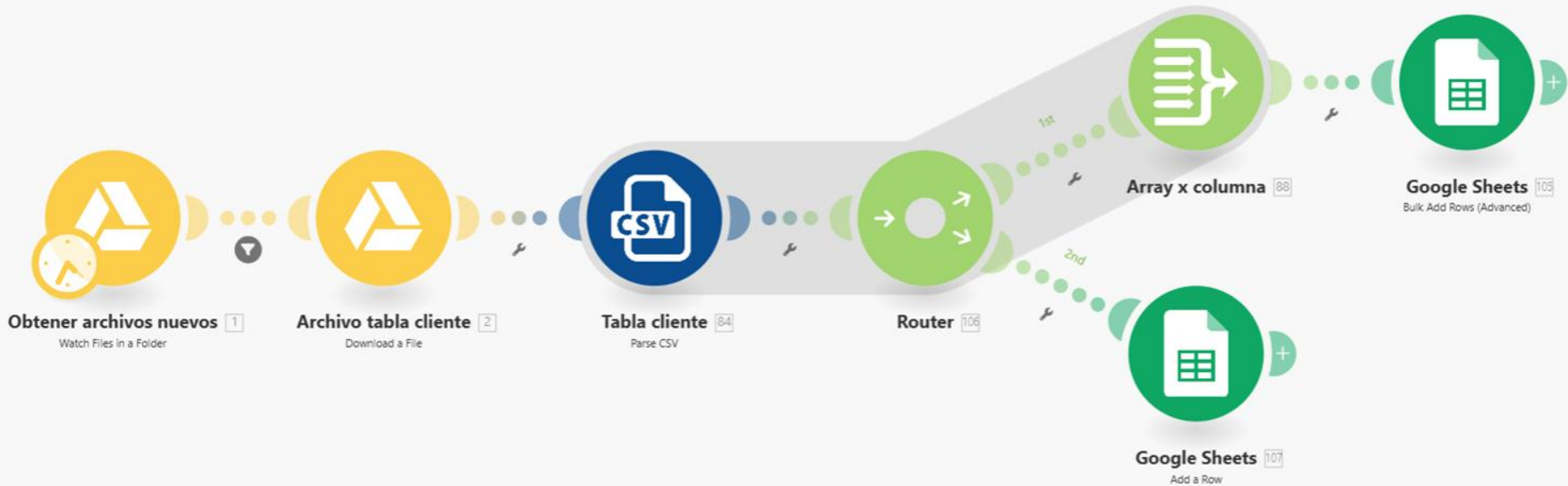
Run ID: 6bc2863712c548998f7c166c5ac7...

Duration: 8 seconds

Operations: 55

Data size: 47.0 KB

Diagrama



Caso de uso

Todos los meses recibimos una planilla con datos de las reservas. Necesitamos enviar un correo electrónico a cada huésped, según el estado de la reserva.

[Planilla Fuente](#)



Search

All scenarios

+ Create a new scenario

FOLDERS

+

ALL

ACTIVE SCENARIOS 0

INACTIVE SCENARIOS 8

CONCEPTS 0

📁 All scenarios

📁 Uncategorized

📁 Ejercicios Iniciales 1

📁 Informes automatizados 1

☰ Sort by: A-Z



Datos de Clima

📁 Ejercicios Iniciales ⚙️ 9 ↗ 1.2 KB 👤 Florencia Rodriguez 📅 14 jun 2025

🕒 ☐ OFF ▾



Integration Google Drive, Google Docs, HTTP, Make AI Tools

📁 Informes automatizados ⚙️ 200 ↗ 817.4 KB 👤 Florencia Rodriguez 📅 17 jun 2025

🕒 ☐ OFF ▾



Obtener datos de facturación

📁 21 ↗ 273.9 KB 👤 Florencia Rodriguez 📅 14 jun 2025

🕒 ☐ OFF ▾



Resumir informes

📁 9 ↗ 6.7 MB 👤 Florencia Rodriguez 📅 14 jun 2025

🕒 ☐ OFF ▾



Integration HTTP

📁 180 ↗ 25.0 MB 👤 Florencia Rodriguez 📅 17 jun 2025

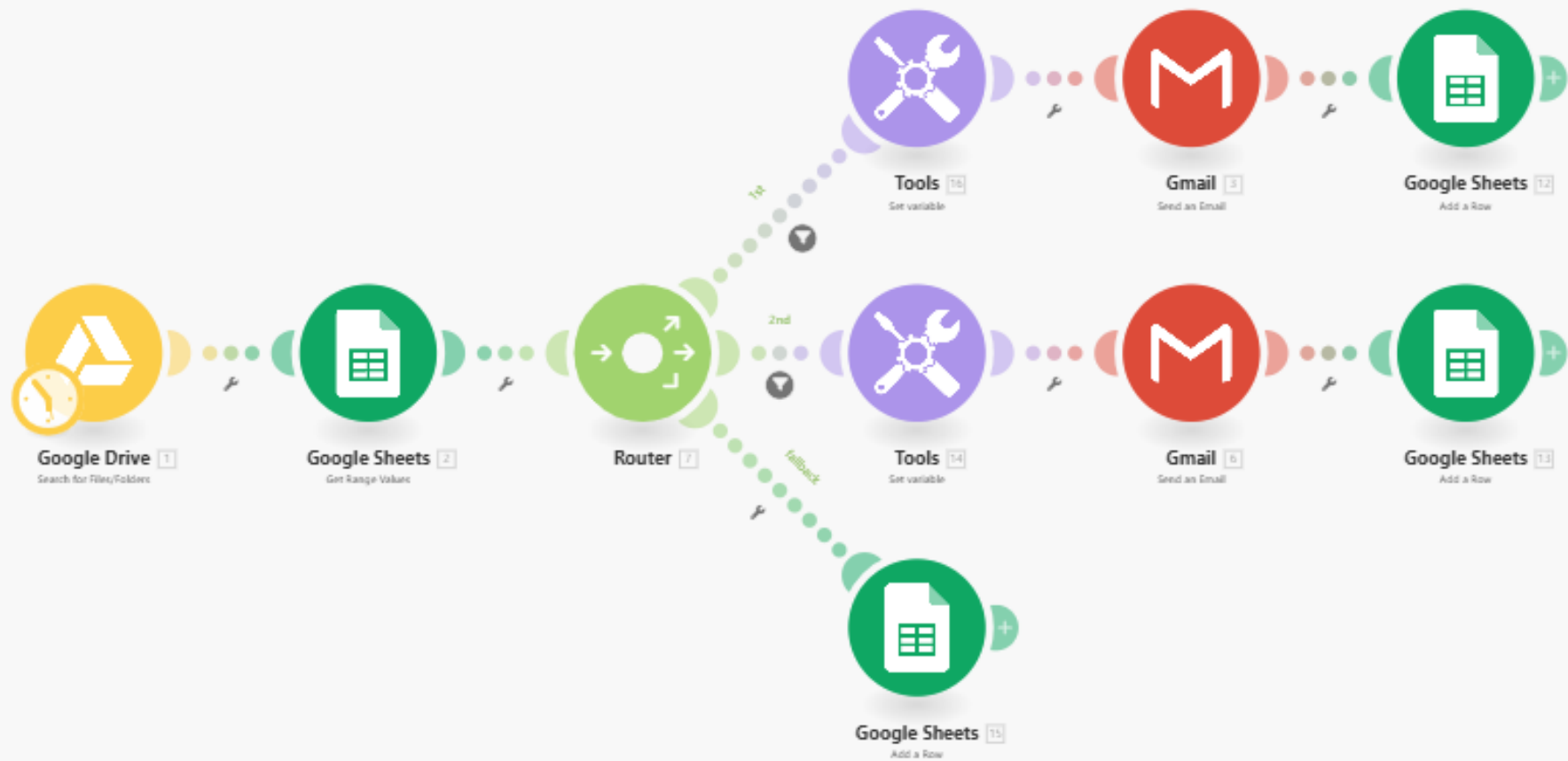
🕒 ☐ OFF ▾



Integration Google Sheets

📁 123 ↗ 185.3 KB 👤 Florencia Rodriguez 📅 17 jun 2025

🕒 ☐ OFF ▾



de mensajes



Google Drive

Watch Files in a Folder

Google Drive



✓ Connection *

Refresh



My Google Restricted conn...

Add



For more information on how to create a connection to Google Drive, see the [online Help](#).

✓ Watch Files *

By Created Time

✓ Choose a Drive *

Shared With Me

✓ Select the Folder to be Watched *

/ Turismo /

✓ File Types to Watch *

Google Spreadsheets

✓ Limit *

2



The maximum number of results to be worked with during one execution cycle.

Cancel

Save



Google Sheets

Get Range Values

Google Sheets



Sheets, see the [online Help](#).

✓ Search Method *

Enter manually

✓ Spreadsheet ID *

1. File ID



A spreadsheet ID can be extracted from its URL. For example, the spreadsheet ID in the URL

<https://docs.google.com/spreadsheets/d/abc1234567/edit#gid=0> is abc1234567

✓ Sheet Name *

Hoja 1



Enter a sheet name.

✓ Range *

A1:M100



Enter the range you want to get. E.g. A1:D25.

✓ Table contains headers



Yes



No



Map

✓ Row with headers

A1:M1



Enter the range of the table headers. E.g. A1:F1. If you leave the field empty, Make will suppose that the header is on the first row of the given range.

Show advanced settings

Cancel

Save

Set up a filter

Label

Filtrar por nombre de archivo

Condition

17. Name

Text operators: Contains (case insens...)

cliente

Add AND rule Add OR rule

Cancel Save

Google Sheets

Connection*

My Google connection (rod...)

Search Method*

Select from all

Spreadsheet ID*

1dTg8pdXPixRmvOXHxc598zetcA
T2qjR7I9W3omc2XE

ID Finder

Sheet Name*

Hoja 1

Table contains headers*

Yes

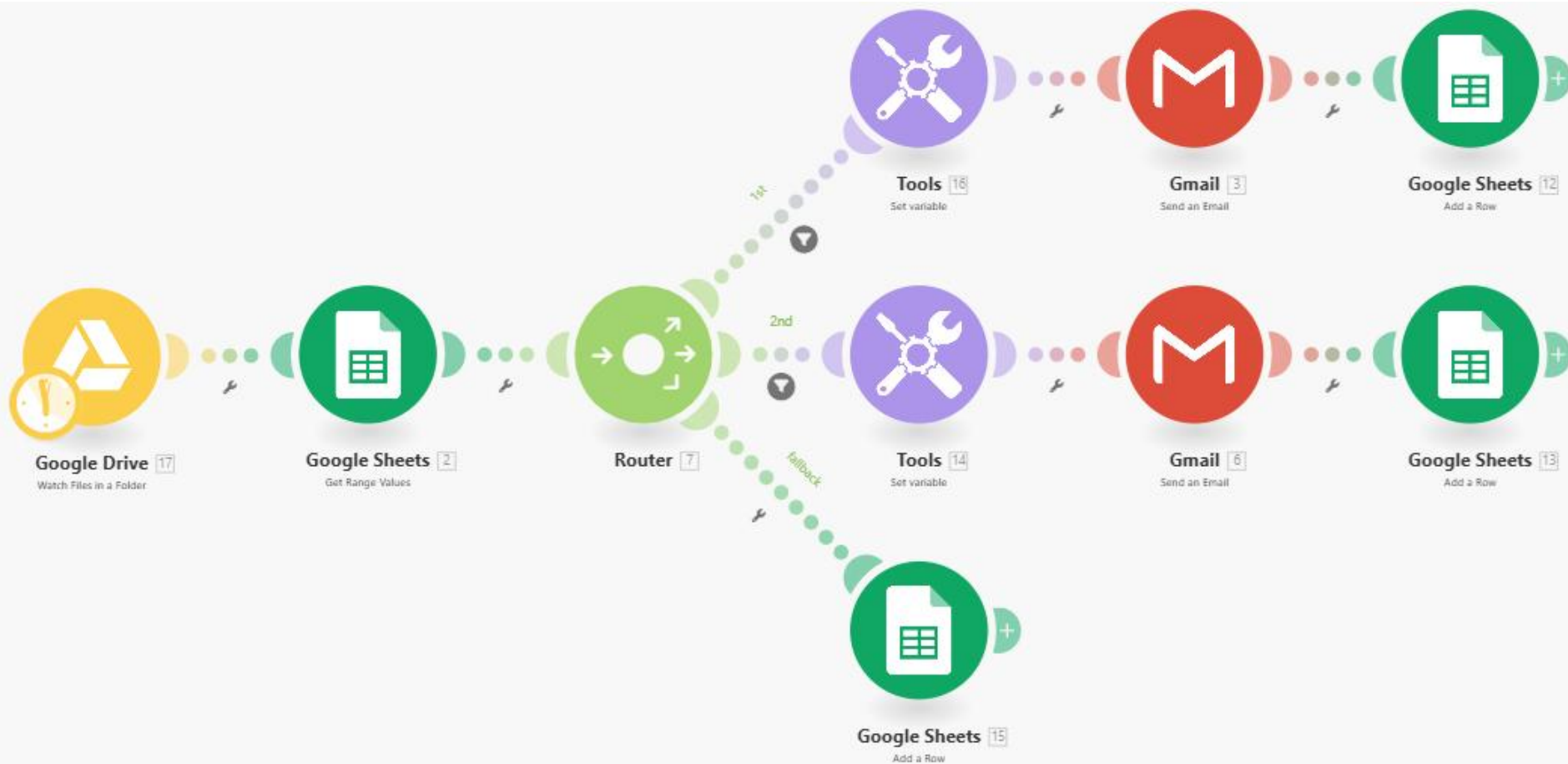
Values

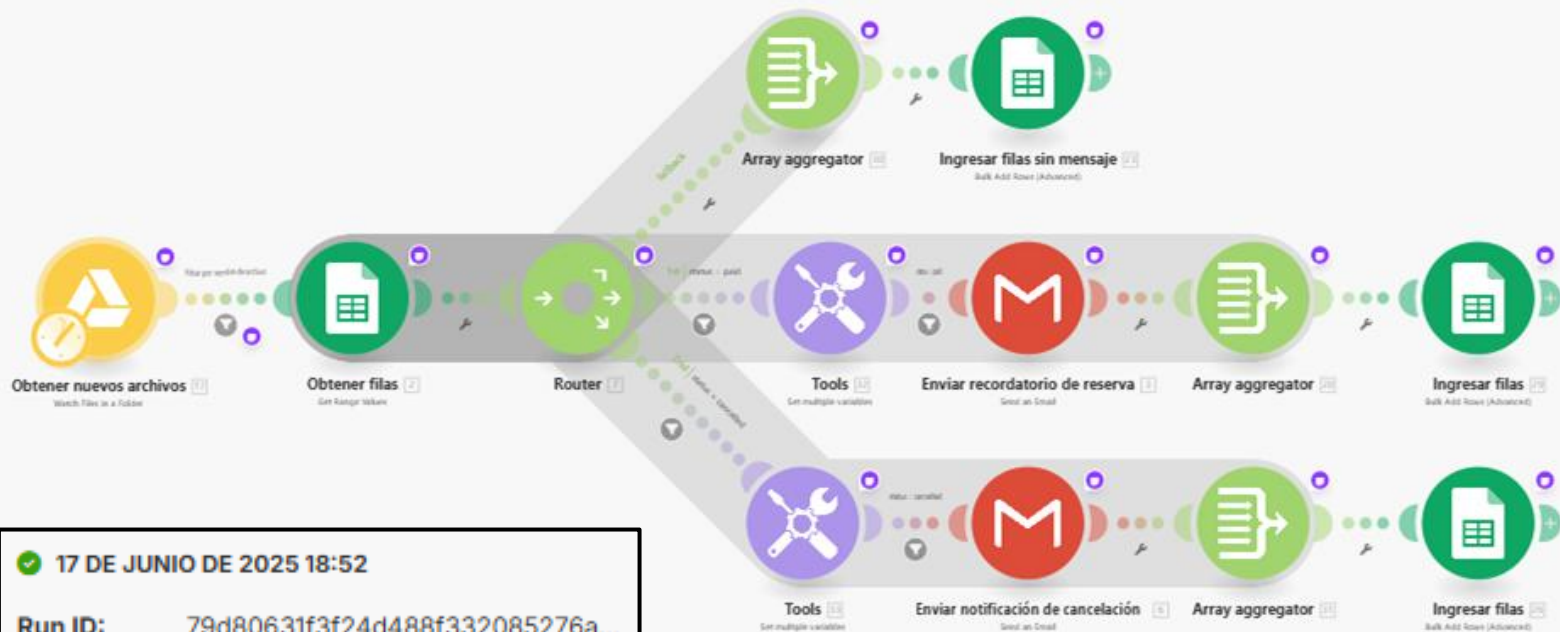
Payment Type (A)

2. Payment Type (A)

Start date (B)

2. Start date (B)





✓ 17 DE JUNIO DE 2025 18:52

Run ID: 79d80631f3f24d488f332085276a...

Duration: 2 seconds

Operations: 86

Data size: 42.5 KB

 [Blueprint](#)

Gestión de registros y
análisis de errores

Histórico de ejecuciones. Disponibles en cada

Integration Browse AI, Google Sheets

Fulltext search

DIAGRAM HISTORY INCOMPLETE EXECUTIONS

STARTED		STATUS	DURATION	OPERATIONS	DATA TRANSFER	
30 abr 2025, 21:29:33	🔗	Success	4 seconds	3	3,6 KB	Details
30 abr 2025, 21:26:18	🔗	Success	4 seconds	3	5,5 KB	Details
30 abr 2025, 21:16:36	✎	Scenario was edited by Florencia Rodríguez.				
30 abr 2025, 21:12:33	✎	Scenario was edited by Florencia Rodríguez.				
30 abr 2025, 21:03:03	🔗	Success	1 second	2	7,9 KB	Details
30 abr 2025, 21:01:55	✎	Scenario was edited by Florencia Rodríguez.				
30 abr 2025, 21:00:05	🔗	Success	1 second	2	7,9 KB	Details
30 abr 2025, 20:58:08	▶	Success	Less than a second	2	1,7 KB	Details
30 abr 2025, 20:57:07	🔌	Scenario was activated by Florencia Rodríguez.				
30 abr 2025, 20:57:05	✎	Scenario was edited by Florencia Rodríguez.				

Historial de Ejecución

✨ Notas en módulos

Una práctica recomendada es documentar los escenarios con notas en los módulos. Facilitan entender la intención de cada paso al revisar *logs*.

✨ Detección proactiva de errores

Más allá de esperar a que algo falle, es útil usar el historial para patrones inusuales. Si se ve que cierto módulo está siempre marcado en amarillo (warning) o rojo, conviene investigarlo aunque el escenario siga.

✨ Extensión de desarrollo (DevTool)

Make dispone de una extensión de Chrome opcional (Make DevTool) que provee información de depuración más profunda.

Permite ver errores que la interfaz normal no muestra claramente, inspeccionar la ejecución en tiempo real y revisar variables internas.

Automatización desde una lista de Slack

Copy of Project tracker



Manage and monitor tasks as a team

 All items ▾



Task

Status

Priority

Description

Assignee



Double check office supplies

In progress



Move remaining supplies from ...



Finalize seating chart

In progress



Get approval from team managers



Print welcome banner -

Done



Design team is booked



+ Add item

Copy of Project tracker

Manage and monitor tasks as a team

📁 All items ▾



✓ Task	Status	Priority	Description
<input type="radio"/> Double check office supplies	In progress	★ ★ •	Move remaining supplies from ...
<input type="radio"/> Finalize seating chart	In progress	★ ★ ★	Get approval from team managers
<input type="radio"/> Print welcome banner -	Done	★ ★ ★	Design team is booked

+ Add item

Workflows

Share list

Add to starred

Details

Copy link to list

Make a copy

View version history

Download CSV >

🖼️ Open in new window

Convert to a template

View archived items

Delete list

Workflows



forms, send due date reminders to assignees, and keep your team aligned with automatic summaries.

[Learn More](#)



Available workflows

You can choose from these available workflows.



Due date notifications for assignees

Alert assignees when a due date is upcoming

[Set Up](#)



Summaries of item due dates

Send a summary of due items in channel

[Set Up](#)



Channel alerts about updated items

Message a channel when items change

[Set Up](#)



Notifications about updated items

Get a notification in Activity when items change

[Set Up](#)



Form

Collect responses in a form

[Set Up](#)



Form with an alert

Alert a channel when a form response is collected

[Set Up](#)



Build your own in workflow builder

Automations +

🕒 Recently used
👤 Managed by yo...

▶ Workflows

🗑 Templates

⋮ Apps

Workflows

🔍 Search for workflows

+ New Workflow

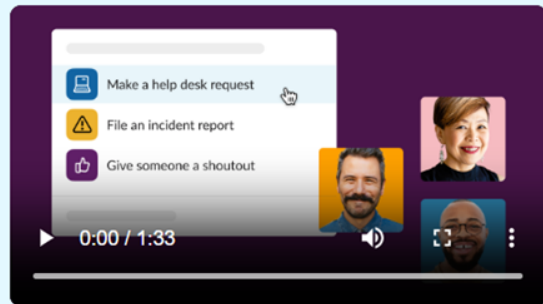
⚡ Build Workflow
🗑 Create from template

Automate your everyday tasks

Collect feedback, schedule messages, and so much more with Workflows.

Create a Workflow

[Learn more](#)



▼ Use a template to get started



Weekly check in

Automatically send a weekly message asking for updates from the team



Google Sheets feedback log

Request information in a form and add it to a Google Sheet from Slack



New hire onboarding

Let newcomers join team channels from a simple link



Untitled Workflow

A brand new workflow


Never published

Finish Up



Choose an event to start the workflow, and then add the steps that will follow.

Start the workflow...

 Choose an event

Then, do these things

 Add steps



Untitled Workflow

A brand new workflow

Never published

Finish Up



Search triggers...



Slack



Asana



Basecamp



Bitbucket



ClickUp



GitHub



GitHub Enterprise Se...



Linear



Monday



PagerDuty



Wrike



Events in Slack



From a link in Slack

Starts on a click



From a webhook

Starts from a third-party event



On a schedule



When a list item is updated



When a person joins a channel



When an emoji reaction is used

Starts after people react to messages





Untitled Workflow

A brand new workflow

Never published

Finish Up



When a list item is updated



Select a List



Copy of Project tracker

List



Filter by field

The workflow will start when updates are made to specific fields.

Field

Task



Operator

has changed



Delete

Done

Cancel

Continue



Untitled Workflow

A brand new workflow

Never published

Finish Up



Start the workflow...



Starts when an item is updated in



Copy of Project tracker



Then, do these things



Add steps



Untitled Workflow

A brand new workflow

Never published

Finish Up



Discover

Canvas

Channels

Forms

List

Messages

Users

Workflow controls

Adobe Acrobat Sign

Airtable

Asana

Basecamp

Bitbucket

Discover workflow steps

Collections

[See more](#)



Sales



Meetings



Customer support

Quick steps



Send a message to a channel



Collect info in a form

Uses a form to collect information



Send a message to a person





Untitled Workflow

A brand new workflow

Never published

Finish Up



Send a message to a person



Select a member



florencia.rodriguez (you) Florencia Rodriguez



Add a message

B *I*

```
{
  "asignado a": " {} Item > Assignee ",
  "prioridad": " {} Item > Priority ",
  "status": " {} Item > Status ",
  "tarea": " {} Item > Task "
}
```



Insert a variable

Cancel

Save



Untitled Workflow

A brand new workflow

Never published

Finish Up



Start the workflow...



Starts when an item is updated in



Copy of Project tracker



Then, do these things



1. Send a message to @florencia.rodriguez



Untitled Workflow WORKFLOW

```
{
  "asignado a": "Item > Assignee",
  "prioridad": "Item > Priority",
  "status": "Item > Status",
  "tarea": "Item > Task"
}
```

+ Add Step

"Send a message to a person" step added



Untitled Workflow

A brand new workflow

Never published



Finish Up



Make sure the workflow details and permission are correct before publishing



Name

Tarea Workflow

Upload

Workflow names can't use punctuation marks and certain special characters, for example: ! ? @ # % + & \$ * : " , / []

Description

A brand new workflow

Permissions

Who can find this workflow?

Workflow managers only



Cancel

Publish

4

Direct messa...

U...

Home

DMs

Activity

Canvases

...

More

Find a DM

florencia.rodriguez (you)

This is your space. Draft messages, list your to-dos, or keep links and files handy.

florencia.rodriguez

Messages

Add canvas

Deleted file

Copy of Project tracker: All items

+

Copy of Project tracker

Manage and monitor tasks as a team

All items

Task	Status	Priority	Description	Assignee
<input type="radio"/> Double check office supplies	Not started	★ ★ ★	Move remaining supplies from ...	Florencia Rodriguez (y...
<input type="radio"/> Finalize seating chart	In progress	★ ★ ★	Get approval from team managers	
<input type="radio"/> Print welcome banner -	Done	★ ★ ★	Design team is booked	

Add item

New scenario

Run once

us2.make.com/1049986/scenarios/add

Make is requesting permission to access the Ironhack Slack workspace | Ironhack Slack - Google Chrome

team-ironhack.slack.com/oauth?client_id=3342870781.7533958452320&scope=&user_scope=im%3Ahistory%2Cim%3Aread%2Cusers%3Aread&redirec...

slack

Ironhack

This app is not approved by Slack. Apps are reviewed to ensure a quality experience. [Learn more.](#)

Make is requesting permission to access the
Ironhack Slack workspace

What will Make be able to view?

Content and info about you

Content and info about channels & conversations

View messages and other content in your direct messages

View basic information about your direct messages

Content and info about your workspace

View people in your workspace

Close

Save

Waiting for authorization...

is a connection to Slack, see

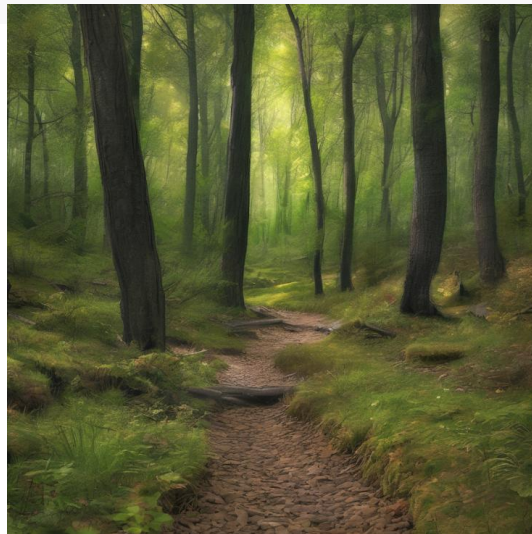
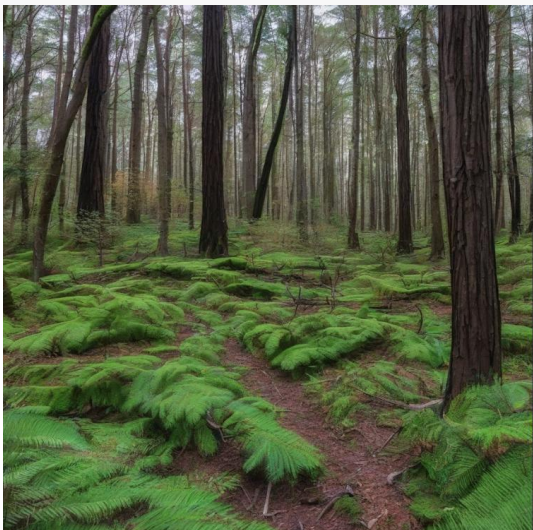
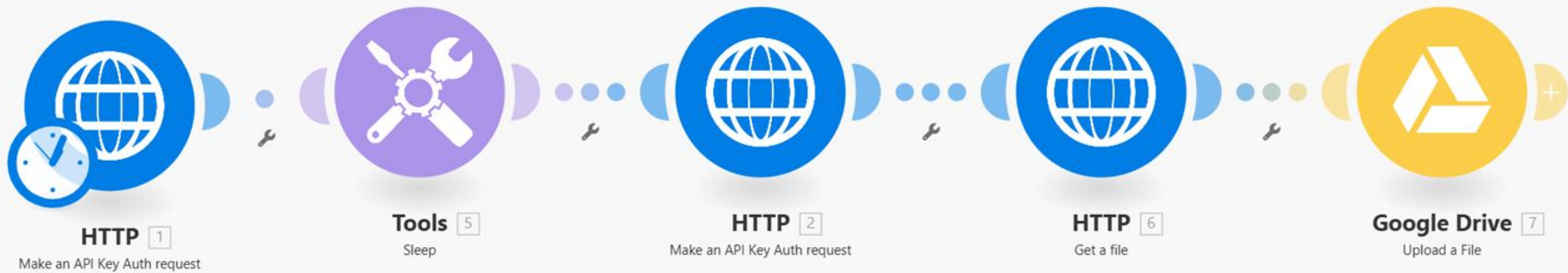
AI

BETA

Imágenes

Blueprint

Opción: Leap



←

→

↺

🏠

app.tryleap.ai/org/org_8xAuP4cn86Zijh/admin/workflows

🗨️

☆

⋮

Leap

F

Florencia Rodrigue...

Free

⌵

Platform

🔗

Workflows

🔗

Integrations

🔄

History

More

🔧

Tools

>

\$

Plans

📖

Documentation

📖

API Reference

🛠️

Support

⚙️

Settings

Florencia Rodriguez

marrodriguez@alumno...

⌵

Admin

Your Workflows

History

Context

Search workflows

New Workflow

Last edited 25 minutes ago

Draft

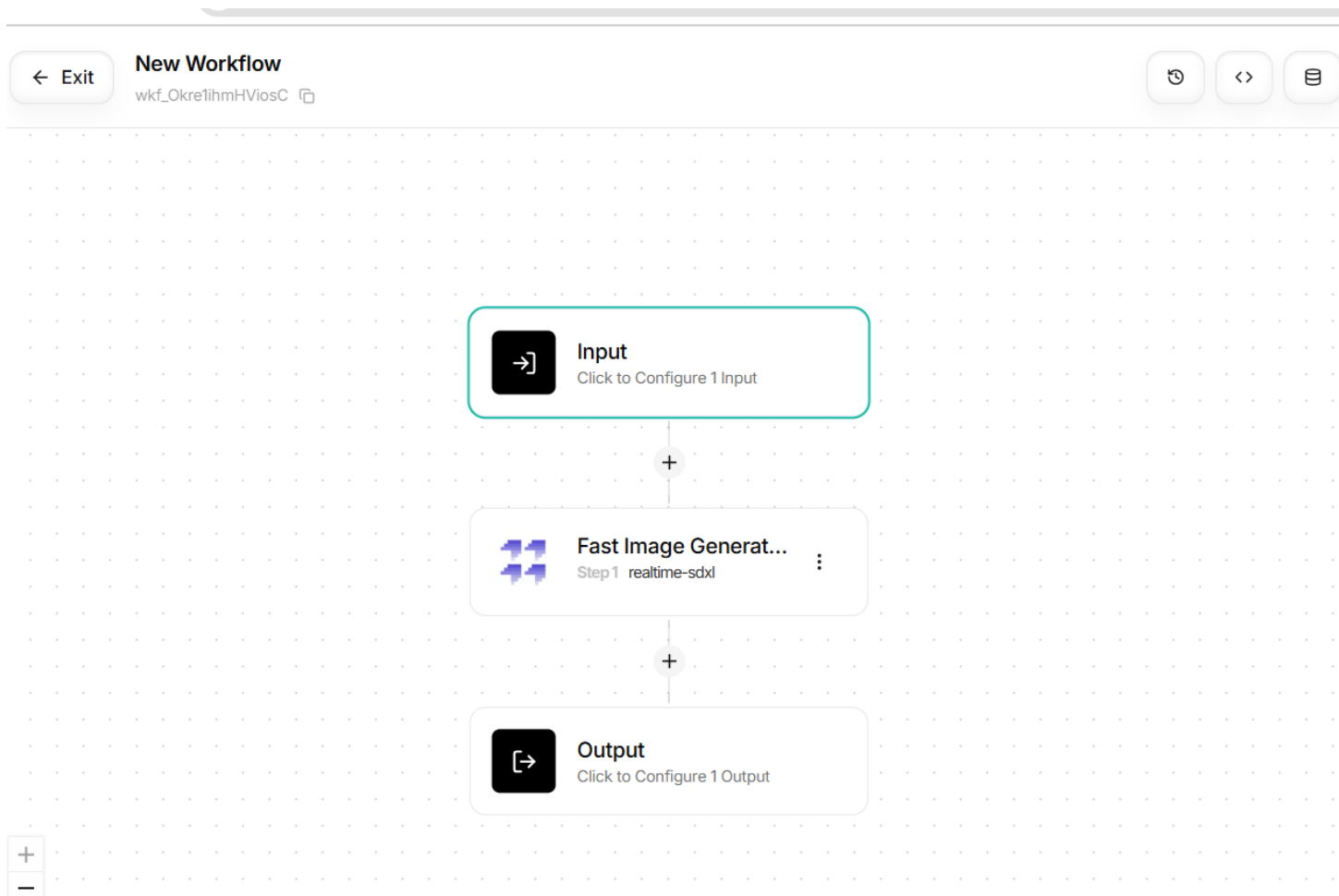
⌵

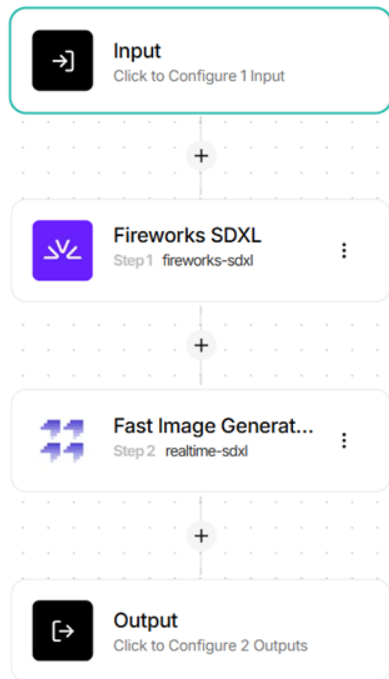
⌵

Get help

Ejemplo

Con esta herramienta primero debemos crear un workflow.





Input
Configure and test the input data your workflow will expect

Configure Test

Inputs (1)

Add Input +

Prompt




Continue →

How Inputs Work

Get help

1 Active member

 **Manage Members**

SEO Blog Writer

Use Blog Writer to generate SEO content.

① You don't have an active plan.


 [Explore Plans](#)

Tool/Workflows

Use credits to access tools and run custom workflows.

83 of 300 credits used

① You don't have an active plan.

 Explore Plans

Otras
plataformas




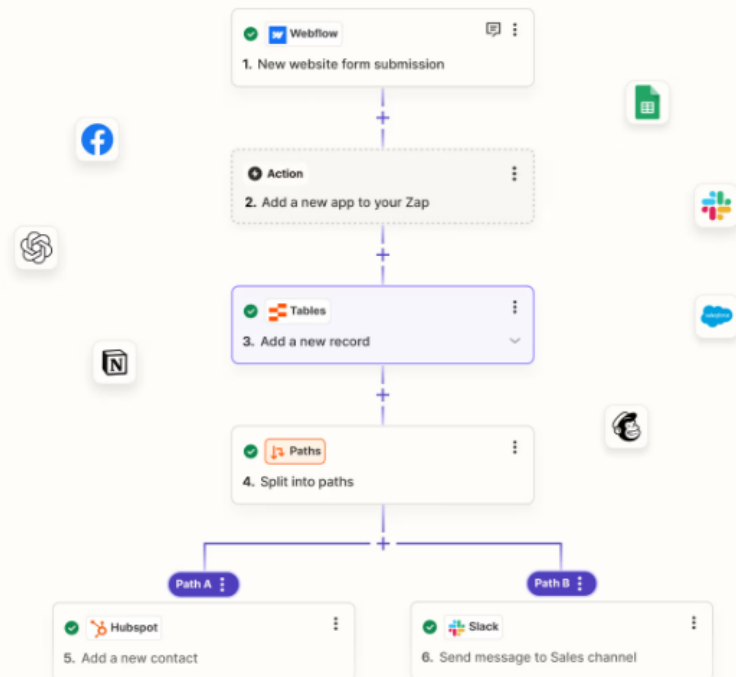
New Zapier Enterprise is here →

Automate without limits

Turn chaos into smooth operations by automating workflows yourself—no developers, no IT tickets, no delays. The only limit is your imagination.

Start free with email

 Start free with Google



Comparativa

Aspecto	Make.com	Zapier
Complejidad de automatizaciones	Permite automatizaciones más complejas y escenarios visuales ramificados con condiciones, iteradores, routers y múltiples conexiones.	Más orientado a automatizaciones simples de tipo "si pasa A, entonces B".
Interfaz	Editor visual tipo flujo de trabajo (drag & drop) que facilita entender procesos complejos.	Basado en una estructura más lineal de pasos uno tras otro.
Flexibilidad	Muy flexible: puedes usar Webhooks, módulos HTTP , manejar APIs sin conectores nativos.	Dependes más de las integraciones existentes; es más limitado si no hay app oficial.
Usuarios objetivo	Técnicos y semi-técnicos que quieren construir escenarios detallados y personalizables .	Usuarios que prefieren simplicidad y rapidez para tareas repetitivas comunes.
Casos de uso recomendados	Integraciones de múltiples fuentes , procesamiento de datos, generación de informes dinámicos.	Automatizaciones rápidas de tipo email → CRM, formulario → email, etc.



Platform ▾

Plans

Connectors

Solutions ▾

Resources ▾

Login

Take interactive tour

The AI-ready iPaaS

A composable AI integration platform

Thrive in a dynamic environment with constantly evolving AI technologies. Drive all AI, integration, and automation initiatives from a single, composable platform. Build intelligent agents and deliver microservices. Scalability and governance guaranteed.



Flexible AI workflow automation for technical teams

Build with the precision of code or the speed of drag-n-drop. Host with on-prem control or in-the-cloud convenience. n8n gives you more freedom to implement multi-step AI agents and integrate apps than any other tool.

Get started for free

Talk to sales




- Home
- Create
- Templates
- Learn
- My flows
- Approvals
- Solutions
- Process mining
- AI hub
- Automation center
- Desktop flow activity
- Ask a chatbot

Hello, María


Create a flow to automate a repetitive business task end to end.

+ Create


Learning for every level [See all](#)

- 


Analyze process mining reports in Power Automate

Beginner 45 min
- 

Analyze your business process with Microsoft...

Beginner 43 min
- 

Register for free 1-day automation workshop

Beginner 8 hr
- 

Automate processes Robotic Process...

Intermediate 2

IFTTT

Explore

Plans

Log in

Get started

Automation for business and home

Save time and get more done

Start today

Comparativa

<i>Plataforma</i>	<i>Características principales</i>	<i>Ideal para</i>
n8n	Open-source. Permite automatizaciones muy avanzadas (condiciones, loops, llamadas a API) y puedes hospedarse en tu propio servidor .	Empresas o técnicos que quieren control total y flexibilidad máxima.
Workato	Muy potente en integraciones corporativas . Enfocado en flujos de negocio complejos y automatización de procesos empresariales (ERP, CRM).	Grandes empresas y sectores IT.
Tray.io	Plataforma low-code para automatizaciones muy técnicas y conexión profunda entre sistemas. Ideal para API-heavy.	Equipos de desarrollo o integradores profesionales.
Microsoft Power Automate	Parte del ecosistema Microsoft. Ideal para flujos entre Office 365, SharePoint, Dynamics , etc.	Empresas que ya usan Microsoft a nivel corporativo.
IFTTT (If This Then That)	Muy sencillo. Centrado en automatizar apps y dispositivos de uso diario (hogar inteligente, notificaciones personales).	Usuarios individuales o pequeñas automatizaciones caseras.