Zapier Pricing and Task Usage

Your role in converting, upselling, and managing your clients' automation success.
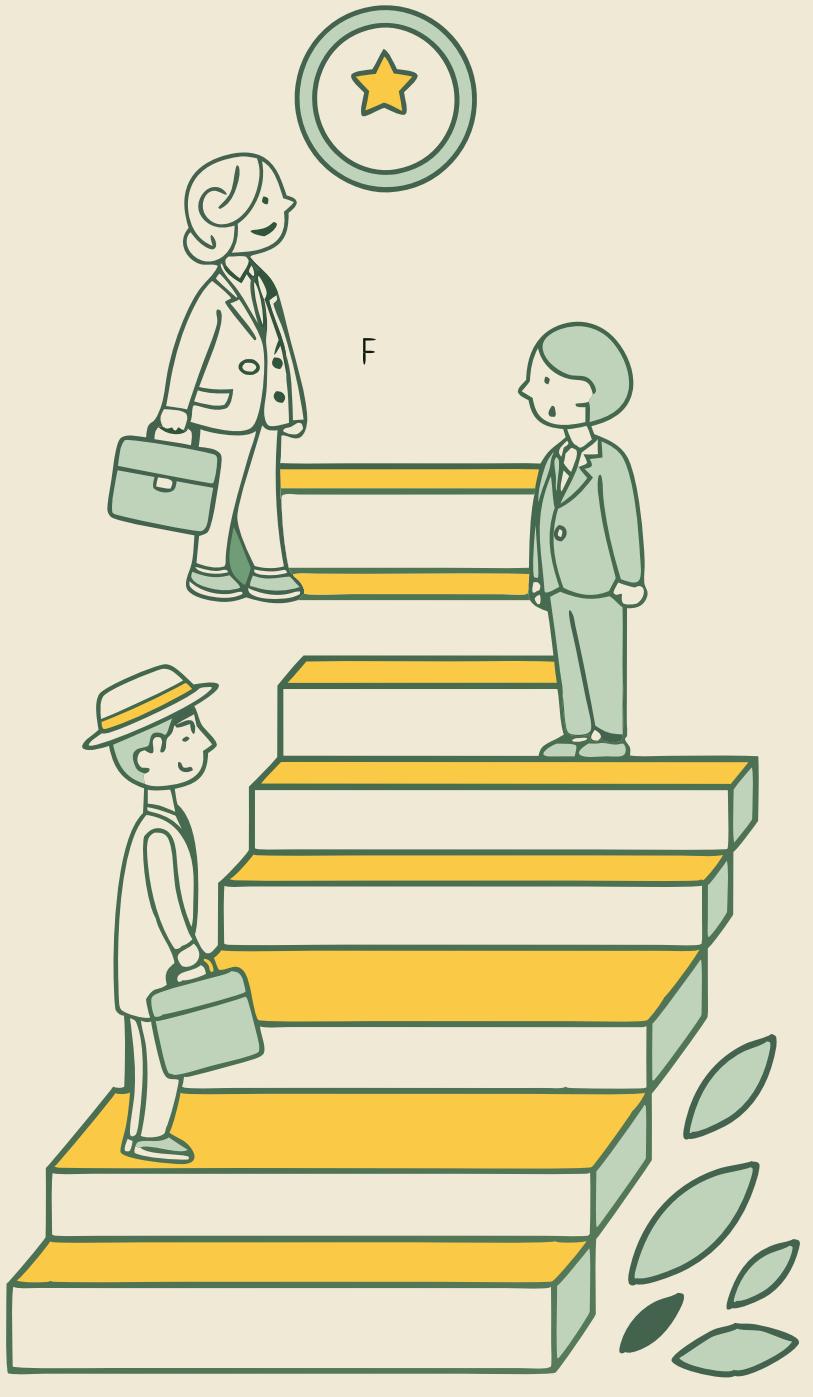
You'll learn how to:

- Recommend the right plan based on client needs

- Position Tables, Interfaces, and Chatbots

- Estimate task usage to match clients with scalable pricing

- Submit enterprise leads for co-selling

- Earn program recognition for growing and managing accounts

Partner Tip: One goal as a Solution Partner is to move clients into **Pro**, **Team**, or **Enterprise** plans and retain them. Even if a client already uses Zapier before your engagement, you earn recognition in our program for managing, expanding, or optimizing their account. Client support and retention is just as important as new business.

by Dorian Kominek

Pricing Plan Overview

Free

Entry point for beginners exploring Zapier's capabilities

Professional

Perfect for power users needing advanced features

Team

Built for growing companies with multiple users

Enterprise

Governance at scale for large organizations

Zapier offers 4 core pricing tiers. Each supports a different stage of automation maturity. Your role is to help clients identify what's right for them, and move them up the stack as their automation needs grow.

Free Plan – Entry Point for Beginners
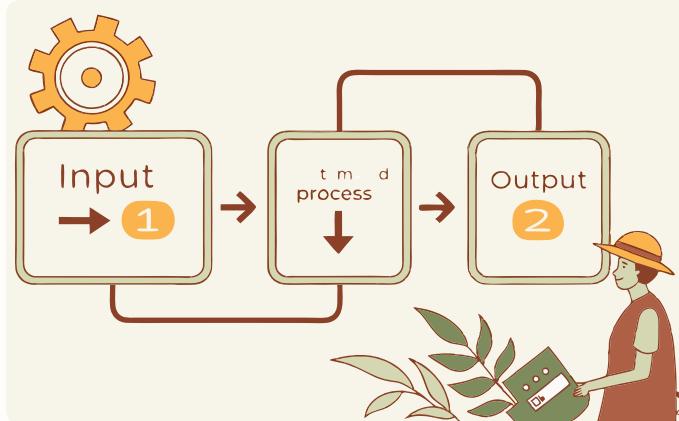
Hobbyists and small users can explore Zapier's capabilities with our no-cost option.

Ideal for Exploration

Perfect for hobbyists or small users just getting started with automation

No paid software commitment makes it easy to introduce new clients to Zapier

Single-Step Capabilities

Access to single-step Zaps with limited task volume

Build simple proof-of-concept automations to demonstrate value instantly.

Partner Benefits

- Submit "Free" users through the Client Submission Partner Portal
- Receive referral recognition if they convert within 90 days
- Simply resubmit after 90 days to maintain active referral status

Note: Free plans do not include premium apps or shared access features.

Pro Plan – Perfect for Power Users

🚀
Multi-step Zaps
Create complex workflows with multiple actions

▽
Paths, Filters, Formatters
Advanced logic and data manipulation

☆
Premium App Access
Connect to specialized business applications

▦
Tables & Interfaces
Create databases and custom UIs

Best for: Solopreneurs, startups, small business users

Partner Tip: This is a common and easy upsell. Match to clients building workflows across marketing, sales, or support. Consider bundling it with your own service package.

zapier.com/pricing

Team Plan – Built for Growth

Shared Folders & Permissions

Collaborate across teams

Admin Controls

Manage user access

Chatbots, Tables, Interfaces

Advanced tools for teams

Priority Support & Centralized Billing

Simplified management

Best for: Companies scaling internal automation (3–50+ users)

Partner Tip: Recommend for clients with multiple departments or collaborative workflows. Canvases is a great tool here for demonstrating build outs from a birds-eye-view.

zapier.com/pricing

Enterprise Plan – Governance at Scale

SSO / SCIM, Custom Data Retention

Enterprise-grade security and compliance features

Advanced Admin Controls

Comprehensive governance for large organizations

SLA-backed Support

Guaranteed response times and dedicated assistance

Dedicated Success Manager

Personalized guidance and strategic planning

Custom Pricing and White-glove Onboarding

Tailored solutions for enterprise needs

Best for: Clients with 250+ users or strict IT/security requirements

Partner Role: Submit as an enterprise lead through the portal. Zapier sales will co-sell with you. You retain visibility and receive partner recognition for the opportunity.

zapier.com/enterprise

Tools to Grow Accounts

Tables

Database for structured automation

Interfaces

No-code UI for internal apps or forms

Chatbots

AI assistants for customers or teams

Zapier now includes powerful tools beyond Zaps. These features are included in Free, Pro,Team, and Enterprise plans!

New: Zaps, Tables, Interfaces, and Zapier MCP are now all available in one unified plan. [Read more here](#)
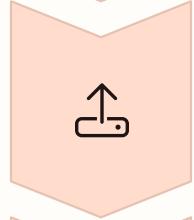
Partner Tip: Use these tools to justify upgrades to higher task usage or retain clients by embedding Zapier deeper into their workflows.

Submitting Enterprise Leads (250+ Users)

Enterprise Prospects

If your client has 250+ users, security/governance requirements, or large internal automation teams
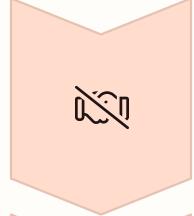
Submit Lead as normal

Use the partner portal to submit the client like any other submission

Internal Routing

Lead is directed to appropriate Zapier team member

Sales Engagement

Zapier sales channel and sales team contact YOU

Co-selling Motion

You remain included in the sales process

Managing & Closing Non-Enterprise Deals

For Free, Pro, and Team plan clients:

You are the seller.
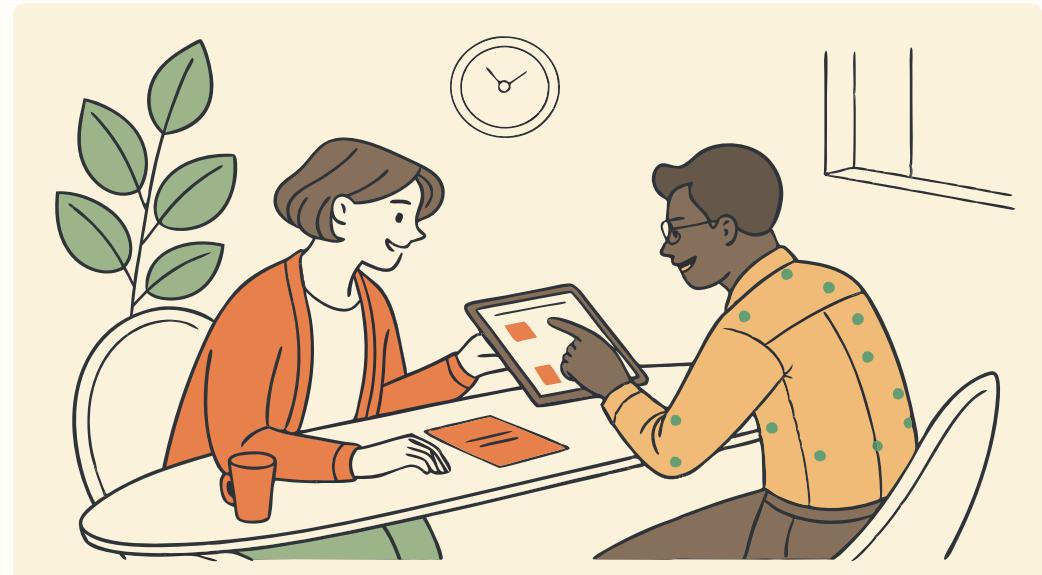
You're responsible for:

- Nurturing the relationship
- Educating clients on features
- Closing and expanding the deal
- Retaining them in the long term
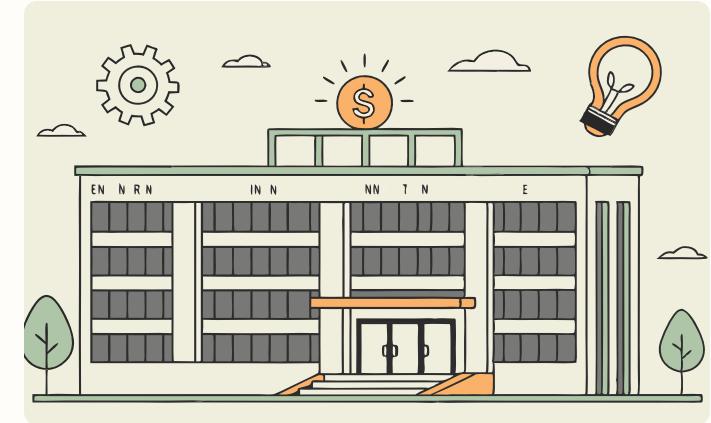
IMPORTANT: we do not tell clients when you submit them as a lead. The will not receive any notification from our team

Use the Partner Portal for:

- Lead submission
- Referral support
- Opportunity Tracking

Choosing the Right Plan


Pro Plan

Best for early automation use

- Individual automation builders
- Basic app connections

Team Plan

Ideal for multiple users/teams

- Collaborative workflow building
- Shared access to automations

Enterprise Plan

For 250+ users or security needs

- Advanced governance
- Enhanced security features

Ask the right questions:
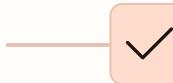
- Who will build automations?
- What apps do they need?
- How many workflows are in use today?
- Will they need data, UI, or AI tools?
- What kind of support or oversight is needed?

What Counts as a Task in Zapier?

A **task** is each **successful** action run in a Zap.

Task Definition

A task is counted when an action in your Zap successfully completes its job.

When Tasks Count

Only successful actions count. Failed actions or test runs don't use up your plan's tasks.
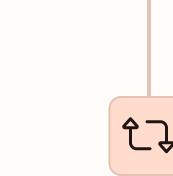
Multiple Steps

Each completed action in a multi-step Zap counts as one task toward your monthly limit.

Monthly Reset

Task counters reset at the beginning of your billing period, not calendar months.

Learn more about how task Usage Is Measured → **Zapier Task Usage Documentation**

Estimating Client Task Usage

Use this formula to estimate: # of Zaps × Avg runs/month × # of actions per Zap × # of users

Understanding task usage helps partners guide clients to the right plan and avoid unexpected overages. Tasks are the core metric that determines which Zapier plan fits a client's automation needs

Partner Tip 1 : Use Zap History to Predict Usage: Review Zap History to estimate task volume.

- Zapier guarantees 1 month of Zap run data, with up to 10,000 runs viewable.
- To retain long-term records, recommend exporting Zap History regularly.

Partner Tip 2 : Use task estimates + Zap History to confidently match clients to the right plan — and anticipate when to upgrade them.

Examples of tasks:

Post a Slack message

Each message posted counts as a task

Update a database row

Each update operation is one task

Explore Zapier's Pricing Page

Every Solution Partner should regularly review pricing information at:

🔗 **zapier.com/pricing**

Task Estimator

Use the toggle to estimate task usage and see how pricing scales with volume needs.

Complete Feature Comparison

On the pricing page, click "**See all features**" for a comprehensive breakdown of what each plan includes.

Annual Savings

Annual plans cost significantly less than monthly billing options.

Pay-per-task Billing

Enable in Billing Settings to keep Zaps running at 1.25x base rate when task limits are exceeded.

📚 **Additional MUST REVIEW Pricing Resources:**

How to Select Your Zapier Plan

Pricing Changes Overview