

✓What is a Zap Path?

A **Path** in Zapier is a way to add **conditional logic** to your Zap. Think of it as “**If this happens, do that**”—but with multiple choices.

Instead of creating separate Zaps for different scenarios, you can create **one Zap** and use **Paths** to handle all variations.

✓Why use Paths?

- **Simplifies your workflow:** One Zap instead of many.
 - **Handles multiple outcomes:** Different actions for different conditions.
 - **Saves time and reduces errors.**
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✓How does it work?

1. **Trigger:** Something happens (e.g., new order, new lead).
 2. **Add a Paths step:** Zapier gives you **Path A** and **Path B** by default.
 3. **Set rules for each Path:**
 - Example:
 - Path A → If amount > 500
 - Path B → If amount <= 500
 4. **Add actions under each Path:**
 - Path A → Send Slack message.
 - Path B → Send email.
 5. **Optional Fallback:** A branch that runs if no conditions match (so nothing gets lost).
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✓Simple Example

Imagine you have an online store:

- If **order amount > \$500**, send a **VIP thank-you email**.
- If **order amount <= \$500**, send a **regular thank-you email**.
- If **order amount is missing**, log it in a spreadsheet.

You can do all this in **one Zap** using Paths.

✓Visual Analogy

Think of a **road with multiple exits**:

- Cars (your data) enter.
 - If car is **red**, take Exit A.
 - If car is **blue**, take Exit B.
 - If car is any other color, take the Fallback exit.
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✓Best Practices

- **Always add a Fallback:** Prevent data loss.
 - **Name Paths clearly:** e.g., “High Value Order”, “Regular Order”.
 - **Normalize data:** Use Zapier Formatter to convert text to numbers before comparing.
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✓Common Uses

- Routing leads based on region or size.
 - Sending different emails based on subscription type.
 - Handling different payment statuses.
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