

## ✓What is Formatter by Zapier?

**Formatter by Zapier** is a built-in tool that helps you **transform, clean, and format data** inside your Zap before sending it to the next step.

Think of it as a **data helper**:

It takes raw data from your trigger or previous steps and converts it into the format you need.

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## ✓Why use Formatter?

- Your trigger might give you data in the **wrong format** (e.g., dates as text, numbers as strings).
  - You need to **extract part of a text** (e.g., first name from full name).
  - You want to **reformat dates, split lists, or do math** before sending data to another app.
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## ✓What can Formatter do?

Formatter has several **utilities**:

1. **Text**
    - Change case (UPPERCASE, lowercase, Title Case).
    - Extract parts of text (e.g., first word, remove spaces).
    - Find and replace words.
    - Split text into lists.
  2. **Numbers**
    - Convert text to number.
    - Perform math (add, subtract, multiply, divide).
    - Format numbers (e.g., round decimals).
  3. **Dates/Times**
    - Convert date formats (e.g., 2025-12-17 → December 17, 2025).
    - Add or subtract time (e.g., +7 days).
    - Change time zones.
  4. **Utilities**
    - Split text into multiple items (for looping).
    - Combine multiple fields into one.
    - Extract data using patterns.
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## ✓ Example Use Case

You have a Zap:

- Trigger: New form submission.
- The form gives you **full name** and **date** in this format:  
john doe and 2025-12-17T10:13:15Z.

You want:

- Capitalize the name → John Doe.
- Convert date to December 17, 2025.

Steps:

- Add **Formatter → Text** to capitalize name.
  - Add **Formatter → Date/Time** to reformat date.
  - Send the cleaned data to your email or CRM.
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## ✓ Visual Analogy

Imagine a **data washing machine**:

- Dirty clothes = raw data.
  - Formatter cleans and organizes them.
  - You get neat, ready-to-use data for the next step.
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## ✓ Best Practices

- Use Formatter **early** in the Zap to prepare clean data.
  - Combine multiple Formatter steps if needed (e.g., text + date).
  - Always check sample output before continuing.
  - Use **Utilities → Split Text** before Looping by Zapier.
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## ✓ Common Uses

- Convert phone numbers to a standard format.
  - Extract domain from an email address.
  - Change date formats for invoices.
  - Calculate totals before sending to accounting software.
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## Limitations

- Formatter works **inside Zapier only** (not in external apps).
- Complex transformations may need **Code by Zapier**.
- Each Formatter step counts as a **task**.