

✓ 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.

✓ 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**.