

✓What are Zap Variables?

Zap Variables are **dynamic values** that you can use inside your Zap steps. They represent **data coming from previous steps**—like your trigger or earlier actions.

Think of them as **placeholders**:

Instead of hardcoding text, you insert a variable that changes based on the actual data.

✓Why use Variables?

- Make your Zap **dynamic** (works for any input, not just one case).
 - Pass data from one step to another (e.g., name, email, amount).
 - Avoid manual typing and reduce errors.
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✓Where do Variables come from?

- **Trigger data**: Fields from the app that started the Zap (e.g., form submission, new order).
 - **Previous steps**: Outputs from earlier actions (e.g., formatted date, calculated number).
 - **Zapier tools**: Formatter, Looping, etc.
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✓How do you use Variables?

1. In any action step, click inside a field (e.g., “Message” for Slack).
 2. Zapier shows a **dropdown of available variables**.
 3. Select the variable you want (e.g., Customer Name, Order Amount).
 4. Zapier replaces it with real data when the Zap runs.
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✓Example Use Case

You have a Zap:

- Trigger: New order with fields customer_name and amount.
- Action: Send Slack message.

Instead of writing:

“New order received!”

You use variables:

“New order from {{customer_name}} for {{amount}}.”

When the Zap runs:

“New order from John Doe for \$750.”

✓ Visual Analogy

Imagine **mail merge**:

- Template: “Hello {{name}}, your order {{order_id}} is confirmed.”
 - Variables fill in the blanks for each person.
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✓ Best Practices

- Always use variables instead of hardcoding values.
 - Combine variables with text for clear messages.
 - Rename steps clearly so variables are easy to find.
 - Use Formatter to clean variables before using them.
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✓ Common Uses

- Personalizing emails or Slack messages.
 - Passing IDs or URLs between steps.
 - Building dynamic file names (e.g., Invoice_{{date}}.pdf).
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✓ Limitations

- Variables only exist **inside the Zap** (not global across Zaps).
 - If a variable is missing, the field may be blank—use Filters or Defaults to avoid issues.
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