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Test automation is especially useful because it helps you detect problems or bugs early on during the development phase, which increases the team's efficiency.

Manual testing puts limits on how many tests you can verify. Automation allows you to spend time writing new tests and adding them to your automated test suite. This increases the test coverage for your product, so more features are properly tested resulting in a higher quality application.

Automated testing provides better insights than manual testing when some tests fail. Automated software testing not only gives insights into the application but also shows you the memory contents, data tables, file contents, and other internal program states. This helps developers determine what's gone wrong.

Especially when testing a complex use case, faults can occur. On the other side, automated tests can execute tests with 100-percent accuracy as they produce the same result every time you run them.

Manual testing opens up the opportunity for humans to make mistakes. Especially for complex scenarios, it makes sense to use test automation to avoid mistakes. You can still make mistakes, even with test automation. However, the rate of mistakes is significantly lower when using test automation for your test suite.