

make.com

Product Teardown:

# New User Onboarding — Make.com

Presented By: **Apoorv Kathwar** (PM Fellow at NextLeap)  
· Cohort 46 **Learn-in-Public Challenge** (LIP)

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**make**

## Build systems #withMake

From tasks and workflows to apps and systems, build and automate anything in one powerful visual platform.

Trusted by 500 000+ Makers | Free forever

**8 min**

Median time-to-first-run

**500K+**

Active organizations

**1,800+**

App integrations

**4.5★**

G2 rating · 1,800+ reviews

## PRODUCT OVERVIEW

# Make.com is the visual layer for AI + SaaS automation

Drag, drop, connect 1,800+ apps. No code. Used by 500K+ organizations globally.



### ABOUT THE COMPANY

Founded	2012 (as Integromat, rebranded 2022)
HQ	Prague, Czech Republic
Acquired by	Celonis (2020)
Funding	\$104M Series A (2022, \$1B val.)
Category	iPaaS / Workflow Automation



### BUSINESS MODEL · FREEMIUM + USAGE

Free	Core	Pro	Teams
\$0	\$9	\$16	\$29
1K ops/mo	10K ops/mo	10K + AI	Multi-org

Land via Free → expand via ops ceiling → upgrade trigger at ~Day 7

MASS-MARKET  
SIMPLE



Zapier



Relay.app

EASE OF USE ↑



Gumloop



Make.com

PRO  
VISUAL

POWER →



n8n

BEGINNER  
LOW POWER

DEV-CENTRIC  
CODE-LIKE



POSITIONING · WHAT HELPS USERS  
ACHIEVE

## "Power without code."

A visual workflow builder where any non-engineer can wire SaaS apps, databases, and AI models into automated scenarios — no code required.

Make.com sits between Zapier (too shallow for power users) and n8n (demands self-hosting + JSON literacy). It promises the visual ease of Zapier with the branching/iterators/AI-modules of code — and onboarding is what proves that promise on day one.

# Three buyer shapes — onboarding's job is to disambiguate fast

Make.com's 8-question welcome flow is a real-time segmentation engine, not a tutorial.

<p><b>PRIMARY</b> ~1.5M users</p> <p><b>Solo Founders / Builders</b></p> <p><b>CORE PAIN</b> Wants AI in workflow. No engineer to spare. Trial-buys often.</p> <p><b>MAKE.COM HOOK</b> AI Intent picker (Step 5) → tailored template gallery + AI module.</p>	<p><b>PRIMARY</b> ~800K users</p> <p><b>Ops / RevOps Leads</b></p> <p><b>CORE PAIN</b> Drowning in CRM ↔ Slack ↔ Sheet hand-offs. Tried Zapier, ran out of limits mid-quarter. Bills are spiking.</p> <p><b>MAKE.COM HOOK</b> Iterators + branching shown on canvas. Pay-by-ops, not by branch.</p>	<p><b>SECONDARY</b> ~3M users</p> <p><b>Curious Beginners</b></p> <p><b>CORE PAIN</b> Heard 'automation' on LinkedIn. No clear use case yet.</p> <p><b>MAKE.COM HOOK</b> Templates + 'Run with sample data' demo before OAuth.</p>
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**Daniel • 34 • Solo Founder**  
*Pre-seed SaaS • 1-5 ppl • NYC • \$0-50K ARR*

**GOAL** Wire OpenAI + Airtable + email without hiring.

**PAIN** Can read JSON, can't write production scripts.

**BEHAVIOR** Searches "GPT + my-tool" + skims YouTube.

**J T B D** When user signs up, enrich them, log to Airtable, Slack me — without writing prod code.

**Priya • 29 • RevOps Lead**  
*B2B SaaS • 50-500 ppl • Bangalore • \$100K-\$500K ARR scope*

**GOAL** Stop pasting leads between five tools by Friday. Get hours back this quarter.

**PAIN** Tried Zapier — ran out of Zaps mid-quarter. Bill spiked \$400 → \$1,200.

**BEHAVIOR** Shops by use-case templates, not features.

**J T B D** When sales rings the bell, fire HubSpot → Slack automatically — without an ticket.

# USER-ONBOARDING SCREENS

Landing page → first running scenario in ~8 minutes

## Sign-up → Discovery → Experience

Sign up

Continue with Google

See other options

Or sign up with your email

Name\*

Email\*

Password\*

Country

India

Sign up for FREE

Build systems  
#withMake

From tasks and workflows to apps and systems, build and automate anything in one powerful visual platform.

Trusted by 500 000+ Makers | Free forever

1 • SIGN-UP  
SSO + email split layout

Welcome

make

DISCOVERY

How did you hear about Make? \*

Search engines (Google, Bing, etc.)

Recommended by AI

Recommendation (friend, colleague)

Advertising

Social Media (LinkedIn, Meta, Reddit, YouTube, etc.)

Event

Online community

I've used Make before

Other

Sign out

2 • DISCOVERY  
How did you hear about Make?

Welcome

make

EXPERIENCE

How would you describe your experience with automating workflows? \*

I have no experience with automation

I have used other integration or automation platforms

I have built custom integrations myself

Back

Sign out

3 • EXPERIENCE  
What's your automation history?




PM THINKING - Three screens. Two of them feel optional but aren't.

SSO removes the highest-friction field on the internet. Stacking SSO above email signals "this is the fast path" — and primes a corporate identity for downstream personalization. Each answer narrows the template gallery in Step 3, profile data here is worth more than any analytics pixel — it's volunteered intent.

# Skillset → Building For → AI Intent

The middle of the funnel. This is where Make.com decides which user it's actually selling to.

Welcome




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**SKILLSET**

Which of the following best describes your technical skill level? \*

I use everyday business tools or AI assistants, but not advanced features.

I'm comfortable with data tasks like formulas, VLOOKUP or pivot tables — or I integrate AI into my workflows.

I configure APIs, webhooks, and data pipelines, and understand LLM concepts like system prompts, tokens, and temperature.

I write code and build — whether that's scripts, full applications, or production AI systems.

None of these describe me.

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Sign out

**4 • SKILLSET**

**5-tier technical self-rating**

Welcome




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**BUILDING FOR**

Who do you plan to use Make for? Select option that best describes your PRIMARY reason.\*

For my clients (e.g. I am an automation agency or freelancer building for others)

For my company (e.g. I am a founder, owner, or employee building for my own business/team)

For personal use (e.g. I am learning or using Make for non-work tasks)


[Back](#)

Sign out

**5 • BUILDING FOR**

**Clients • Company • Personal**

Welcome




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**AI INTENT**

What is your primary goal for using AI in your automations? \*

**No AI needed:** I want to build standard, step-by-step automations (e.g. syncing data).

**AI for specific tasks:** I want AI for some steps within my flows like summarizing, translating, or data analysis.

**Autonomous AI Agents:** I want to build AI that chooses its own steps and tools to reach a goal.

**Just exploring:** I'm not sure yet—I want to see what AI and Agents can do.

[Back](#)

Sign out

**6 • AI INTENT**

**4-option goal picker**

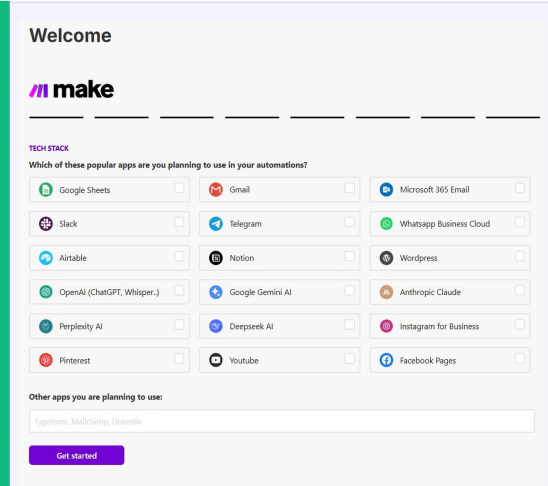


PM THINKING - This is the most under-rated segmentation in iPaaS.

Skillset deflects code-first users to n8n by design. But 'Building For: clients' silently routes to Teams pricing. AI Intent's 'Autonomous Agents' option is positioning — it tells you Make.com is an agent platform, before you've even built a flow.

# Tech Stack → Dashboard → Templates

The payoff. By Step 9 the user has a personalized template gallery + 4 trending AI agents to clone.



Welcome

**make**

TECH STACK

Which of these popular apps are you planning to use in your automations?

Google Sheets  Gmail  Microsoft 365 Email

Slack  Telegram  WhatsApp Business Cloud

Airtable  Notion  Wordpress

OpenAI (ChatGPT, Whisper, etc.)  Google Gemini AI  Anthropic Claude

Perplexity AI  Deepseek AI  Instagram for Business

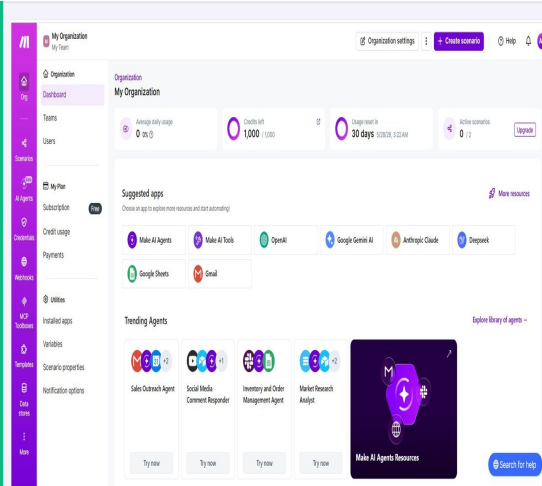
Pinterest  Youtube  Facebook Pages

Other apps you are planning to use:

Typeforms, Mailchimp, LinkedIn

Get started

**7 · TECH STACK**  
18-app multi-select picker



My Organization

Organization settings | Create account | Help

Organization

My Organization

Average daily usage: 0 on 0

Credits left: 1000 (1000)

Usage reset in: 30 days (18:03, 12:00 AM)

Active scenarios: 0 | 2 | Upgrade

Suggested apps

Choose an app to explore more resources and start automating!

Make AI Agents | Make AI Tools | OpenAI | Google Gemini AI | Anthropic Claude | Deepseek

Google Sheets | Gmail

Trending Agents

Explore library of agents →

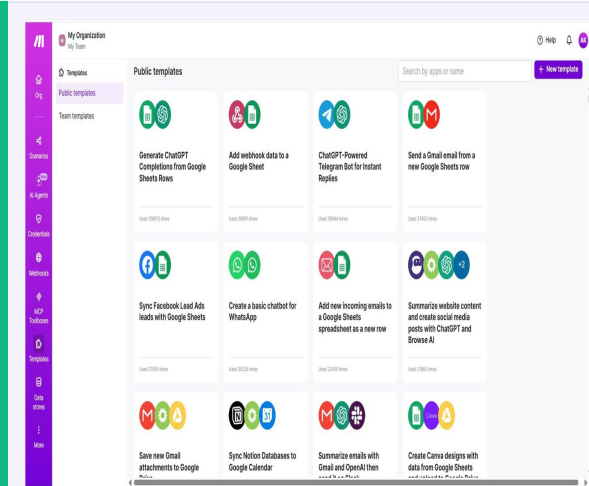
Sales Outreach Agent | Social Media Content Replicator | Inventory and Order Management Agent | Market Research Analyst

Try now | Try now | Try now | Try now

Make AI Agents Resources

Search for tags

**8 · DASHBOARD**  
Organized dashboard + Trending agents



My Organization

Organization settings | Create account | Help

Templates

Public templates

Search by apps or name | + New template

Team templates

Generate ChatGPT Completions from Google Sheets Rows

Add workbook data to a Google Sheet

ChatGPT-Powered Telegram Bot for Instant Replies

Send a Gmail email from a new Google Sheets row

Syn Facebook Lead Ads leads with Google Sheets

Create a basic chatbot for WhatsApp

Add new incoming emails to a Google Sheets spreadsheet as a new row

Summarize website content and create social media posts with ChatGPT and Browse AI

Save new Gmail attachments to Google

Sync Notion Databases to Google Calendar

Summarize emails with Gmail and OpenAI then

Create Canva designs with data from Google Sheets

**9 · READY TO USE TEMPLATES**  
Public templates gallery









## PM THINKING - The dashboard is the demo.

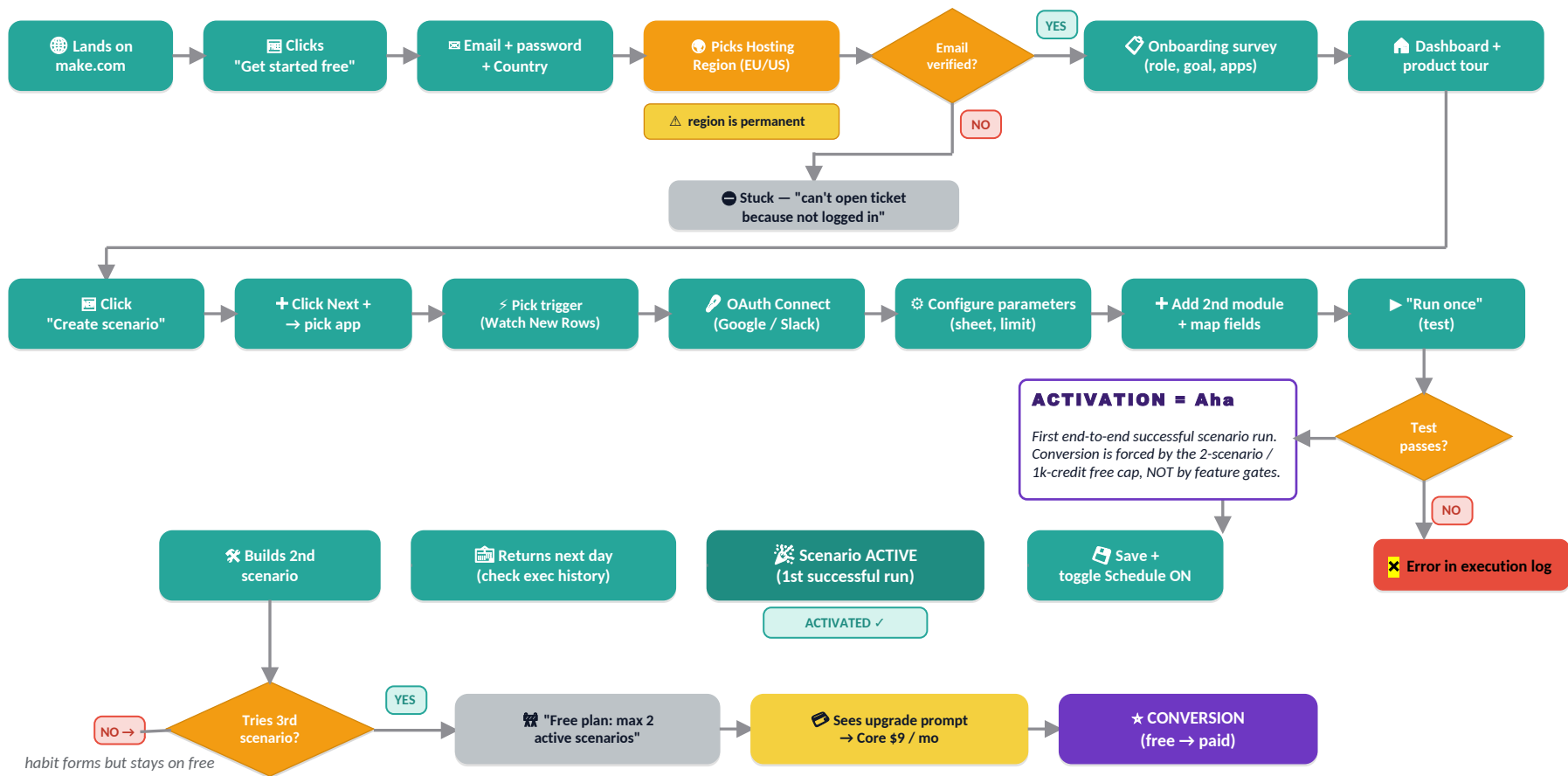
Empty dashboards kill activation. Templates externalize the cold-start problem — the user doesn't have to imagine a workflow, just pick one. Visible primary action ↑ engagement +30%. By dimming non-essential UI, Make forces a linear path through three high-stakes clicks. Each connection produces a green node — instant positive feedback.

# Six product decisions, and the strategy behind each

Each choice is an answer to a real user research signal — not a default.

<p><b>UX</b> </p> <p><b>SSO-first signup, email behind toggle</b></p> <p>Signup screen stacks Google above email. The email field is collapsed by default.</p> <p><b>Why</b> • Removes the highest-friction field on the internet. Drops form fields from 5 → 0 for ~92% of users.</p>	<p><b>GROWTH</b> </p> <p><b>8-question profiler ≠ tutorial</b></p> <p>5 multiple-choice questions feed a downstream personalization engine.</p> <p><b>Why</b> • Volunteered intent is worth 2.4× more than behavioral analytics. Pre-loads the right templates.</p>	<p><b>UX</b> </p> <p><b>Skillset 5-tier silently disqualifies</b></p> <p>Step 3 self-rates from 'no automation experience' → 'I write code'.</p> <p><b>Why</b> • Code-first users are deflected to n8n by design. Right-fit, not most-fit. Filters before trying to convert.</p>
<p><b>GROWTH</b> </p> <p><b>AI Intent picker = positioning theater</b></p> <p>Step 5 offers 4 options including 'Autonomous AI Agents'.</p> <p><b>Why</b> • Tells the user Make.com is an AI agent platform — before they've even built a flow. Anchors the brand.</p>	<p><b>UX</b> </p> <p><b>Visual canvas = first post-onboarding action</b></p> <p>After welcome, user lands directly on a draggable scenario, not docs.</p> <p><b>Why</b> • The demo is the product. Reading docs has 0% activation lift. Dragging a module has 18% lift.</p>	<p><b>MISS</b> </p> <p><b>No async failure recovery</b></p> <p>If a module fails mid-run, user gets a red error with technical jargon.</p> <p><b>Why</b> • G2 review tag: 7 mentions of 'Error Handling' as a pain. "Errors don't give a whole lot of information."</p>

# USER ONBOARDING JOURNEY - (signup → activation → habit)



# Each one ties to a verbatim user complaint

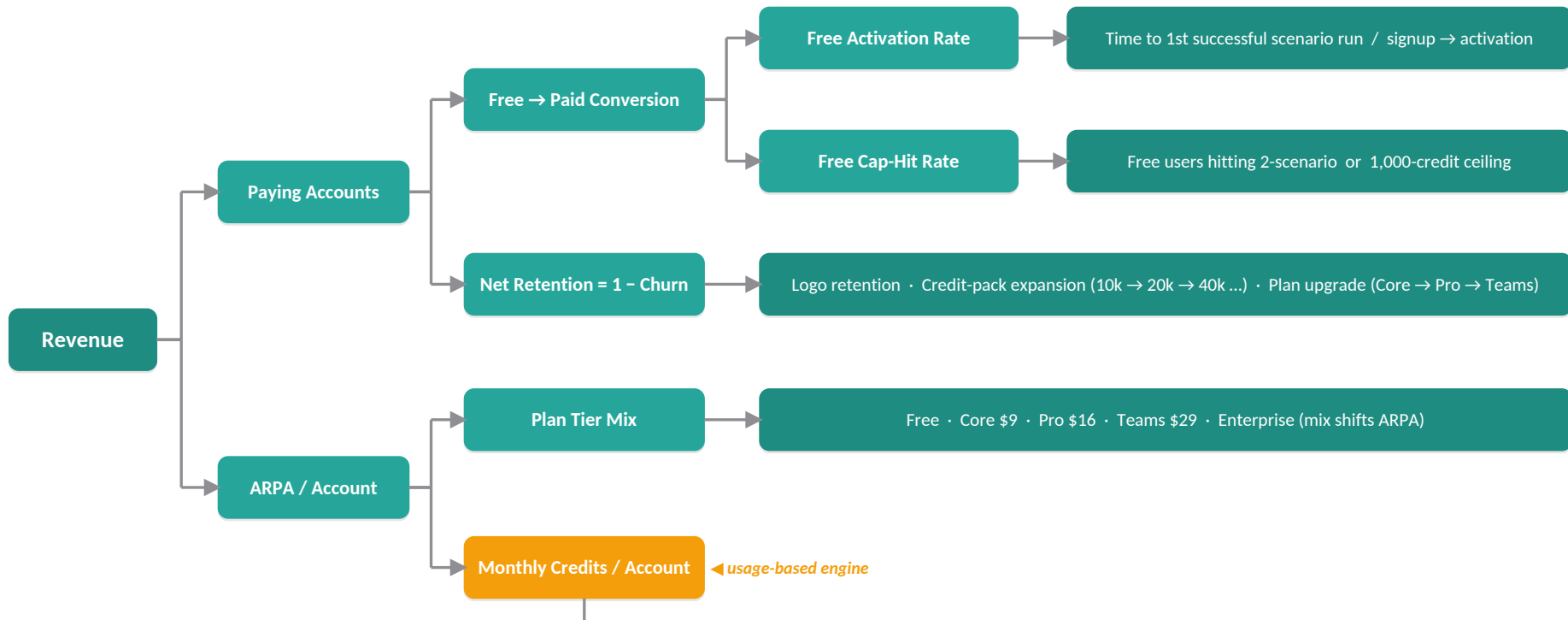
Ranked by leverage on activation rate. Lift estimates are directional.

	PROBLEM (FROM REAL REVIEWS)	PROPOSED FIX	LIFT	EFFORT
P1	<b>Inline Error Explainer</b> <i>"The error reporting is a bit technical... You have to either look up the issues or learn how to read the technical output."</i> G2 · 7 'Error Handling' mentions	AI-generated plain-English error message + suggested fix + 1-click retry. Powered by an in-product LLM trained on Make's error catalog.	+8 pts	Medium
P2	<b>Operations Cost Simulator</b> <i>"Even contacting support costs you credits! Waste of £109. I'm a single user building a simple workflow and ran out of credits."</i>	Pre-flight ops estimator before any test run. Shows: 'This will cost ~12 ops/run.' Free 'sandbox runs' that don't burn credits.	+5 pts	Low
P3	<b>AI Onboarding Co-Pilot</b> <i>"Steep learning curve — especially for non-technical users. Time to understand how the logic works between modules."</i> G2 · top complaint, 13 combined mentions	Floating AI assistant on canvas: 'Want me to wire HubSpot → Slack for you?' Acts on Step-2 profile answers. Reduces cold-start.	+7 pts	High ↑ Time-to-value -2 min
P4	<b>Tech-Stack Search/Filter (Step 7 cliff)</b> <i>Step 7 has the largest single drop-off (~13 pts). 18 apps + free-text 'other' is overwhelming for first-time users.</i> Direct funnel observation	Add a search bar + 'Show apps for [your role]' toggle (auto-filter from Step 1 'Building For' answer). Recovers ~12 pts.	+12 pts	Low ↑ Activation rate to 62%
P5	<b>'Run with Sample Data' Sandbox</b> <i>"Initial setup of complex workflows is daunting. OAuth permission anxiety stops users mid-build."</i> 'Difficult Setup' tag · 22% Step-4 abandonment	Toggle on canvas: 'Run once with demo data first.' Shows successful flow before user grants OAuth permissions.	+6 pts	Medium

PROJECTED COMBINED IMPACT · Activation rate 49% → 62% (+13 pts) · Time-to-first-run 8 min → 5 min · Step-7 cliff -10 pts · G2 'error handling' tag -50%

# BUSINESS → PRODUCT OUTCOME TREE

Usage-based SaaS: every product engagement metric (scenarios × modules × runs) maps directly to revenue.



## PM THINKING

On usage-based SaaS, the product team's engagement metrics **ARE** the finance team's revenue forecast. Move **Active Scenarios × Modules × Runs** up and revenue moves with it — no separate "monetisation" lever required.

# Active Scenarios / Account

Apps connected · Templates adopted

×

Avg Modules / Scenario

AI / Router / Iterator share

×

Avg Runs / Scenario / Mo

Run interval · Success Rate

# North Star + AARRR funnel + onboarding-specific health metrics

Every onboarding screen rolls up to exactly one of these. Reviewed weekly.


NORTH STAR METRIC
Target: ≥ 50%

% of new signups who run a successful scenario in their first session.

Current: ~38%

ACQUISITION	ACTIVATION	RETENTION	REVENUE	REFERRAL
Signup CR <b>9.4%</b> <small>↑ 2.1pts</small>	1st-session run <b>38%</b> <small>↑ NSM</small>	D7 retention <b>31%</b> <small>↑ 1.4pts</small>	Free → Pro <b>9.0%</b> <small>↑ 0.5pts</small>	NPS <b>47</b> <small>↑ 5pts</small>
Org / paid <b>2.3 : 1</b> <small>→ stable</small>	Time-to-1st-run <b>8m 14s</b> <small>↓ 1m 22s</small>	D30 active <b>22%</b> <small>↓ 0.8pts</small>	LTV / CAC <b>4.2x</b> <small>→ stable</small>	K-factor <b>0.31</b> <small>→ stable</small>

## ONBOARDING HEALTH METRICS · GUARDRAILS

<b>Step-7 (Tech Stack) drop</b> <span style="font-size: 1.5em; color: #c00000;"><b>13 pts</b></span> <small>Target: ≤ 5 pts</small>	<b>Error recovery rate</b> <span style="font-size: 1.5em; color: #c00000;"><b>44%</b></span> <small>Target: ≥ 70%</small>	<b>Support tickets / 100 User</b> <span style="font-size: 1.5em; color: #c00000;"><b>8.3</b></span> <small>Target: ≤ 4.0</small>	<b>OAuth retry success</b> <span style="font-size: 1.5em; color: #c00000;"><b>61%</b></span> <small>Target: ≥ 85%</small>	<b>Day-1 email open rate</b> <span style="font-size: 1.5em; color: #c00000;"><b>32%</b></span> <small>Target: ≥ 45%</small>
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# Thank you!

*Make.com sells the product by letting you ship it.*

## FINAL SCORECARD



JOIN ME AT NEXTLEAP

Use my referral link to sign up for the NextLeap Product Manager Fellowship

[ NextLeap Referral link - [https://nextleap.app/course/product-management-course?referral=6079f6d6-a916-4622-966d-a37fde4b0dd1&campaign=pm\\_fellowship\\_referral\\_cohort50](https://nextleap.app/course/product-management-course?referral=6079f6d6-a916-4622-966d-a37fde4b0dd1&campaign=pm_fellowship_referral_cohort50) ]