# Article information:

How one simple Zapier workflow created a multimillion-dollar business | Zapier
<https://zapier.com/blog/how-zapier-helped-create-bonjoro/>

# Article summary:

1. In 2016, the author created a workflow using Zapier to send personal videos to leads and customers in different timezones.

2. This workflow resulted in a 200% increase in customer conversion rate.

3. The author's business has now grown into a multimillion-dollar success story, thanks to the help of Zapier.

# Article rating:

Appears well balanced: The article presents the information in a reliable and balanced way, without biases and prejudices. The claims made in the article are well supported and, where applicable, all sides of the argument are given opportunity to present their point of view. The article appears trustworthy and reliable.

# Article analysis:

The article is overall reliable and trustworthy, as it provides evidence for its claims and presents both sides of the argument fairly. The author provides detailed information on how they used Zapier to create their workflow, which resulted in an impressive 200% increase in customer conversion rate. Furthermore, the article also mentions other businesses that have successfully used Zapier and Bonjoro together, providing further evidence for its claims.

The article does not appear to be biased or one-sided, as it presents both sides of the argument fairly and objectively. It also does not contain any promotional content or partiality towards either side of the argument. Additionally, possible risks are noted throughout the article, such as timezone differences making it difficult to connect with customers and leads live.

The only potential issue with this article is that it does not explore any counterarguments or present any missing points of consideration that could be relevant to this topic. However, this does not detract from its overall reliability and trustworthiness as a source of information on how one simple Zapier workflow created a multimillion-dollar business.

# Topics for further research:

* Zapier workflow automation
* Bonjoro customer engagement
* Timezone differences customer outreach
* Benefits of customer segmentation
* Challenges of customer conversion
* Strategies for customer retention

# Report location:

<https://www.fullpicture.app/item/2429b5bd812519f6b808360950605652>