

n8n vs Zapier for Enterprise Automation

Cost, latency and governance comparison for high-volume workflows.

TL;DR

For enterprises running 50,000+ automation runs per month, n8n self-hosted typically costs 90% less than Zapier, with lower P95 latency and full control over data residency.

Cost

- Zapier (50K runs / month): roughly \$2,500/month
- n8n self-hosted on a single AWS m6i.large: roughly \$150/month for the same throughput

Latency & control

- n8n runs in your VPC; webhooks return in 30-80ms
- Zapier routes through public infrastructure with multi-second delays under load
- n8n stores credentials inside your secret manager; Zapier stores them in its tenant

Where to use each

- Zapier: small teams, ad-hoc automations, no compliance requirement
- n8n: enterprise, regulated industries, FCA/PCI/HIPAA scope, Gulf data residency