Why Isn't My Zapier Zap Working?

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Most Zapier trouble traces back to a handful of causes — a permission, the wrong Zapier app, or data that wasn't on the transaction yet. Here's how to tell them apart.

I Can't Authorize the Connection

Zapier authorization requires a master admin profile. If you're signing in with any other kind of Pipeline account, the connection fails — often with a "cannot authorize" message.

To get past it, log in with a master admin account when Zapier opens the Pipeline sign-in window. If you're not a master admin, ask one on your account to make the connection; you'll find admin contact details under *Admin & Support* on your Pipeline *Home* page.

Zapier Is Asking Me for an API Key

The Paperless Pipeline connection never asks for an API key or a URL. If you're being asked for one, you're in Zapier's Webhooks app rather than the Paperless Pipeline app. Zapier's Copilot sometimes steers a workflow down the Webhooks path, which is where the API-key prompt comes from.

Back out and add the connection by hand instead: [My Apps] → [+ Add connection] → search for "Paperless Pipeline."

Zapier Shows Paperless Pipeline as Unavailable

This one isn't a fault. Paperless Pipeline is a trigger app only, so Zapier marks it unavailable when you try to add it as an *action* step.

Build the Zap the supported way round: Pipeline as the trigger, the other app as the action. There's no configuration that makes Zapier write back into Pipeline.

The Zap Stopped or Errored

The usual cause is data that wasn't on the transaction when the status changed. If a Zap needs a client's email address and no client contact had been added yet, the run has nothing to send.

To find it, open [Zap History] in Zapier, click [Zap runs], and open the stopped or errored run — it names the step and the field that came up empty. Then make sure that information is on the transaction *before* the triggering status is set. Runs marked **Filtered** are not errors; they mean the Zap's own conditions weren't met that time.

A Field Shows a "!" Warning

A "!" on a Zapier field usually means the field returned no data for that particular trigger event — an outside referral name on a transaction that didn't have one, for instance. Check whether the value actually exists on the source transaction.

If the data is there and the field still errors, the Zap step itself may be corrupt. Duplicating the Zap and deactivating the original is a known fix for otherwise unexplained Zapier faults.

Zaps Are Delayed or Firing in Batches

Delays and bunched-up runs are usually Zapier-side, not Pipeline-side. Check status.zapier.com first.

If Zapier reports no incidents and the lag continues, review the Zap's trigger settings and its error logs in your Zapier account.

A Zap That Worked for Months Suddenly Broke

When nothing changed on your side, the other app usually changed on theirs. Zapier and its connected apps deprecate and rename actions over time — when QuickBooks retired the **Create an Invoice by Customer** action, every Zap built on it started failing, and the fix was to rebuild that step on the replacement **Create Invoice** action.

Rebuild the affected step using the current action, then re-map the Pipeline fields into it. Send us a screenshot of the step and we'll help you work out which Pipeline field belongs where.

An Inactive Assistant Comes Through as an Agent

This is a known issue we've reported to our development team: when a user is set as an assistant but is inactive, the data sent to Zapier stops identifying them as an assistant and treats them as a regular agent. Accounting Zaps that pay by role can misfire because of it.

If inactive users don't need to trigger Zaps at all, a Zapier Filter step that continues only when `agent_is_active` is true will screen them out. Place that filter carefully — a filter at the top of the Zap blocks the whole transaction the moment it meets one inactive agent, including the active agents on the same deal. Scope it per agent instead, inside a looping step.

Learn More

Connect Pipeline to QuickBooks, your CRM, or a spreadsheet, and let a transaction changing status kick off whatever comes next.

See Zapier Integration

Still Have Questions?

Still stuck? Email us at help@paperlesspipeline.com and tell us what you've already tried — a screenshot of the failing Zapier step helps most.