

# Pricing Comparison

January 2024 Edition



## SmarterMail vs Klaviyo

Number of Contacts	SmarterMail Essentials Plan (Annual)	Klaviyo	Switch to SmarterMail to save
151	0	\$0.00	0.00%
376	\$13.96	\$20.00	30.19%
751	\$15.93	\$30.00	46.90%
1126	\$17.90	\$45.00	60.22%
1501	\$19.87	\$60.00	66.89%
1876	\$21.84	\$60.00	63.61%
2251	\$23.81	\$60.00	60.32%
3001	\$27.74	\$80.00	65.32%
4501	\$35.62	\$100.00	64.38%
6001	\$43.49	\$140.00	68.93%
7501	\$51.37	\$150.00	65.75%
11251	\$71.06	\$225.00	68.42%
15001	\$90.74	\$375.00	75.80%
22501	\$130.12	\$400.00	67.47%
30001	\$169.49	\$550.00	69.18%
37501	\$208.87	\$600.00	65.19%
45001	\$248.24	\$720.00	65.52%
52501	\$287.62	\$790.00	63.59%
60001	\$326.99	\$930.00	64.84%
67501	\$366.37	\$1,000.00	63.36%
75001	\$405.74	\$1,140.00	64.41%
90001	\$484.49	\$1,325.00	63.43%
105001	\$559.74	\$1,495.00	62.56%
120001	\$627.99	\$1,670.00	62.40%
135001	\$696.24	\$1,840.00	62.16%
150001	\$764.49	\$1,955.00	60.90%
165001	\$832.74	Hidden by Klaviyo	Estimated 60%
180001	\$900.99	Hidden by Klaviyo	Estimated 60%
195001	\$969.24	Hidden by Klaviyo	Estimated 60%
210001	\$1,037.49	Hidden by Klaviyo	Estimated 65%
225001	\$1,105.74	Hidden by Klaviyo	Estimated 65%
300001	\$1,411.99	Hidden by Klaviyo	Estimated 70%

# Pricing Comparison

January 2024 Edition



## SmarterMail vs MailChimp

Number of Contacts	SmarterMail Essentials Plan (Annual)	MailChimp	Switch to SmarterMail to save
76	0	\$0.00	0.00%
151	0	\$0.00	0.00%
376	\$13.96	\$0.00	-100.00%
751	\$15.93	\$26.50	39.89%
1126	\$17.90	\$26.50	32.46%
1501	\$19.87	\$45.00	55.85%
1876	\$21.84	\$45.00	51.47%
2251	\$23.81	\$45.00	47.10%
3001	\$27.74	\$75.00	63.01%
4501	\$35.62	\$75.00	52.51%
6001	\$43.49	\$110.00	60.46%
7501	\$51.37	\$110.00	53.30%
11251	\$71.06	\$180.00	60.52%
15001	\$90.74	\$230.00	60.55%
22501	\$130.12	\$270.00	51.81%
30001	\$169.49	\$340.00	50.15%
37501	\$208.87	\$340.00	38.57%
45001	\$248.24	\$385.00	35.52%
52501	\$287.62	\$630.00	54.35%
60001	\$326.99	\$630.00	48.10%
67501	\$366.37	\$630.00	41.85%
75001	\$405.74	\$800.00	49.28%
90001	\$484.49	\$800.00	39.44%
105001	\$559.74	\$1,150.00	51.33%
120001	\$627.99	\$1,150.00	45.39%
135001	\$696.24	\$1,325.00	47.45%
150001	\$764.49	\$1,600.00	52.22%
165001	\$832.74	\$1,600.00	47.95%
180001	\$900.99	\$1,600.00	43.69%
195001	\$969.24	\$1,600.00	39.42%
210001	\$1,037.49	Hidden by MailChimp	Estimated 45%
225001	\$1,105.74	Hidden by MailChimp	Estimated 45%
300001	\$1,411.99	Hidden by MailChimp	Estimated 50%

# Pricing Comparison

January 2024 Edition



## SmarterMail vs Omnisend

Number of Contacts	SmarterMail Essentials Plan (Annual)	Omnisend Standard	Switch to SmarterMail to save
151	0	\$0.00	0.00%
376	\$13.96	\$16.00	12.74%
751	\$15.93	\$20.00	20.35%
1126	\$17.90	\$25.00	28.40%
1501	\$19.87	\$30.00	33.77%
1876	\$21.84	\$30.00	27.21%
2251	\$23.81	\$44.00	45.90%
3001	\$27.74	\$56.00	50.46%
4501	\$35.62	\$81.00	56.03%
6001	\$43.49	\$106.00	58.97%
7501	\$51.37	\$127.00	59.55%
11251	\$71.06	\$169.00	57.96%
15001	\$90.74	\$228.00	60.20%
22501	\$130.12	\$276.00	52.86%
30001	\$169.49	\$344.00	50.73%
37501	\$208.87	\$375.00	44.30%
45001	\$248.24	\$413.00	39.89%
52501	\$287.62	\$450.00	36.08%
60001	\$326.99	\$550.00	40.55%
67501	\$366.37	\$600.00	38.94%
75001	\$405.74	\$700.00	42.04%
90001	\$484.49	\$850.00	43.00%
105001	\$559.74	\$1,040.00	46.18%
120001	\$627.99	\$1,196.00	47.49%
135001	\$696.24	\$1,352.00	48.50%
150001	\$764.49	Hidden by Omnisend	Estimated 50%
165001	\$832.74	Hidden by Omnisend	Estimated 50%
180001	\$900.99	Hidden by Omnisend	Estimated 50%
195001	\$969.24	Hidden by Omnisend	Estimated 50%
210001	\$1,037.49	Hidden by Omnisend	Estimated 55%
225001	\$1,105.74	Hidden by Omnisend	Estimated 55%
300001	\$1,411.99	Hidden by Omnisend	Estimated 60%

# Pricing Comparison

January 2024 Edition



## SmarterMail vs Campaign Monitor

Number of Contacts	SmarterMail Essentials Plan (Annual)	Campaign Monitor	Switch to SmarterMail to save
151	0	\$9.00	100.00%
376	\$13.96	\$9.00	100.00%
751	\$15.93	\$29.00	45.07%
1126	\$17.90	\$49.00	63.47%
1501	\$19.87	\$49.00	59.45%
1876	\$21.84	\$49.00	55.44%
2251	\$23.81	\$49.00	51.42%
3001	\$27.74	\$79.00	64.88%
4501	\$35.62	\$79.00	54.91%
6001	\$43.49	\$149.00	70.81%
7501	\$51.37	\$149.00	65.53%
11251	\$71.06	\$199.00	64.29%
15001	\$90.74	\$319.00	71.55%
22501	\$130.12	\$319.00	59.21%
30001	\$169.49	\$409.00	58.56%
37501	\$208.87	\$549.00	61.95%
45001	\$248.24	\$549.00	54.78%
52501	\$287.62	\$699.00	58.85%
60001	\$326.99	\$699.00	53.22%
67501	\$366.37	\$699.00	47.59%
75001	\$405.74	\$849.00	52.21%
90001	\$484.49	\$849.00	42.93%
105001	\$559.74	\$1,099.00	49.07%
120001	\$627.99	\$1,099.00	42.86%
135001	\$696.24	\$1,099.00	36.65%
150001	\$764.49	\$1,299.00	41.15%
165001	\$832.74	\$1,299.00	35.89%
180001	\$900.99	\$1,299.00	30.64%
195001	\$969.24	\$1,299.00	25.39%
210001	\$1,037.49	\$1,599.00	35.12%
225001	\$1,105.74	\$1,599.00	30.85%
300001	\$1,411.99	Hidden by Campaign Monitor	Estimated 35%

# Pricing Comparison

January 2024 Edition



## SmartrMail vs Active Campaign

Number of Contacts	SmartrMail Essentials Plan (Annual)	Active Campaign	Switch to SmartrMail to save
151	0	\$39.00	100.00%
376	\$13.96	\$39.00	64.20%
751	\$15.93	\$39.00	59.15%
1126	\$17.90	\$62.00	71.13%
1501	\$19.87	\$62.00	67.96%
1876	\$21.84	\$62.00	64.78%
2251	\$23.81	\$62.00	61.60%
3001	\$27.74	\$100.00	72.26%
4501	\$35.62	\$100.00	64.38%
6001	\$43.49	\$176.00	75.29%
7501	\$51.37	\$176.00	70.81%
11251	\$71.06	\$290.00	75.50%
15001	\$90.74	\$290.00	68.71%
22501	\$130.12	\$290.00	55.13%
30001	\$169.49	\$494.00	65.69%
37501	\$208.87	\$494.00	57.72%
45001	\$248.24	\$494.00	49.75%
52501	\$287.62	Hidden by Active Campaign	Estimated 50%
60001	\$326.99	Hidden by Active Campaign	Estimated 50%
67501	\$366.37	Hidden by Active Campaign	Estimated 50%
75001	\$405.74	Hidden by Active Campaign	Estimated 50%
90001	\$484.49	Hidden by Active Campaign	Estimated 50%
105001	\$559.74	Hidden by Active Campaign	Estimated 50%
120001	\$627.99	Hidden by Active Campaign	Estimated 50%
135001	\$696.24	Hidden by Active Campaign	Estimated 50%
150001	\$764.49	Hidden by Active Campaign	Estimated 50%
165001	\$832.74	Hidden by Active Campaign	Estimated 50%
180001	\$900.99	Hidden by Active Campaign	Estimated 50%
195001	\$969.24	Hidden by Active Campaign	Estimated 50%
210001	\$1,037.49	Hidden by Active Campaign	Estimated 55%
225001	\$1,105.74	Hidden by Active Campaign	Estimated 55%
300001	\$1,411.99	Hidden by Active Campaign	Estimated 60%

# Pricing Comparison

January 2024 Edition



## SmartrMail vs Drip

Number of Contacts	SmartrMail Essentials Plan (Annual)	Drip	Switch to SmartrMail to save
151	0	\$39.00	100.00%
376	\$13.96	\$39.00	64.20%
751	\$15.93	\$39.00	59.15%
1126	\$17.90	\$39.00	54.11%
1501	\$19.87	\$39.00	49.06%
1876	\$21.84	\$39.00	44.01%
2251	\$23.81	\$39.00	38.96%
3001	\$27.74	\$59.00	52.98%
4501	\$35.62	\$89.00	59.98%
6001	\$43.49	\$109.00	60.10%
7501	\$51.37	\$124.00	58.57%
11251	\$71.06	\$169.00	57.96%
15001	\$90.74	\$249.00	63.56%
22501	\$130.12	\$369.00	64.74%
30001	\$169.49	\$489.00	65.34%
37501	\$208.87	\$649.00	67.82%
45001	\$248.24	\$699.00	64.49%
52501	\$287.62	\$749.00	61.60%
60001	\$326.99	\$849.00	61.48%
67501	\$366.37	\$899.00	59.25%
75001	\$405.74	\$1,049.00	61.32%
90001	\$484.49	\$1,149.00	57.83%
105001	\$559.74	\$1,299.00	56.91%
120001	\$627.99	\$1,499.00	58.11%
135001	\$696.24	\$1,699.00	59.02%
150001	\$764.49	\$1,899.00	59.74%
165001	\$832.74	Hidden by Drip	Estimated 60%
180001	\$900.99	Hidden by Drip	Estimated 60%
195001	\$969.24	Hidden by Drip	Estimated 60%
210001	\$1,037.49	Hidden by Drip	Estimated 60%
225001	\$1,105.74	Hidden by Drip	Estimated 60%
300001	\$1,411.99	Hidden by Drip	Estimated 60%

# Pricing Comparison

January 2024 Edition



## SmartrMail vs Avada

Number of Contacts	SmartrMail Essentials Plan (Annual)	Avada	Switch to SmartrMail to save
151	0	\$0.00	0.00%
376	\$13.96	\$0.00	100.00%
751	\$15.93	\$16.00	0.44%
1126	\$17.90	\$20.00	10.51%
1501	\$19.87	\$24.00	17.22%
1876	\$21.84	\$24.00	9.01%
2251	\$23.81	\$28.00	14.98%
3001	\$27.74	\$36.00	22.94%
4501	\$35.62	\$52.00	31.50%
6001	\$43.49	\$68.00	36.04%
7501	\$51.37	\$88.00	41.63%
11251	\$71.06	\$108.00	34.21%
15001	\$90.74	\$152.00	40.30%
22501	\$130.12	\$192.00	32.23%
30001	\$169.49	\$220.00	22.96%
37501	\$208.87	\$232.00	9.97%
45001	\$248.24	\$264.00	5.97%
52501	\$287.62	\$288.00	0.13%
60001	\$326.99	\$352.00	7.10%
67501	\$366.37	\$384.00	4.59%
75001	\$405.74	\$448.00	9.43%
90001	\$484.49	\$544.00	10.94%
105001	\$559.74	\$640.00	12.54%
120001	\$627.99	\$736.00	14.67%
135001	\$696.24	\$832.00	16.32%
150001	\$764.49	\$928.00	17.62%
165001	\$832.74	\$1,000.00	16.73%
180001	\$900.99	\$1,072.00	15.95%
195001	\$969.24	\$1,144.00	15.28%
210001	\$1,037.49	Hidden by Avada	Estimated 20%
225001	\$1,105.74	Hidden by Avada	Estimated 20%
300001	\$1,411.99	Hidden by Avada	Estimated 25%

# Pricing Comparison

January 2024 Edition



## SmartrMail vs Privy

Number of Contacts	SmartrMail Essentials Plan (Annual)	Privy	Switch to SmartrMail to save
151	0	\$30.00	100.00%
376	\$13.96	\$30.00	53.46%
751	\$15.93	\$30.00	46.90%
1126	\$17.90	\$30.00	40.34%
1501	\$19.87	\$45.00	55.85%
1876	\$21.84	\$45.00	51.47%
2251	\$23.81	\$60.00	60.32%
3001	\$27.74	\$75.00	63.01%
4501	\$35.62	\$90.00	60.42%
6001	\$43.49	\$120.00	63.76%
7501	\$51.37	\$135.00	61.95%
11251	\$71.06	\$195.00	63.56%
15001	\$90.74	\$255.00	64.41%
22501	\$130.12	\$360.00	63.86%
30001	\$169.49	\$450.00	62.33%
37501	\$208.87	\$480.00	56.49%
45001	\$248.24	\$540.00	54.03%
52501	\$287.62	\$570.00	49.54%
60001	\$326.99	\$630.00	48.10%
67501	\$366.37	\$660.00	44.49%
75001	\$405.74	\$720.00	43.65%
90001	\$484.49	\$810.00	40.19%
105001	\$559.74	\$900.00	37.81%
120001	\$627.99	\$1,020.00	38.43%
135001	\$696.24	\$1,080.00	35.53%
150001	\$764.49	\$1,200.00	36.29%
165001	\$832.74	\$1,260.00	33.91%
180001	\$900.99	\$1,380.00	34.71%
195001	\$969.24	\$1,440.00	32.69%
210001	\$1,037.49	\$1,560.00	33.49%
225001	\$1,105.74	\$1,620.00	31.74%
300001	\$1,411.99	Hidden by Privy	Estimated 30%



# Pricing Comparison

January 2024 Edition



## SmartrMail vs Automizely

Number of Contacts	SmartrMail Essentials Plan (Annual)	Automizely	Switch to SmartrMail to save
151	0	\$30.00	0.00%
376	\$13.96	\$30.00	-26.92%
751	\$15.93	\$30.00	30.74%
1126	\$17.90	\$30.00	48.86%
1501	\$19.87	\$45.00	43.24%
1876	\$21.84	\$45.00	37.61%
2251	\$23.81	\$60.00	49.35%
3001	\$27.74	\$75.00	60.93%
4501	\$35.62	\$90.00	49.83%
6001	\$43.49	\$120.00	54.22%
7501	\$51.37	\$135.00	52.87%
11251	\$71.06	\$195.00	48.88%
15001	\$90.74	\$255.00	42.93%
22501	\$130.12	\$360.00	27.31%
30001	\$169.49	\$450.00	52.79%
37501	\$208.87	\$480.00	48.93%
45001	\$248.24	\$540.00	51.23%
52501	\$287.62	\$570.00	48.55%
60001	\$326.99	\$630.00	49.62%
67501	\$366.37	\$660.00	47.59%
75001	\$405.74	\$720.00	49.22%
90001	\$484.49	\$810.00	48.40%
105001	\$559.74	Hidden by Automizely	Estimated 45%
120001	\$627.99	Hidden by Automizely	Estimated 45%
135001	\$696.24	Hidden by Automizely	Estimated 45%
150001	\$764.49	Hidden by Automizely	Estimated 45%
165001	\$832.74	Hidden by Automizely	Estimated 45%
180001	\$900.99	Hidden by Automizely	Estimated 45%
195001	\$969.24	Hidden by Automizely	Estimated 45%
210001	\$1,037.49	Hidden by Automizely	Estimated 45%
225001	\$1,105.74	Hidden by Automizely	Estimated 45%
300001	\$1,411.99	Hidden by Automizely	Estimated 45%