

Email Service Provider Comparison Chart

There are many types of email service providers on the market arena. Each one offers various features and tools. Choosing a trustworthy one is important. This handy short comparison chart will help you see what's available at the time of this writing.

When choosing your email service provider consider:

- The size of your list – most ESPs charge a monthly fee based on the number subscribers you have.
- Type of business – choose one more suited to your type of business: blogger or creative company, nonprofits, ecommerce store, etc.
- Types of automation – think about the different types of automation you plan to use.
- Forms / landing pages – decide if you need a drag and drop editor to build them, templates or build them from scratch. Look at the limit number of how many you can create as well.
- List segmentation and management – you want to be able to send hyper-targeted messages to the right group at the right time. Some ESPs call it tagging.
- Email limits – know how many emails you plan to send daily or monthly. Some platforms limit the number.

ESP Name	Best Features	Price
HubSpot	All-in-one solution for marketing and CRM A/B testing List Segmentation	Free to \$3200 per month
Constant Contact	Easy to use ESP for small businesses Automated email sending Marketing strategies advice	Starts at \$20 per month
Active Campaign	Split testing Drag-and-drop email design tool Schedule emails	Starts at \$9 per month
Sendinblue	Automation Up to 300 emails per day on the free plane SMS notifications feature	Free Paid plans start at \$25 per month

	Automated email sequences Advanced analytics Segmentation feature	
Get Response	Easy to use tools for marketing and automation Website building tools Contact list segmentation Automatically sends welcome emails to new customers	Starts at \$15 per month
ConvertKit	Guaranteed 97% delivery rate Build landing pages and sign-up forms Create eye-catching emails Schedule emails List segmentation	Free Paid starting at \$29 per month
MailChimp	All-inclusive tool Performance data shown Automation features Behavior based automation features Built in marketing tools	Free Paid plans start at \$10.29 per month
Aweber	Easy to use Build professional looking emails Email automation features Create landing pages Web push notifications feature	Free Paid starts at \$19.99 per month
Moosend	Advanced automation features Send unlimited emails A/B testing feature	Free Paid starts at \$8 per month