

Email Service Providers

If you're thinking of implementing a new Email Service Provider, this table summarises the key features for some of the most popular platforms.

Here are some things to consider when choosing your provider and plan:

- Most platforms charge based on number of contacts. Use the pricing calculators to check the price for your mailing list size and ensure there isn't a high charge for going over the limit.
- Most platforms have a range of price plans with more features the more you pay. If you have specific functions you need, make sure they're available on the price plan you can afford. These platforms are listed in ascending order based on the price for 10K contacts with a basic package.
- Platforms offer a range of free trials and product demos which might help you when making your choice.
- If you want to integrate an eCommerce platform, ticketing system or CRM, make sure this integration is available for your platform.
- Platform features change regularly – use the links provided to double check all information is still correct.
- If you'd like to see another platform on this list, or think there's information missing, please [get in touch](#).

Provider	Price	Not for profit rates	Reporting	Integrations	Segmentation	Sign up forms	Automations	A/B testing	Other
MailerLite	Pricing and plans 2020 - MailerLite Free with limited features up to 1000 contacts \$50 per month for up to 10K contacts Add-ons available for extra cost on all plans	30% discount available for non-profits – contact MailerLite for details	Email Newsletter Reports - Tracking & Reporting - MailerLite Basic reporting available on all plans Click maps and location information not available on free plan	Email Marketing Integrations - MailerLite 100+ integrations available	Email List Segmentation Tool - MailerLite Segment based on audience data, behaviour and previous engagement	Embed Sign Up Form to your Website - MailerLite Embedded and pop up forms available Option to import contacts from other systems	Email Automation - Email Marketing Workflow - MailerLite Automation available on all plans	A/B Split Testing for Email Campaign - MailerLite Available on all plans, including free plan	Plentiful help documentation and videos, templates and drag and drop functionality
GetResponse	Pricing - GetResponse £11 per month for up to 1000 contacts £49 per month for up to 10K contacts Additional functions available in higher tier packages	GetResponse for NonProfits 30% or 50% discount available for non-profits	Email Analytics - GetResponse Tracking and reporting available on all plans	GetResponse Integrations 150+ integrations available	List Building and Management Segment based on audience data, behaviour and previous engagement	Web Form Builder Sign Up Form Templates - GetResponse Embedded and pop up forms available Option to import contacts from other systems	Marketing Automation Software Automation Workflows - GetResponse Automation available on all plans More functionality available on higher plans	Email Analytics - GetResponse Available on all plans	Plentiful help documentation and videos, templates and drag and drop functionality

Provider	Price	Not for profit rates	Reporting	Integrations	Segmentation	Sign up forms	Automations	A/B testing	Other
Mailchimp	Mailchimp Pricing and Plans Free for limited features and up to 2000 contacts Essentials plan \$78.99 per month for up to 10K contacts	About Mailchimp Discounts 15% discount for non-profits and charities	Digital Marketing Analytics and Reporting Tools Mailchimp Basic reporting available in all packages	Mailchimp Tools & Apps Integration Directory 300+ app integrations available	Marketing Campaign Segmentation Mailchimp Segmentation available based on user data, behaviour and campaign engagement	Business Sign Up Forms Mailchimp Embedded and pop up forms available Option to import contacts from other systems	Marketing Automation Mailchimp Single email automations (such as welcome email) available on all plans Multi-step automations (e.g. welcome series) available on Essentials plan upwards	A/B and Multivariate Testing for Emails and Newsletters Available from Essentials Plan upwards	Plentiful help documentation, templates and drag and drop functionality
Campaign Monitor	Pricing Plans Campaign Monitor Starts at £9 per month for up to 500 contacts Basic package £79 per month for up to 10K contacts	Nonprofit Email Marketing Campaign Monitor 15% discount for non-profits	Email Analytics Email Marketing Analytics Campaign Monitor Out of the box reporting available on all plans	App Store Campaign Monitor 250+ integrations available	List segmentation Campaign Monitor Available on all plans. Engagement segments available with Premier plan	Signup forms Campaign Monitor Sign up forms available on all plans. Pop up forms not available. Option to import contacts from other systems	Automated journeys Campaign Monitor Welcome automation available on all plans	Email Analytics Email Marketing Analytics Campaign Monitor Available on all plans	Plentiful help documentation, templates and drag and drop functionality

Provider	Price	Not for profit rates	Reporting	Integrations	Segmentation	Sign up forms	Automations	A/B testing	Other
ActiveCampaign	ActiveCampaign Pricing \$9 per month for up to 500 contacts \$125 per month for up to 10K contacts on basic package Additional functions available in higher tier packages	20% discount available for non-profits	Basic tracking and reporting available on all plans	ActiveCampaign Apps & Integrations ActiveCampaign 340+ integrations available	List Segmentation for Email Marketing ActiveCampaign Segment based on audience data, behaviour and previous engagement	High-Converting Email Subscription Forms ActiveCampaign Embedded and pop up forms available – only basic available on Lite package Option to import contacts from other systems Offline data capture available for in-person events	Marketing Automation Platform ActiveCampaign Automation available on all plans More functionality available on higher plans	ActiveCampaign Features - Split Testing Available on Pro plan and above	Plentiful help documentation and videos, templates and drag and drop functionality A/B testing available Emphasis on automation Dynamic content available from Plus subscription upwards
Dotdigital	dotdigital Pricing Pricing varies depending on number of contacts and emails sent Contact dotdigital for a quote	Charity Digital - Products - dotdigital Discount for non-profits available through Charity Digital	Available reporting varies across different plans.	Tech extensions dotdigital Engagement Cloud Many integrations available	Segment based on audience data, behaviour and purchasing.	Embedded and pop up forms available Option to import contacts from other systems	dotdigital Marketing Automation Program Building Tool Automation templates available to get you started with automations	dotdigital Email Marketing Automation Tool & Email Builder A/B and multivariant testing available.	Plentiful help documentation, templates and drag and drop functionality Interactive email templates available for extra cost: How to send interactive emails dotdigital blog