ToolGPA

NOVEMBER 2026

ActiveTrail

The Insider’s Guide

Email, SMS, WhatsApp and push marketing with automation



Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from ActiveTrail’s own pages.

Made by ActiveTrail · checked Nov 13, 2026 · toolgpa.com

2.4

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from ActiveTrail's own pages, its app-store listings and our grades. Every fact in it is on ActiveTrail's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 67 of the 102 other email marketing and newsletter tools we grade

ActiveTrail is a marketing platform that combines email campaigns, marketing automation, SMS, WhatsApp, mobile push, landing pages, pop-ups and online surveys. Its site also describes a data model for e-commerce and retail that joins online and offline data for customer journeys.

To get you started, here are **7 things to know about ActiveTrail**, taken from its own pages and our grades.

> "
>
> **A web app where you build campaigns and automations yourself.**
>
> From our grade for ease of use

1 **Best for email, SMS and WhatsApp with automation**

ActiveTrail does email, SMS, WhatsApp and push with automation, landing pages and an online-shop data model.

2 **It runs on Web**

Web.

3 **Email campaigns**

Newsletter templates, an email editor, A/B testing, personalization, RSS campaigns and bounce management.

4 **Marketing automation**

Automated customer journeys, including birthday campaigns and triggers the site calls ActiveTriggers.

5 **SMS, WhatsApp and push**

Sends SMS and WhatsApp messages and mobile push notifications, which can be placed in the same customer journeys.

6 **A 2.4 GPA, above 67 of 102**

That is against the other email marketing and newsletter tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace ActiveTrail you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

ActiveTrail at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY ActiveTrail	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.4 GPA, fair	

The report card

Best for email, SMS and WhatsApp with automation

ActiveTrail does email, SMS, WhatsApp and push with automation, landing pages and an online-shop data model. We couldn't read its prices, the free trial's length wasn't confirmed, and the pricing page blocks visitors from outside the countries it serves.

TOOLGPA REPORT CARD

ActiveTrail

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Prices couldn't be read because the pricing page blocked us, so we place it in the middle with no figure to show.
Free plan and trial	C	The homepage offers a free trial but its length and limits weren't confirmed, and there's no free plan on record.
Features	B	Email, automation, SMS, WhatsApp, push, landing pages and forms, plus a shop data model. Nothing in the listing shows a gap in the core job.
Ease of use	C	No store rating on record. A web app where you build campaigns and automations yourself.
Platforms and integrations	B	Web app with PayPal, Facebook and Google Analytics listed. No phone or desktop app.

Grade point average — Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who ActiveTrail is for

- ✓ Fits if you want email, SMS and WhatsApp from one account
- ✓ Works for online shops that want order data driving campaigns

Who it is not for

- ✗ Skip it if you want prices up front, as we couldn't read them
- ✗ Not for you if you need a free plan, since only a trial of unconfirmed length is offered
- ✗ Watch out: the pricing page blocks requests from outside the countries it serves
- ✗ Watch out: the site is offered in English, French and Spanish only

Good to know

Good for

- ✓ Small businesses that want email, SMS and WhatsApp together
- ✓ Retailers joining online and offline customer data
- ✓ Agencies, which have their own page on the site

Worth knowing

- ⓘ Prices could not be read: the pricing page blocked requests from outside the countries it serves.
- ⓘ The homepage offers a free trial, but its length and limits could not be confirmed.
- ⓘ The site's pages are offered in English, French and Spanish.
- ⓘ The vendor lists ISO 27001 among its policies.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

ActiveTrail's current pricing could not be confirmed from its own site.

> **Prices couldn't be read because the pricing page blocked us, so we place it in the middle with no figure to show.**
>
> From our grade for value for money

We could not confirm ActiveTrail's current prices from its own site, so this guide lists no plans. activetrail.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Email, SMS, WhatsApp and push marketing with automation. Here is what it does, as its own site describes it, and what it covers: marketing automation, surveys, email campaigns, sMS marketing, whatsApp messaging, a/B testing, popups.

> **Email, automation, SMS, WhatsApp, push, landing pages and forms, plus a shop data model.**
>
> From our grade for features

Email campaigns

Newsletter templates, an email editor, A/B testing, personalization, RSS campaigns and bounce management.

Marketing automation

Automated customer journeys, including birthday campaigns and triggers the site calls ActiveTriggers.

SMS, WhatsApp and push

Sends SMS and WhatsApp messages and mobile push notifications, which can be placed in the same customer journeys.

Landing pages and forms

A landing page editor, signup and lead forms, and PayPal and Facebook integration on landing pages.

E-commerce data model

Connects offline and online data sources in one data store to drive journeys for retail and e-commerce.

Where it runs

Web

What it works with

PayPal

Facebook

Google Analytics

ActiveTrail is made by ActiveTrail.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

67/102

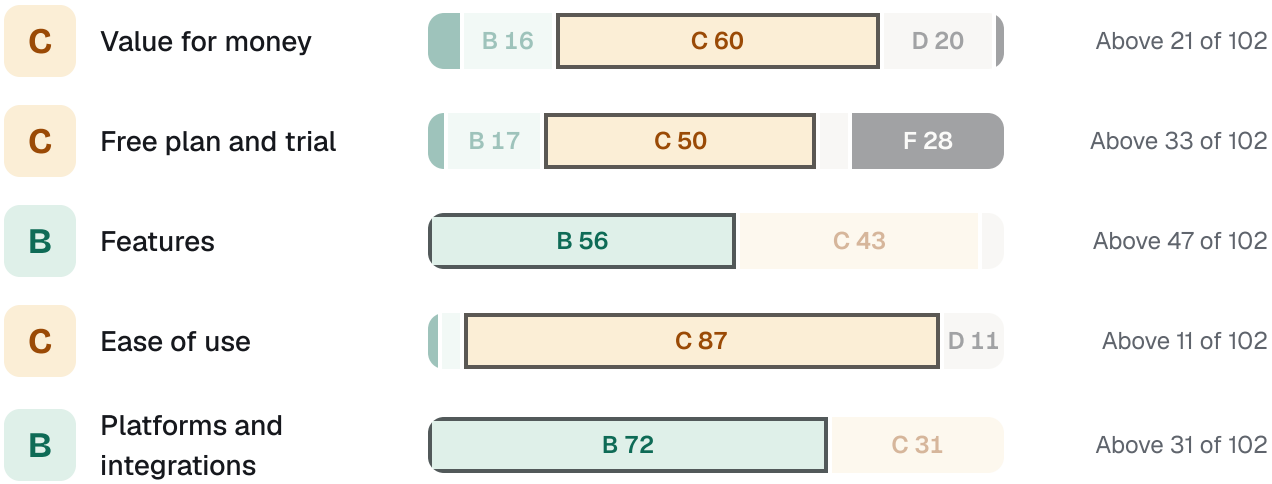
Other email marketing and newsletter tools it is graded above

ActiveTrail's GPA of 2.4 is higher than 67 of the 102 other email marketing and newsletter tools we grade, and level with 17.

It stands best on features (B, above 47 of 102) and worst on ease of use (C, above 11).

Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. ActiveTrail's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace ActiveTrail you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

What you could make

- Popups and surveys: an app builder makes these well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- Email sent in volume that still reaches the inbox.
- Texts to thousands of numbers, registered with the carriers.
- The WhatsApp Business API, which Meta opens only through approved partners.
- Splitting visitors between versions and telling you which won.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. ActiveTrail's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Mailchimp, Brevo, GetResponse, SendPulse and Constant Contact

The 5 tools ActiveTrail is most often weighed against, with where each one differs from it.

Mailchimp

2.8 GPA

Free plan · from $13/mo

Email and SMS marketing with automations, priced by contact count.

- Mailchimp has a free plan. ActiveTrail does not.
- Only Mailchimp lists iOS and Android apps.
- ActiveTrail also covers surveys, sMS marketing, whatsApp messaging, a/B testing and popups.

ActiveTrail and Mailchimp compared in full

Brevo

2.6 GPA

Free plan · from $9/mo

Email, SMS and WhatsApp marketing priced by emails sent, with a CRM.

- Brevo has a free plan. ActiveTrail does not.
- ActiveTrail also covers surveys, sMS marketing, whatsApp messaging, a/B testing and popups.
- Brevo also covers sales pipeline, forms and live chat.

ActiveTrail and Brevo compared in full



2.4
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GetResponse

Free plan · from $19/mo

Email marketing with automation, webinars, courses and landing pages.

- GetResponse has a free plan. ActiveTrail does not.
- Only GetResponse lists iOS and Android apps.
- ActiveTrail also covers surveys, sMS marketing, whatsApp messaging, a/B testing and popups.

ActiveTrail and GetResponse compared in full



2.6
GPA

SendPulse

Free plan · from $9.60/mo

Email campaigns and automation in a wider multichannel suite.

- SendPulse has a free plan. ActiveTrail does not.
- Only SendPulse lists iOS and Android apps.
- ActiveTrail also covers surveys, sMS marketing, whatsApp messaging, a/B testing and popups.

ActiveTrail and SendPulse compared in full



2.6
GPA

Constant Contact

Free trial · from $10.20/mo

Email, SMS and social marketing for small businesses.

- Only Constant Contact lists an iOS app.
- ActiveTrail also covers surveys, sMS marketing, whatsApp messaging, a/B testing and popups.
- Constant Contact also covers forms and business texting.

ActiveTrail and Constant Contact compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is ActiveTrail free?

No, ActiveTrail is a paid product, but you can try it first.

What platforms does ActiveTrail work on?

ActiveTrail is available on Web.

Does ActiveTrail have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. ActiveTrail is listed for Web.

Does ActiveTrail have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. ActiveTrail is listed for Web.

Is ActiveTrail open source?

ActiveTrail is not described as open source on its own site, as read on Nov 13, 2026.

What does ActiveTrail integrate with?

ActiveTrail's listing names PayPal, Facebook and Google Analytics. A listing names up to eight integrations, so it may connect to more.

Who makes ActiveTrail?

ActiveTrail is made by a company of the same name.

What are the alternatives to ActiveTrail?

The closest alternatives to ActiveTrail in our directory are Mailchimp, Brevo, GetResponse, SendPulse and Constant Contact.

How does ActiveTrail compare with other email marketing and newsletter tools?

ActiveTrail's GPA of 2.4 is higher than 67 of the 102 other email marketing and newsletter tools we grade, and level with 17.

Could I make my own version of ActiveTrail?

To replace ActiveTrail you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from ActiveTrail's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from ActiveTrail's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by ActiveTrail. Prices change, so check activetrail.com before you buy.

activetrail.com/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

ActiveTrail, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/activetrail

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "ActiveTrail: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/activetrail
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Know someone choosing between email marketing and newsletter tools?

Send them this guide:
toolgpa.com/tools/activetrail/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after ActiveTrail, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what ActiveTrail's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. ActiveTrail is a trademark of its owner, and this guide is not made, paid for or approved by ActiveTrail. Prices and plans change: check activetrail.com before you buy.