ToolGPA

NOVEMBER 2026

AhaSend

The Insider's Guide

EU-hosted transactional email API and SMTP relay with a free tier



Every plan, grade, refund rule and rival among email sending services, read from AhaSend's own pages.

Made by AhaSend · checked Nov 12, 2026 · toolgpa.com

2.4
GPA



AhaSend.

Land your emails in the Inbox,

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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 AhaSend's own pages, its app-store listings and our grades. Every fact in it is on AhaSend's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.4

GPA, above 25 of the 50 other email sending services we grade

AhaSend is a Dutch-incorporated email service that sends transactional email through a REST API or SMTP relay and also offers a campaign builder. It says its infrastructure is multi-region in the EU and that it is ISO 27001 certified. A free plan covers 1,000 emails a month, and paid plans are flat monthly prices that include a set volume.

> "
>
> **A web dashboard and API with no rating on record.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about AhaSend**, taken from its own pages and our grades.

1 **Best for developers sending transactional email**

AhaSend is a transactional email service with a REST API and SMTP relay, sandbox mode, inbound routing and a campaign builder.

2 **Paid plans start at $10 a month**

As its pricing page puts it: $10 per month for 25,000 emails, billed monthly.

3 There is a free plan

1,000 emails a month, 3 domains, campaign builder, full Management API, 1 to 7 days of log retention and community support.

4 It runs on Web

Web.

5 REST API and SMTP relay

Mail goes out through a RESTful API or an SMTP relay, with official SDKs, a command-line tool and scheduled sending.

6 Sandbox mode and local webhooks

An integration can be built without sending real email, and webhooks and inbound routes can be tested on localhost.

7 Inbound email routing

Incoming mail can be routed to an application, with signed endpoints for webhooks and inbound routes.

8 A 2.4 GPA, above 25 of 50

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

9 Keep it

To replace AhaSend you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

AhaSend at a glance

PRICING
Free plan, from $10 per month for 25,000 emails, billed monthly

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
AhaSend

CATEGORY
Email Sending Services

OUR GRADE
2.4 GPA, fair

The report card

Best for developers sending transactional email

AhaSend is a transactional email service with a REST API and SMTP relay, sandbox mode, inbound routing and a campaign builder. The free plan covers 1,000 emails a month. Pro is $10 a month for 25,000 emails, and single sign-on and phone support are Max only.

TOOLGPA REPORT CARD — **AhaSend** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$10 a month for 25,000 emails is inside the cheapest quarter of email sending tools, which starts at $10. Max is $80 for 100,000 emails, and extras are $0.50 per 1,000.
Free plan and trial	C	A free plan with 1,000 emails a month, 3 domains and 1 to 7 days of log retention, no card needed. It is a cap you will hit.

SUBJECT	GRADE	COMMENT
Features	B	REST API and SMTP relay, sandbox mode, local webhooks, inbound routing, a campaign builder and a management API. The listing shows no gap in the core job.
Ease of use	C	A web dashboard and API with no rating on record. You verify domains and wire it into your code.
Platforms and integrations	C	Web only, with an API and no integration list on the pages read.
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 AhaSend is for

- ✓ Fits if you want a flat monthly price for transactional email with unlimited domains
- ✓ Works for developers who want sandbox mode and inbound routing

Who it is not for

- ✗ Tight if you stay free: 1,000 emails a month and 1 to 7 days of logs
- ✗ Watch out: the page says dedicated IPs start on Pro, but its feature table ties IP access to 100,000 emails a month
- ✗ Skip it if you want single sign-on, dedicated IP pools or phone support, which are Max only at $80
- ✗ Watch out: the page shows prices in USD or EUR, and the listing records the USD ones
- ✗ Not for you if you want ready-made integrations, as none are listed

Good to know

Good for

- ✓ Developers who want a free tier and EU-hosted sending
- ✓ Small apps that fit within 25,000 emails a month at $10
- ✓ Platforms that send on behalf of many customers

Worth knowing

- ⓘ The free plan stops at 1,000 emails a month and 1 to 7 days of log retention.
- ⓘ Dedicated IPs appear from Pro, but the feature table says IP access is at 100,000 emails a month.
- ⓘ Single sign-on, dedicated IP pools and phone support are limited to the Max plan.
- ⓘ The page shows prices in USD or EUR; the figures here are the USD ones.

PART 02 · PRICING

What it costs

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

$10

A month to start. There is a free plan too

AhaSend has a free plan. Paid plans start at $10 per month for 25,000 emails, billed monthly.

FREE

$0

1,000 emails a month, 3 domains, campaign builder, community and best-effort support. No card needed.

PRO

$10

per month for 25,000 emails, billed monthly

Flat rate with unlimited domains, dedicated IPs, 0 to 14 days of retention and email support seven days a week.

MAX

$80

per month for 100,000 emails, billed monthly

Adds OIDC single sign-on, dedicated IP pools, archiving to your own object storage and phone support. Extra emails $0.50 per 1,000.

The free plan

1,000 emails a month, 3 domains, campaign builder, full Management API, 1 to 7 days of log retention and community support.

Read from ahasend.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

EU-hosted transactional email API and SMTP relay with a free tier. Here is what it does, as its own site describes it, and what it covers: public API, email campaigns, transactional email.

> **REST API and SMTP relay, sandbox mode, local webhooks, inbound routing, a campaign builder and a management API.**
>
> From our grade for features

REST API and SMTP relay

Mail goes out through a RESTful API or an SMTP relay, with official SDKs, a command-line tool and scheduled sending.

Sandbox mode and local webhooks

An integration can be built without sending real email, and webhooks and inbound routes can be tested on localhost.

Inbound email routing

Incoming mail can be routed to an application, with signed endpoints for webhooks and inbound routes.

Campaign builder

A simple and a full editor, contact lists with custom fields, reusable templates, scheduling and test sends are listed, on every plan.

Platform partner features

Sub accounts, DNS whitelabeling, per-domain DKIM selectors and bring-your-own DKIM keys are listed for platforms that send for their customers.

Where it runs

Web

What it works with

Its own pages name no integrations.

AhaSend is made by AhaSend.

PART 04 · STANDING

Where it stands

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

25/50

Other email sending services it is graded above

AhaSend's GPA of 2.4 is higher than 25 of the 50 other email sending services we grade, and level with 8.

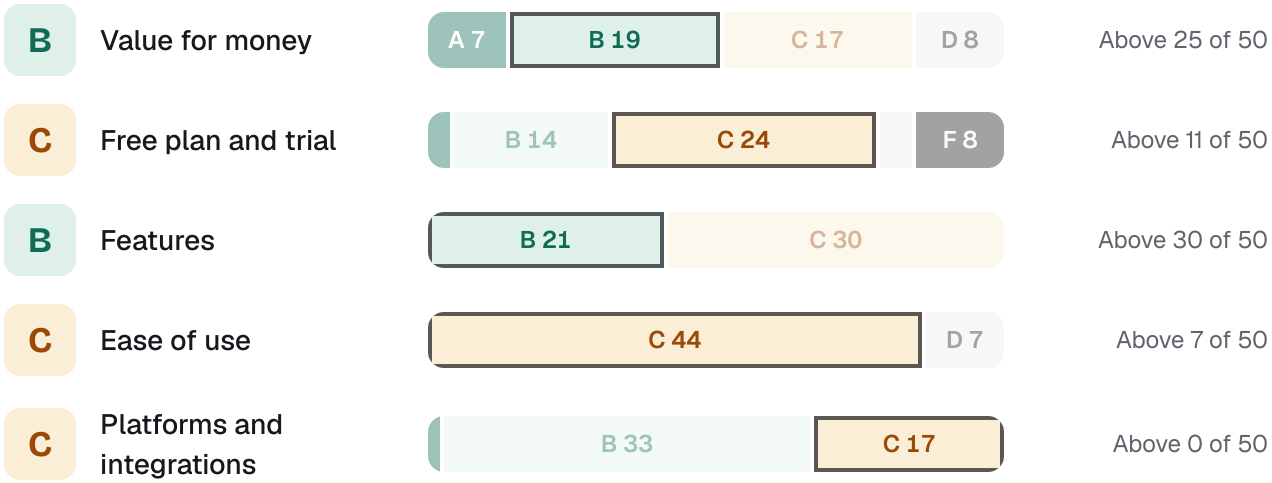
It stands best on features (B, above 30 of 50) and worst on platforms and integrations (C, above 0).

Its paid plans start at $10 a month, against a middle price of $15 for the category: 12 of the 41 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

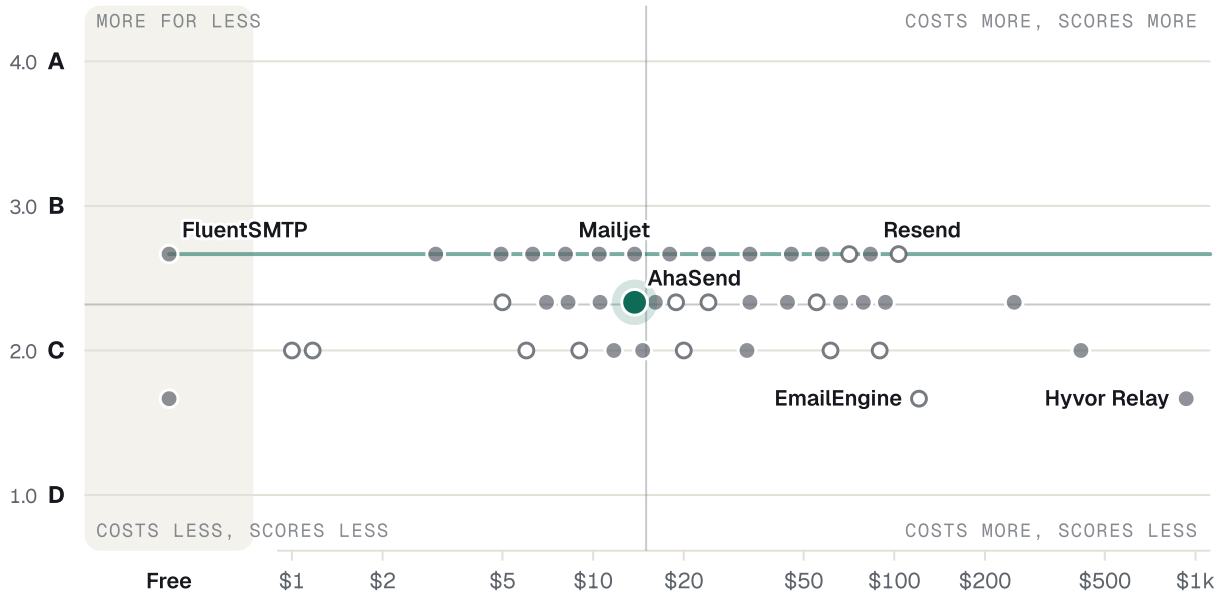
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. AhaSend's own letter is outlined.



Price against what you get

Each dot is one of 44 email sending services. Further left costs less; higher up scores better on features, ease of use and platforms. AhaSend is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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 AhaSend you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

It costs $120 a year.

What you could not

- ✕ Mail servers with a good name among inbox providers.
- ✕ Newsletters sent to thousands of people that still reach the inbox.

- ✕ An API that other software can build on.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. AhaSend'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



Resend, MailerSend, Postmark, Mailgun and SMTP2GO

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

2.6 GPA

Resend

Free plan · from $20/mo

Developer email API with React Email templates and a free tier.

AhaSend and Resend compared in full

2.4 GPA

MailerSend

Free plan · from $6.30/mo

Transactional email and SMS API from the team behind MailerLite.

- AhaSend also covers email campaigns.
- MailerSend also covers business texting, whatsApp messaging, email verification and dMARC.

AhaSend and MailerSend compared in full



2.2
GPA

Postmark

Free plan · from $15/mo

Transactional email API and SMTP, with broadcasts on a separate stream.

- AhaSend also covers email campaigns.
- Postmark also covers dMARC.

AhaSend and Postmark compared in full



2.4
GPA

Mailgun

Free plan · from $15/mo

Email API and SMTP relay for developers, with list validation.

- AhaSend also covers email campaigns.
- Mailgun also covers email verification.

AhaSend and Mailgun compared in full



2.2
GPA

SMTP2GO

Free plan · from $15/mo

SMTP relay and email API priced by emails a month, with a free plan.

- AhaSend also covers email campaigns.

AhaSend and SMTP2GO compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 AhaSend free?

AhaSend has a free plan. 1,000 emails a month, 3 domains, campaign builder, full Management API, 1 to 7 days of log retention and community support.

How much does AhaSend cost?

AhaSend lists 3 plans. Free: $0.

What platforms does AhaSend work on?

AhaSend is available on Web.

Does AhaSend have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. AhaSend is listed for Web.

Does AhaSend have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. AhaSend is listed for Web.

Is AhaSend open source?

AhaSend is not described as open source on its own site, as read on Nov 12, 2026.

Does AhaSend have an API?

Yes. AhaSend offers a public API, according to its own site.

Who makes AhaSend?

AhaSend is made by a company of the same name.

What are the alternatives to AhaSend?

The closest alternatives to AhaSend in our directory are Resend, MailerSend, Postmark, Mailgun and SMTP2GO.

How does AhaSend compare with other email sending services?

AhaSend's GPA of 2.4 is higher than 25 of the 50 other email sending services we grade, and level with 8.

Is AhaSend good value for money?

ToolGPA grades AhaSend B for value for money. Its paid plans start at $10 a month, against a middle price of $15 for the category: 12 of the 41 others that charge start lower.

Could I make my own version of AhaSend?

To replace AhaSend you would be making mail servers with a good name among inbox providers.

Where this guide comes from

The prices, plans, platforms and features were read from AhaSend's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from AhaSend's own pages on 12 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 AhaSend. Prices change, so check ahasend.com before you buy.

ahasend.com/pricing

ahasend.com

PART 07 · ABOUT

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

AhaSend, kept up to date

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

toolgpa.com/tools/ahasend

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, "AhaSend: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/ahasend
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Know someone choosing between email sending services?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after AhaSend, each with an Insider's Guide of its own.

Email Sending Services Insider's Guide

Every one of the 51 email sending services we grade, compared

FluentSMTP Insider's Guide

Free WordPress plugin for sending site email through your provider

3.2 GPA

Amazon SES Insider's Guide

AWS email sending and receiving, paid per 1,000 emails

2.8 GPA

Forward Email Insider's Guide

Open-source email forwarding and hosting for custom domains

2.8 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 AhaSend'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. AhaSend is a trademark of its owner, and this guide is not made, paid for or approved by AhaSend. Prices and plans change: check ahasend.com before you buy.