ToolGPA

NOVEMBER 2026

AutoSend

The Insider's Guide

Transactional and marketing email API with volume-based plans



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

Made by Peerlist Inc. · checked Nov 13, 2026 · toolgpa.com

2.0

GPA



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ToolGPA put this guide together from AutoSend's own pages, its app-store listings and our grades. Every fact in it is on AutoSend'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

2.0

GPA, above 9 of the 50 other email sending services we grade

AutoSend is an email service with a REST API and SMTP for transactional mail, plus campaign, automation and contact tools on its marketing tier. Plans are priced by monthly email volume rather than contact count, and there is no free plan; the entry plan costs $1 a month.

To get you started, here are **8 things to know about AutoSend**, taken from its own pages and our grades.

> "
>
> **You add sending domains and set up DNS before anything goes out.**
>
> From our grade for ease of use

1 **Best for cheap transactional email with an API**

There's no free plan, and the Hobby plan has no webhooks.

2 **Paid plans start at $1 a month**

As its pricing page puts it: $1 per month for up to 3,000 emails, transactional only.

3 **It runs on Web**

Web.

4 **Email API and SMTP**

A RESTful email API is included on every tier, with inbound email parsing and webhooks on plans above Hobby.

5 **Marketing campaigns**

The marketing-plus-transactional tier adds campaigns, lists and segments, automation and campaign analytics.

6 **Domain warmup and validation**

Domain warmup, email validation and suppression handling are listed with the plan features.

7 **A 2.0 GPA, above 9 of 50**

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

8 **Keep it**

To replace AutoSend 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.

AutoSend at a glance

PRICING
Paid, from $1 per month for up to 3,000 emails, transactional only

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Peerlist Inc.

CATEGORY
Email Sending Services

OUR GRADE
2.0 GPA, fair

The report card

Best for cheap transactional email with an API

AutoSend sends transactional email over an API or SMTP, and the cheapest plan is $1 a month for 3,000 emails. There's no free plan, and the Hobby plan has no webhooks.

TOOLGPA REPORT CARD	AutoSend	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	$1 a month for 3,000 transactional emails. Email sending tools start at $9 for the cheaper quarter, so this is well under 60% of that.
Free plan and trial	F	No free plan and no trial. The vendor says the $1 price is there to keep abuse off shared IPs, and Hobby isn't refundable.
Features	C	Email API, SMTP, domain warm-up and validation, and a marketing tier with campaigns. Hobby has no webhooks and only 7 days of data kept.
Ease of use	C	No store rating on record. You add sending domains and set up DNS before anything goes out.
Platforms and integrations	C	Web dashboard with a REST API and SMTP. No integrations list on its pages.
Grade point average		Fair, out of 4.0 **2.0**

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 AutoSend is for

- ✓ Fits if you send a few thousand app emails a month and want the lowest bill
- ✓ Works for small projects that only need transactional mail, not campaigns

Who it is not for

- ✗ Skip it if you want a free plan or a trial, as the entry price is $1 a month
- ✗ Too light for webhooks on Hobby: they start on the $10 Starter plan
- ✗ Pricey if you go past your quota, with extra emails at $0.0020 each on the lower tiers
- ✗ Watch out: marketing is a paid add-on at every size, for example $5 instead of $1 on Hobby
- ✗ Watch out: refunds only cover paid plans with no usage, within 7 days, and Hobby isn't eligible

Good to know

Good for

- ✓ Developers who want a low-cost sending API with a small entry price
- ✓ Startups sending a few thousand to a few hundred thousand emails a month
- ✓ Teams that want transactional and marketing mail from one account

Worth knowing

- ⓘ There is no free plan; the vendor says the $1 Hobby price is meant to deter abuse on shared IPs.
- ⓘ Emails beyond the monthly quota are billed at $0.0020 each on the lower tiers, or packs of 1,000 can be bought.
- ⓘ Refunds are available only on paid plans with no usage, requested within 7 days; Hobby is not eligible.
- ⓘ Webhooks are not included on the Hobby plan.

What it costs

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

$1
A month to start

AutoSend is a paid product, starting at $1 per month for up to 3,000 emails, transactional only.

HOBBY

$1

per month for up to 3,000 emails, transactional only

1 project, 3 sending domains, 50 templates, 7-day data retention and no webhooks. $5 a month adds marketing with 1,000 contacts.

STARTER

$10

per month for up to 10,000 emails, transactional only

5 projects, 10 domains, unlimited templates, webhooks and 30-day retention. $12 a month adds marketing; $22 covers 25,000 emails.

GROWTH

$30

per month for up to 50,000 emails, transactional only

30 projects and domains, 60-day retention. $50 a month adds marketing; $80 covers 100,000 emails transactional only. Dedicated Slack support.

SCALE

$150

per month for up to 200,000 emails, transactional only

50 projects, 500 domains and Dedicated IP availability. $190 adds marketing; steps run up to $1,290 for 1.5 million emails with marketing.

ENTERPRISE

Custom

For more than 1.5 million emails a month: custom pricing, a dedicated account manager and priority support.

Read from autosend.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Transactional and marketing email API with volume-based plans. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, transactional email.

"

Email API, SMTP, domain warm-up and validation, and a marketing tier with campaigns.

From our grade for features

Email API and SMTP

A RESTful email API is included on every tier, with inbound email parsing and webhooks on plans above Hobby.

Marketing campaigns

The marketing-plus-transactional tier adds campaigns, lists and segments, automation and campaign analytics.

Domain warmup and validation

Domain warmup, email validation and suppression handling are listed with the plan features.

Volume-based pricing

Plans step up by monthly emails, from 3,000 to 1.5 million, and the marketing tier lists contact limits that rise with the step.

Dedicated IPs

Dedicated IPs are an add-on, offered to senders above 200,000 emails a month.

Where it runs

Web

What it works with

Its own pages name no integrations.

AutoSend is made by Peerlist Inc.

Where it stands

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

9/50

Other email sending services it is graded above

AutoSend's GPA of 2.0 is higher than 9 of the 50 other email sending services we grade, and level with 4.

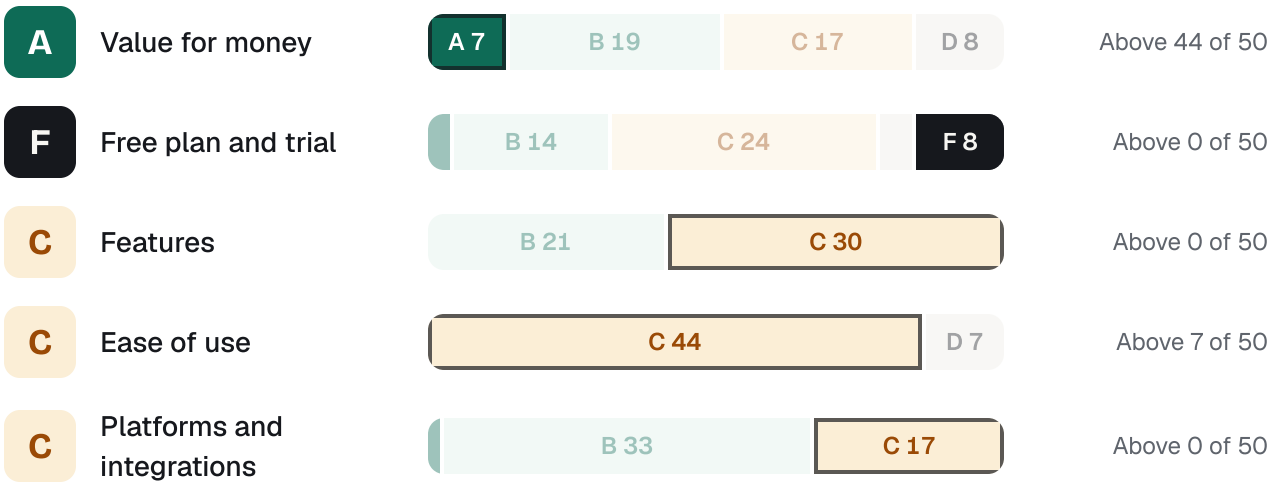
It stands best on value for money (A, above 44 of 50) and worst on free plan and trial (F, above 0).

Its paid plans start at $1 a month, against a middle price of $15 for the category: 0 of the 41 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 1 tool scores higher and costs less.

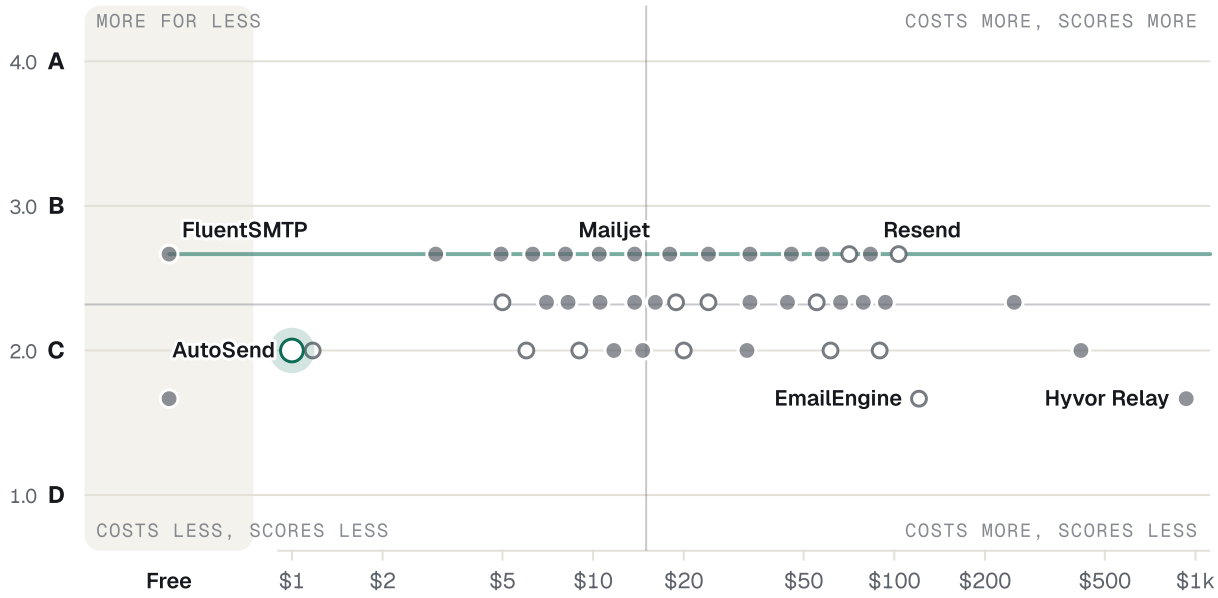
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. AutoSend'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. AutoSend 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 AutoSend 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.

That makes this kind of software worth paying for, not this one in particular: 37 of the 50 other email sending services grade higher. It costs $12 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.

- ✕ Email sent in volume that still reaches the inbox.
- ✕ An API that other software can build on.

What this rests on. AutoSend'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, Twilio SendGrid, Mailgun, Postmark and MailerSend

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

Resend

2.6 GPA

Free plan · from $20/mo

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

- Resend has a free plan. AutoSend does not.
- AutoSend also covers marketing automation.

AutoSend and Resend compared in full

Twilio SendGrid

2.6 GPA

Free trial · from $19.95/mo

Twilio's email API and SMTP service, priced by monthly email volume.

- AutoSend also covers marketing automation and email campaigns.
- Twilio SendGrid also covers email verification.

AutoSend and Twilio SendGrid compared in full

2.4 GPA

Mailgun

Free plan · from $15/mo

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

- Mailgun has a free plan. AutoSend does not.
- AutoSend also covers marketing automation and email campaigns.
- Mailgun also covers email verification.

AutoSend and Mailgun compared in full

2.2 GPA

Postmark

Free plan · from $15/mo

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

- Postmark has a free plan. AutoSend does not.
- AutoSend also covers marketing automation and email campaigns.
- Postmark also covers dMARC.

AutoSend and Postmark compared in full

2.4 GPA

MailerSend

Free plan · from $6.30/mo

Transactional email and SMS API from the team behind MailerLite.

- MailerSend has a free plan. AutoSend does not.
- AutoSend also covers marketing automation and email campaigns.
- MailerSend also covers business texting, whatsApp messaging, email verification and dMARC.

AutoSend and MailerSend 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 AutoSend free?

No. AutoSend is a paid product, starting at $1 per month for up to 3,000 emails, transactional only.

How much does AutoSend cost?

AutoSend lists 5 plans. Hobby: $1 per month for up to 3,000 emails, transactional only.

What platforms does AutoSend work on?

AutoSend is available on Web.

Does AutoSend have an Android app?

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

Does AutoSend have an iPhone app?

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

Is AutoSend open source?

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

Does AutoSend have an API?

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

Who makes AutoSend?

AutoSend is made by Peerlist Inc.

What are the alternatives to AutoSend?

The closest alternatives to AutoSend in our directory are Resend, Twilio SendGrid, Mailgun, Postmark and MailerSend.

How does AutoSend compare with other email sending services?

AutoSend's GPA of 2.0 is higher than 9 of the 50 other email sending services we grade, and level with 4.

Is AutoSend good value for money?

ToolGPA grades AutoSend A for value for money. Its paid plans start at $1 a month, against a middle price of $15 for the category: 0 of the 41 others that charge start lower.

Could I make my own version of AutoSend?

To replace AutoSend 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 AutoSend'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 AutoSend'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 Peerlist Inc. Prices change, so check autosend.com before you buy.

autosend.com/pricing

autosend.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

AutoSend, kept up to date

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

toolgpa.com/tools/autosend

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, "AutoSend: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/autosend
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Know someone choosing between email sending services?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after AutoSend, 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 AutoSend'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. AutoSend is a trademark of its owner, and this guide is not made, paid for or approved by Peerlist Inc. Prices and plans change: check autosend.com before you buy.