ToolGPA

NOVEMBER 2026

Blueshift

The Insider's Guide

Customer data platform and cross-channel marketing with built-in AI



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

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

1.4
GPA

blueshift

INTELLIGENT CUSTOMER ENGAGEMENT

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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 Blueshift's own pages, its app-store listings and our grades. Every fact in it is on Blueshift'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

1.4

GPA, above 1 of the 102 other email marketing and newsletter tools we grade

Blueshift is a customer engagement platform that combines a customer data platform, an AI layer and cross-channel campaigns across email, SMS, mobile apps and websites. It is modular, so a team can use the data platform, the marketing hub or both. The vendor says it charges for the profiles you engage, not the ones you store.

> "
>
> **You connect your data first and build journeys yourself.**
>
> From our grade for ease of use

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

1 **Best for a customer data platform with cross-channel campaigns**

Blueshift joins a customer data platform with an AI layer and campaigns across email, SMS, apps and websites.

2 **Paid plans start at $1,250 a month**

As its pricing page puts it: $1,250 per month, billed annually.

3 **It runs on Web**

Web.

4 **Customer data platform**

Ingests data from CRMs, warehouses and third-party apps into unified profiles, with native integrations.

5 **Cross-channel journeys**

Multi-step journeys and triggers across email, SMS, mobile apps and websites, with drag-and-drop templates.

6 **Customer AI**

Predictive and personalization models are included in every plan; Growth adds 1:1 recommendations and predictive optimization.

7 **A 1.4 GPA, above 1 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.

8 **Keep it**

To replace Blueshift you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Blueshift at a glance

PRICING Paid, from $1,250 per month, billed annually	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Blueshift Labs, Inc	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.4 GPA, weak	

The report card

Best for a customer data platform with cross-channel campaigns

Blueshift joins a customer data platform with an AI layer and campaigns across email, SMS, apps and websites. Starter is $1,250 a month billed yearly, only that entry price is published, and SMS, in-app and advanced analytics are add-ons.

TOOLGPA REPORT CARD	Blueshift	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $1,250 a month and up billed annually, well above the $149 mark for this category's dearest tenth. Growth and Enterprise have no price listed.
Free plan and trial	F	Nothing free: no free plan or trial on the page, and the standard term is annual.
Features	C	A data platform, journeys, AI and testing. But SMS, in-app messaging and advanced analytics are add-on modules.
Ease of use	C	No store rating on record. You connect your data first and build journeys yourself.
Platforms and integrations	C	Web only. The listing names no integrations.
Grade point average		Weak, out of 4.0 **1.4**

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 Blueshift is for

- ✓ Fits if you want a data platform and campaigns in one tool and have budget for it
- ✓ Works for lean teams that can start on Starter

Who it is not for

- ✕ Pricey if you are small: $1,250 a month is the starting point
- ✕ Not for you if you want a free plan or trial
- ✕ Watch out: SMS, in-app messaging and advanced analytics are add-ons
- ✕ Watch out: premium onboarding is a one-time charge
- ✕ Skip it if you want Growth or Enterprise prices, as none are listed

Good to know

Good for

- ✓ Mid-size and larger brands that want a data platform and messaging in one product
- ✓ Teams that email a subset of a large profile base and want to pay for the active part

Worth knowing

- ⓘ Only the Starter entry price is published; Growth and Enterprise have no listed price.
- ⓘ SMS, in-app messaging and advanced analytics are add-on modules, and premium onboarding is a one-time charge.
- ⓘ The standard term is annual, with the choice of monthly billing or upfront payment.
- ⓘ The price follows the number of engaged profiles, but the page shows no steps.

PART 02 · PRICING

What it costs

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

$1,250

A month to start

Blueshift is a paid product, starting at $1,250 per month, billed annually.

> **Growth and Enterprise have no price listed.**
>
> From our grade for value for money

STARTER

$1,250

per month and up, billed annually

Customer data platform, Customer AI and omnichannel campaigns for lean teams, with email support on a 24-hour SLA.

GROWTH

Custom

Everything in Starter plus product and content recommendations, predictive optimization, audience analysis and A/B and holdout testing. Priority chat support.

ENTERPRISE

Custom

Everything in Growth plus advanced data modeling, household or account grouping, SSO and audit trails, 24/7 phone and chat support and a dedicated customer success manager.

Read from blueshift.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

Customer data platform and cross-channel marketing with built-in AI. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, workflow automation, email campaigns, sMS marketing, a/B testing.

"

A data platform, journeys, AI and testing.

From our grade for features

Customer data platform

Ingests data from CRMs, warehouses and third-party apps into unified profiles, with native integrations.

Cross-channel journeys

Multi-step journeys and triggers across email, SMS, mobile apps and websites, with drag-and-drop templates.

Customer AI

Predictive and personalization models are included in every plan; Growth adds 1:1 recommendations and predictive optimization.

Testing and analytics

A/B and holdout testing and audience and campaign analysis start on the Growth plan.

Enterprise controls

Household or account grouping, identity resolution, custom merge rules, SSO and audit trails on Enterprise.

Where it runs

Web

What it works with

Its own pages name no integrations.

Blueshift is made by Blueshift Labs, Inc.

PART 04 · STANDING

Where it stands

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

1/102

Other email marketing and newsletter tools it is graded above

Blueshift's GPA of 1.4 is higher than 1 of the 102 other email marketing and newsletter tools we grade.

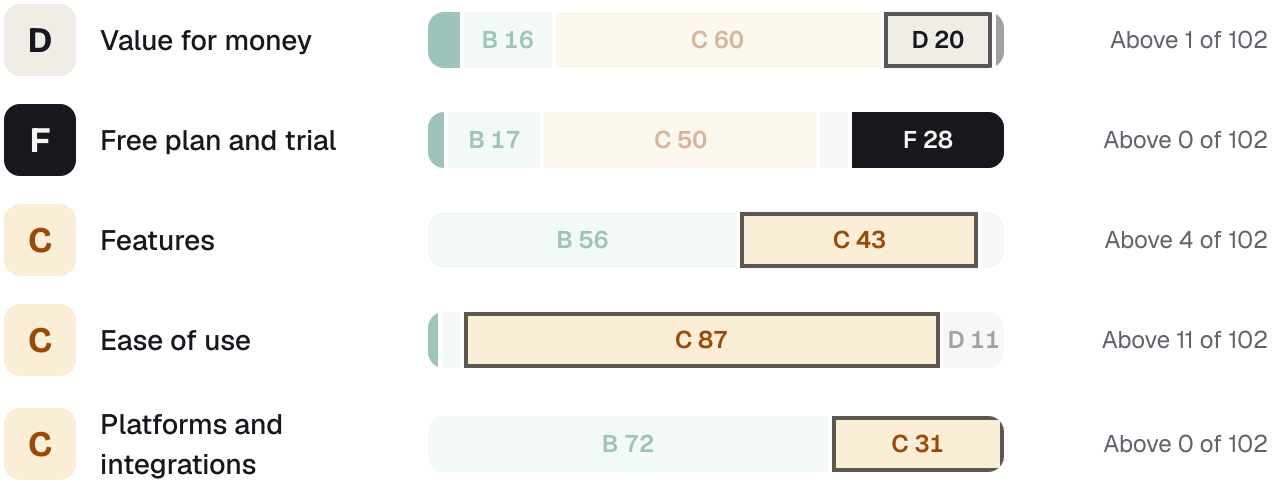
It stands best on ease of use (C, above 11 of 102) and worst on free plan and trial (F, above 0).

Its paid plans start at $1,250 a month, against a middle price of $19 for the category: 77 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 65 tools score higher and cost less.

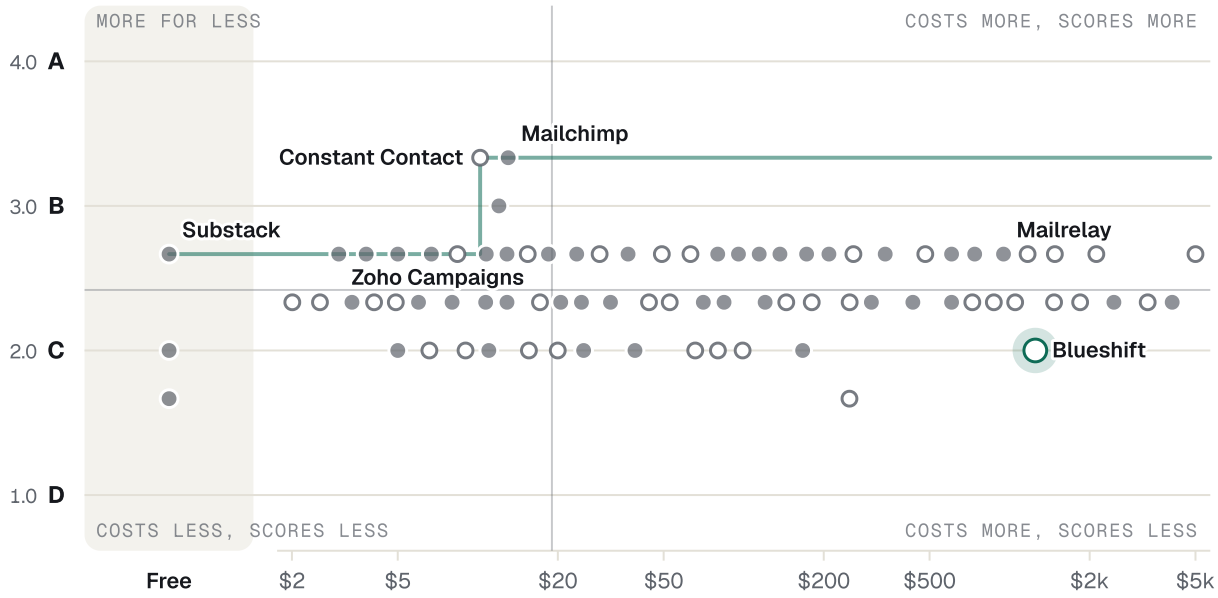
Each grade against the category

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



Price against what you get

Each dot is one of 82 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. Blueshift 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 Blueshift you would be making email sent in volume that still reaches the inbox. 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: 101 of the 102 other email marketing and newsletter tools grade higher. It costs $15,000 a year.

What you could not

- ✕ Email sent in volume that still reaches the inbox.

- ✕ Newsletters sent to thousands of people that still reach the inbox.
- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Connections to other products, each kept working as those products change.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ What a company asks for before it lets staff use something: single sign-on.

What this rests on. Blueshift'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



Braze, Iterable, Klaviyo and Bloomreach

The 4 tools Blueshift is most often weighed against, with where each one differs from it.

2.0 GPA

Braze

Free trial

Customer engagement platform for email, push, SMS and in-app.

- Blueshift also covers workflow automation.
- Braze also covers whatsApp messaging.

Blueshift and Braze compared in full

1.8 GPA

Iterable

Paid

Cross-channel customer engagement platform for large brands.

- Blueshift also covers workflow automation and a/B testing.

Blueshift and Iterable compared in full

2.4
GPA

Klaviyo

Free plan · from $20/mo

Email, text and push marketing built on online-store customer data.

- Klaviyo has a free plan. Blueshift does not.
- Blueshift also covers workflow automation, sMS marketing and a/B testing.
- Klaviyo also covers forms and reports.

Blueshift and Klaviyo compared in full

1.6
GPA

Bloomreach

From $60,000/yr

Enterprise email, marketing automation and commerce search suite.

- Blueshift also covers workflow automation.
- Bloomreach also covers whatsApp messaging.

Blueshift and Bloomreach 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 Blueshift free?

No. Blueshift is a paid product, starting at $1,250 per month, billed annually.

How much does Blueshift cost?

Blueshift lists 3 plans. Starter: $1,250 per month and up, billed annually.

What platforms does Blueshift work on?

Blueshift is available on Web.

Does Blueshift have an Android app?

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

Does Blueshift have an iPhone app?

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

Is Blueshift open source?

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

Does Blueshift have an API?

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

Who makes Blueshift?

Blueshift is made by Blueshift Labs, Inc.

What are the alternatives to Blueshift?

The closest alternatives to Blueshift in our directory are Braze, Iterable, Klaviyo and Bloomreach.

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

Blueshift's GPA of 1.4 is higher than 1 of the 102 other email marketing and newsletter tools we grade.

Is Blueshift good value for money?

ToolGPA grades Blueshift D for value for money. Its paid plans start at $1,250 a month, against a middle price of $19 for the category: 77 of the 78 others that charge start lower.

Could I make my own version of Blueshift?

To replace Blueshift you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Blueshift'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 Blueshift'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 Blueshift Labs, Inc. Prices change, so check blueshift.com before you buy.

blueshift.com/pricing-summary/

blueshift.com/about-blueshift/

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

Blueshift, kept up to date

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

toolgpa.com/tools/blueshift

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Blueshift, 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 Blueshift'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. Blueshift is a trademark of its owner, and this guide is not made, paid for or approved by Blueshift Labs, Inc. Prices and plans change: check blueshift.com before you buy.