ToolGPA

NOVEMBER 2026

CleverReach

The Insider's Guide

Newsletter and email automation tool from Germany with a free plan



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

Made by CleverReach GmbH & Co. KG · checked Nov 13, 2026 · toolgpa.com

2.2
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 CleverReach's own pages, its app-store listings and our grades. Every fact in it is on CleverReach'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

2.2

GPA, above 42 of the 102 other email marketing and newsletter tools we grade

CleverReach is an email marketing tool with a drag-and-drop editor, signup forms, segmentation, automation and reporting. It has a permanent free plan for small lists and paid plans priced by number of recipients. Prices on the English pricing page are in euros, exclude VAT and are offered to business customers only.

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

> "
>
> **You build forms, templates and automations yourself.**
>
> From our grade for ease of use

1 **Best for newsletters with a permanent free plan, priced in euros**

Prices are euros ex VAT for business customers, A/B tests need Pro, and the free month does not apply in the United States.

2 **Paid plans start at about $16.76 a month**

As its pricing page puts it: €15 per month for up to 500 recipients.

3 There is a free plan

Lite: 250 recipients and up to 1,000 emails a month, with the drag-and-drop editor, free templates, one automation workflow and basic reporting.

4 It runs on Web

Web.

5 Newsletter editor

Drag-and-drop editor with free templates, your own HTML templates and landing pages.

6 Automation

Automation workflows from templates: one on Lite, unlimited on Pro. Transactional emails are also listed.

7 Recipients and forms

Signup forms, a preference center, segmentation and tags for recipient lists.

8 A 2.2 GPA, above 42 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.

9 Keep it

To replace CleverReach 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.

CleverReach at a glance

PRICING
Free plan, from €15 per month for up to 500 recipients

FREE PLAN
Yes

FREE TRIAL
One free month on Pro for new customers with up to 5,000 recipients (not in the United States)

RUNS ON
Web

MADE BY
CleverReach GmbH & Co. KG

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.2 GPA, fair

The report card

Best for newsletters with a permanent free plan, priced in euros

CleverReach is an email tool with an editor, forms, automation and reports, and a free plan for 250 recipients. Prices are euros ex VAT for business customers, A/B tests need Pro, and the free month does not apply in the United States.

TOOLGPA REPORT CARD — **CleverReach** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Basic is EUR 15 a month for up to 500 recipients and Pro EUR 18, inside the ordinary range. The page doesn't say if that is monthly or yearly billing, and extras like premium support cost EUR 22.95 a month.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	A free plan with 250 recipients, 1,000 emails a month and one automation, which you will hit. The free Pro month doesn't apply in the United States.
Features	C	Editor, forms, automation, testing and reports. But A/B testing, scheduling and heat maps are on Pro, not Basic.
Ease of use	C	No store rating on record. You build forms, templates and automations yourself.
Platforms and integrations	B	Web with integrations like Shopify, WooCommerce, WordPress, Salesforce, Zapier and Make, plus an API. No desktop app.
Grade point average		Fair, out of 4.0 **2.2**

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 CleverReach is for

- ✓ Fits if you have a small list and want a free plan first
- ✓ Works for shop owners on Shopify or WooCommerce

Who it is not for

- ✗ Tight if your list grows: the free plan stops at 250 recipients and 1,000 emails
- ✗ Skip it if you need A/B tests or scheduling, which are on Pro
- ✗ Watch out: prices are in euros, exclude VAT and are for business customers
- ✗ Watch out: premium support is EUR 22.95 a month, and design and spam tests EUR 5 each
- ✗ Not for you if you are in the US and want the free Pro month

Good to know

Good for

- ✓ Small businesses in Europe that want a free starter plan and GDPR-oriented tooling
- ✓ Shops on Shopify, WooCommerce, Shopware or similar that send newsletters

Worth knowing

- ⓘ Prices are in euros and exclude VAT; offers are for business customers only.
- ⓘ The page shows €15 and €18 at 500 recipients, with a 10% reduction for annual billing; which basis the shown figure uses is not stated, and larger tiers need the slider.
- ⓘ Premium support costs €22.95 a month, personal onboarding €29 per meeting and design and spam tests €5 per test.
- ⓘ The free Pro month does not apply in the United States or to agencies.

PART 02 · PRICING

What it costs

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

~$16.76

A month to start. There is a free plan too

CleverReach has a free plan. Paid plans start at €15 per month for up to 500 recipients.

> **The free Pro month doesn't apply in the United States.**

From our grade for free plan and trial

LITE

€0

250 recipients, up to 1,000 emails a month, one automation workflow and basic reporting.

BASIC

€15

per month for up to 500 recipients

Unlimited emails, ad-free newsletters, AI content generator and unlimited forms. Price rises with recipients; billing basis not shown.

PRO

€18

per month for up to 500 recipients

Everything in Basic plus A/B testing, scheduled sending, unlimited lists and automation, and click heat maps.

ENTERPRISE

€499

per month for 250,000 emails

Everything in Pro with unlimited recipients, a monthly email quota, premium support, an SLA and unlimited image storage.

The free plan

Lite: 250 recipients and up to 1,000 emails a month, with the drag-and-drop editor, free templates, one automation workflow and basic reporting.

Trying it first

One free month on Pro for new customers with up to 5,000 recipients (not in the United States)

Read from cleverreach.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off with annual billing

The pricing page offers a 10% reduction when paying annually in advance instead of monthly.

Stated on cleverreach.com

OTHER SAVINGS

Free first month of Pro

New customers with up to 5,000 recipients get one month of Pro free; it excludes agency customers and the United States.

Stated on cleverreach.com

What it does

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

1

Place it runs: Web

Newsletter and email automation tool from Germany with a free plan. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, forms, email campaigns, transactional email, a/B testing.

> **Editor, forms, automation, testing and reports.**

From our grade for features

Newsletter editor

Drag-and-drop editor with free templates, your own HTML templates and landing pages.

Automation

Automation workflows from templates: one on Lite, unlimited on Pro. Transactional emails are also listed.

Recipients and forms

Signup forms, a preference center, segmentation and tags for recipient lists.

Testing and sending

A/B testing and scheduled sending on Pro, plus design, spam and accessibility tests sold per test on lower plans.

Reporting

Open, click, unsubscribe and bounce rates, conversion tracking and a deliverability dashboard.

Integrations and API

Connectors for shops, CMSs and CRMs, plus a REST API.

Where it runs

Web

What it works with

Shopify
WooCommerce
WordPress
Salesforce
Microsoft Dynamics
Zapier
Make
Gravity Forms

CleverReach is made by CleverReach GmbH & Co. KG.

PART 04 · STANDING

Where it stands

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

42/102

Other email marketing and newsletter tools it is graded above

CleverReach's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

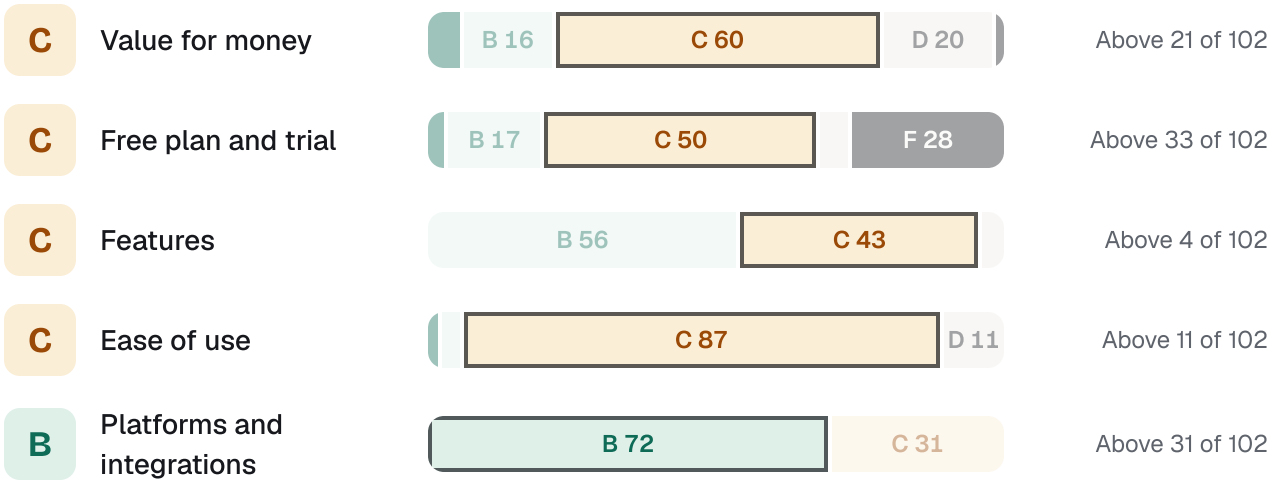
It stands best on platforms and integrations (B, above 31 of 102) and worst on features (C, above 4).

Its paid plans start at about $16.76 a month, against a middle price of $19 for the category: 34 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 18 tools score higher and cost less.

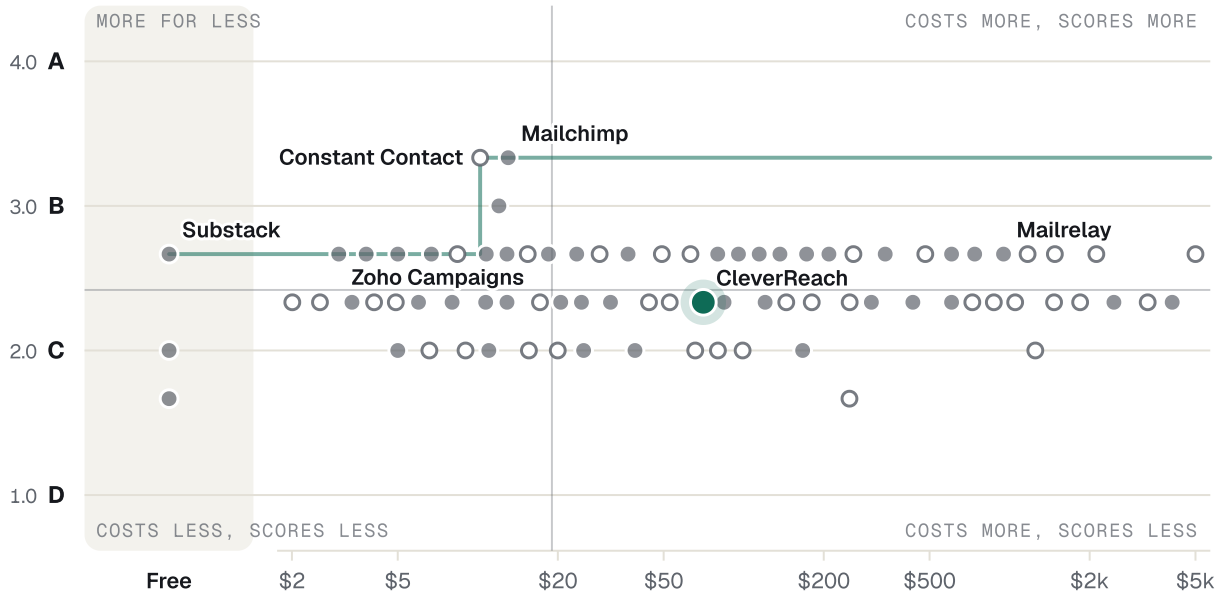
Each grade against the category

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

It costs $201.10 a year.

What you could make

- Forms: an app builder makes this 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.
- Mail servers with a good name among inbox providers.
- Splitting visitors between versions and telling you which won.
- It plugs into other products, Shopify, WooCommerce and WordPress among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. CleverReach'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



MailerLite, Brevo, rapidmail, SendPulse and Mailchimp

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

2.6 GPA

MailerLite

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- Only MailerLite lists an iOS app.
- CleverReach also covers transactional email and a/B testing.
- MailerLite also covers paid newsletters.

CleverReach and MailerLite compared in full

2.6 GPA

Brevo

Free plan · from $9/mo

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

- CleverReach also covers transactional email and a/B testing.
- Brevo also covers sales pipeline and live chat.

CleverReach and Brevo compared in full



2.0
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rapidmail

Free plan · from €15/mo

German newsletter tool with recipient-based monthly plans.

- rapidmail also covers reports.

CleverReach and rapidmail compared in full



2.6
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SendPulse

Free plan · from $9.60/mo

Email campaigns and automation in a wider multichannel suite.

- Only SendPulse lists iOS and Android apps.
- CleverReach also covers transactional email and a/B testing.

CleverReach and SendPulse compared in full



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Mailchimp

Free plan · from $13/mo

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

- Only Mailchimp lists iOS and Android apps.
- CleverReach also covers transactional email and a/B testing.
- Mailchimp also covers reports.

CleverReach and Mailchimp compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 CleverReach free?

CleverReach has a free plan. Lite: 250 recipients and up to 1,000 emails a month, with the drag-and-drop editor, free templates, one automation workflow and basic reporting.

How much does CleverReach cost?

CleverReach lists 4 plans. Lite: €0.

What platforms does CleverReach work on?

CleverReach is available on Web.

Does CleverReach offer any discounts?

CleverReach publicly lists the following: 10% off with annual billing; Free first month of Pro.

Does CleverReach have an Android app?

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

Does CleverReach have an iPhone app?

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

Is CleverReach open source?

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

Does CleverReach have an API?

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

What does CleverReach integrate with?

CleverReach's listing names Shopify, WooCommerce, WordPress, Salesforce, Microsoft Dynamics, Zapier, Make and Gravity Forms.

Does CleverReach have a free trial?

Yes. One free month on Pro for new customers with up to 5,000 recipients (not in the United States).

Who makes CleverReach?

CleverReach is made by CleverReach GmbH & Co. KG.

What are the alternatives to CleverReach?

The closest alternatives to CleverReach in our directory are MailerLite, Brevo, rapidmail, SendPulse and Mailchimp.

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

CleverReach's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

Is CleverReach good value for money?

ToolGPA grades CleverReach C for value for money. Its paid plans start at about $16.76 a month, against a middle price of $19 for the category: 34 of the 78 others that charge start lower.

Could I make my own version of CleverReach?

To replace CleverReach 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 CleverReach'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 CleverReach'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 CleverReach GmbH & Co. KG. Prices change, so check cleverreach.com before you buy.

cleverreach.com/en/plans-and-pricing/ cleverreach.com/en/

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

CleverReach, kept up to date

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

toolgpa.com/tools/cleverreach

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after CleverReach, 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 CleverReach'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. CleverReach is a trademark of its owner, and this guide is not made, paid for or approved by CleverReach GmbH & Co. KG. Prices and plans change: check cleverreach.com before you buy.