ToolGPA

NOVEMBER 2026

EmailLabs

The Insider's Guide

Email API and SMTP relay with a free tier and European pricing



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

Made by Vercom S.A. · checked Nov 13, 2026 · toolgpa.com

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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 EmailLabs's own pages, its app-store listings and our grades. Every fact in it is on EmailLabs'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 14 of the 50 other email sending services we grade

EmailLabs is a transactional and marketing email delivery service with a REST API and SMTP relay, run by Vercom S.A. in Poznan, Poland. Plans are priced in euros by monthly volume and the number of dedicated IPs, with a free Startup tier capped at 9,000 emails a month.

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

> "
>
> **You set up sending domains and authentication records.**
>
> From our grade for ease of use

1 **Best for a European email API with a free starter tier**

EmailLabs is a Polish transactional and marketing email service with an API and SMTP relay.

2 **Paid plans start at about $32.40 a month**

As its pricing page puts it: €29 per month for up to 100,000 emails, after a first 3 months for €23.

3 **There is a free plan**

Startup plan: up to 9,000 emails a month and 300 a day, on a shared IP with 1 day of log retention.

4 **It runs on Web**

Web.

5 **Email API and SMTP relay**

Sending works over a RESTful API or an SMTP relay, with code samples for PHP, Python, Perl, Node.js and C#.

6 **Local provider adjustments**

The vendor says sendings are adjusted to the requirements of local mailbox providers, including Polish, Czech and Italian ones.

7 **Authentication standards**

SPF, DKIM and DMARC are supported, along with S/MIME and BIMI, and traffic is encrypted with TLS.

8 **A 2.2 GPA, above 14 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 EmailLabs 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.

EmailLabs at a glance

PRICING Free plan, from €29 per month for up to 100,000 emails, after a first 3 months for €23	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Vercom S.A.	CATEGORY Email Sending Services
OUR GRADE 2.2 GPA, fair	

The report card

Best for a European email API with a free starter tier

EmailLabs is a Polish transactional and marketing email service with an API and SMTP relay. The free tier stops at 9,000 emails a month and 300 a day, and a dedicated IP only comes with PRO 100 at €115 a month.

TOOLGPA REPORT CARD

EmailLabs

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	€29 a month for up to 100,000 emails, with the first 3 months at €23. That sits between the category's middle and its dearer quarter.
Free plan and trial	B	Startup plan is free: 9,000 emails a month and 300 a day, with 1 day of logs. One small app could live on that.
Features	C	REST API, SMTP relay, templates, analytics, address validation and authentication. A dedicated IP, unlimited webhooks and advanced analytics sit on PRO.
Ease of use	C	No store rating on record. You set up sending domains and authentication records.
Platforms and integrations	C	Web dashboard with an API and SMTP relay. No integrations list on its pages.

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 EmailLabs is for

- ✓ Fits if you want EU-based email delivery and a free tier to start on
- ✓ Works for apps with steady volume around 100,000 emails a month

Who it is not for

- ✗ Tight if you stay on free: 300 emails a day and 1 day of log history
- ✗ Pricey if you want a dedicated IP, which starts at €115 a month on PRO 100
- ✗ Watch out: the €23 and €69 prices last 3 months for new customers, then go to €29 and €115
- ✗ Watch out: prices are in euros and the page doesn't say whether VAT is included

Good to know

Good for

- ✓ Companies sending to Polish, Czech or other central European mailbox providers
- ✓ Developers who want a free tier of 9,000 emails a month to start
- ✓ Senders who want a dedicated IP at the PRO tier

Worth knowing

- ⓘ Prices are in euros and the page does not say whether VAT is included; a VAT invoice is issued each billing period.
- ⓘ The €23 and €69 prices apply to the first 3 months for new customers; the regular prices are €29 and €115.
- ⓘ A dedicated IP comes only with PRO 100 and above.
- ⓘ The Startup tier is capped at 300 emails a day and 1 day of log retention.

PART 02 · PRICING

What it costs

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

~$32.40

A month to start. There is a free plan too

EmailLabs has a free plan. Paid plans start at €29 per month for up to 100,000 emails, after a first 3 months for €23.

> **That sits between the category's middle and its dearer quarter.**

From our grade for value for money

STARTUP

€0

Up to 9,000 emails a month, 300 a day. RESTful API, SMTP relay, templates, basic analytics and a shared IP.

ESSENTIAL 30

€29

per month for up to 100,000 emails, after a first 3 months for €23

No daily limit, 7 days of log retention, basic analytics and a shared IP address.

PRO 100

€115

per month, after a first 3 months for €69

1 dedicated IP, unlimited webhooks, advanced analytics, user access levels and 15 days of log retention. Dedicated pricing is quoted for larger volumes.

ENTERPRISE

Custom

For 1 million or more emails a month: dedicated infrastructure, tailored throughput, a minimum of 2 dedicated IPs and Certified Senders Alliance certification.

The free plan

Startup plan: up to 9,000 emails a month and 300 a day, on a shared IP with 1 day of log retention.

Read from emaillabs.io on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Reduced price for the first 3 months

New customers pay €23 a month for Essential 30 and €69 a month for PRO 100 for the first 3 months, instead of €29 and €115.

Stated on emaillabs.io

What it does

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

1

Place it runs: Web

Email API and SMTP relay with a free tier and European pricing. Here is what it does, as its own site describes it, and what it covers: public API, email verification, dMARC, transactional email.

> **REST API, SMTP relay, templates, analytics, address validation and authentication.**

From our grade for features

Email API and SMTP relay

Sending works over a RESTful API or an SMTP relay, with code samples for PHP, Python, Perl, Node.js and C#.

Local provider adjustments

The vendor says sendings are adjusted to the requirements of local mailbox providers, including Polish, Czech and Italian ones.

Authentication standards

SPF, DKIM and DMARC are supported, along with S/MIME and BIMI, and traffic is encrypted with TLS.

Analytics and logs

A dashboard shows message statuses in real time, with log retention from 1 day on the free tier to 15 days on PRO 100.

Address validation

Every plan checks addresses against an internal list of non-existent ones.

Support packages

Paid Safety and Support packages run from Basic at no extra cost to Advanced at €150, Professional at €350 and Enterprise at €1,800 a month.

Where it runs

Web

What it works with

Its own pages name no integrations.

EmailLabs is made by Vercom S.A.

Where it stands

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

14/50

Other email sending services it is graded above

EmailLabs's GPA of 2.2 is higher than 14 of the 50 other email sending services we grade, and level with 10.

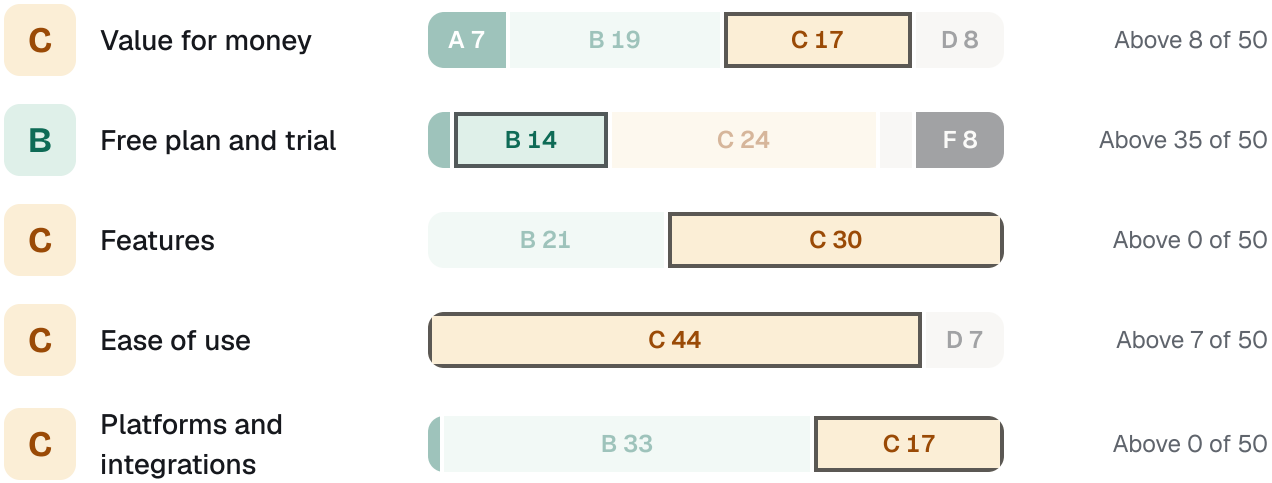
It stands best on free plan and trial (B, above 35 of 50) and worst on features (C, above 0).

Its paid plans start at about $32.40 a month, against a middle price of $15 for the category: 32 of the 41 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 26 tools score higher and cost less.

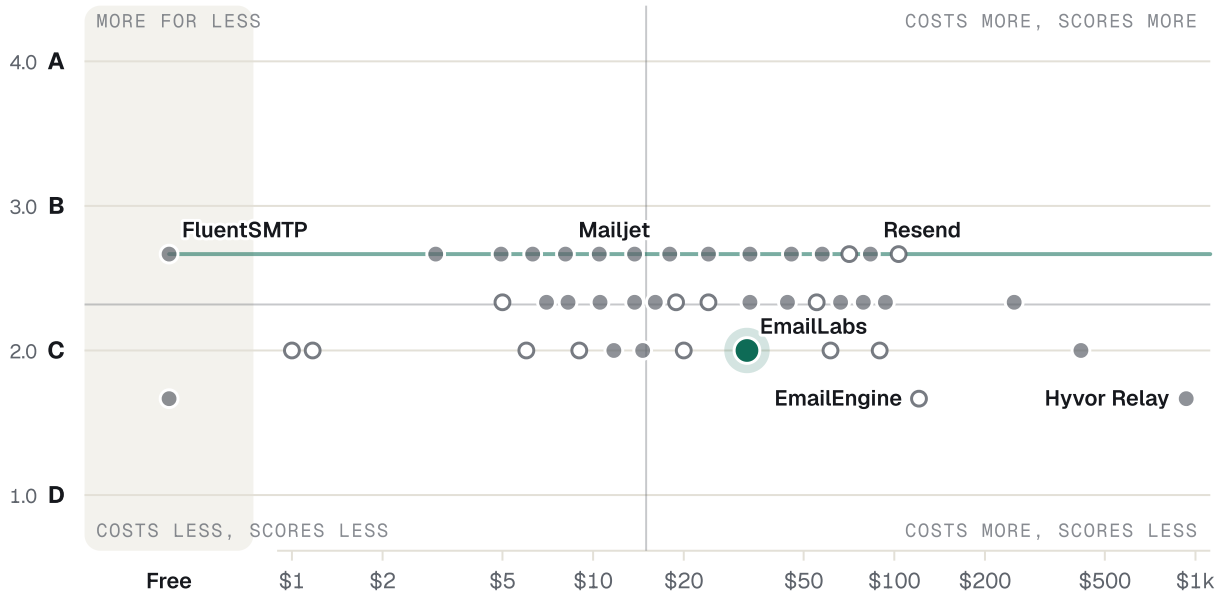
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. EmailLabs'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. EmailLabs 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 EmailLabs 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: 26 of the 50 other email sending services grade higher. It costs $388.79 a year.

What you could not

- ✕ Mail servers with a good name among inbox providers.
- ✕ Checking that an address exists without writing to it.

- ✕ Reading the reports inbox providers send about your domain.
- ✕ An API that other software can build on.

What this rests on. EmailLabs'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



Mailjet, SMTP2GO, Twilio SendGrid, Mailgun and Elastic Email

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

2.4 GPA

Mailjet

Free plan · from $8.10/mo

Email API, SMTP relay and campaign editor on one plan priced by volume.

- EmailLabs also covers dMARC.
- Mailjet also covers marketing automation and email campaigns.

EmailLabs and Mailjet 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.

- EmailLabs also covers email verification and dMARC.

EmailLabs and SMTP2GO compared in full

2.6 GPA

Twilio SendGrid

Free trial · from $19.95/mo

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

- EmailLabs has a free plan. Twilio SendGrid does not, though it has a free trial.
- EmailLabs also covers dMARC.

EmailLabs 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.

- EmailLabs also covers dMARC.

EmailLabs and Mailgun compared in full

2.6 GPA

Elastic Email

Free plan · from $19/mo

Low-cost email API and SMTP relay priced by monthly email volume.

- EmailLabs also covers dMARC.
- Elastic Email also covers email campaigns.

EmailLabs and Elastic Email compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 EmailLabs free?

EmailLabs has a free plan. Startup plan: up to 9,000 emails a month and 300 a day, on a shared IP with 1 day of log retention.

How much does EmailLabs cost?

EmailLabs lists 4 plans. Startup: €0.

What platforms does EmailLabs work on?

EmailLabs is available on Web.

Does EmailLabs offer any discounts?

EmailLabs publicly lists the following: Reduced price for the first 3 months.

Does EmailLabs have an Android app?

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

Does EmailLabs have an iPhone app?

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

Is EmailLabs open source?

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

Does EmailLabs have an API?

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

Who makes EmailLabs?

EmailLabs is made by Vercom S.A.

What are the alternatives to EmailLabs?

The closest alternatives to EmailLabs in our directory are Mailjet, SMTP2GO, Twilio SendGrid, Mailgun and Elastic Email.

How does EmailLabs compare with other email sending services?

EmailLabs's GPA of 2.2 is higher than 14 of the 50 other email sending services we grade, and level with 10.

Is EmailLabs good value for money?

ToolGPA grades EmailLabs C for value for money. Its paid plans start at about $32.40 a month, against a middle price of $15 for the category: 32 of the 41 others that charge start lower.

Could I make my own version of EmailLabs?

To replace EmailLabs 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 EmailLabs'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 EmailLabs'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 Vercom S.A. Prices change, so check emaillabs.io before you buy.

emaillabs.io/en/pricing

emaillabs.io

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

EmailLabs, kept up to date

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

toolgpa.com/tools/emaillabs

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after EmailLabs, 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 EmailLabs'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. EmailLabs is a trademark of its owner, and this guide is not made, paid for or approved by Vercom S.A. Prices and plans change: check emaillabs.io before you buy.