ToolGPA

NOVEMBER 2026

Everlytic

The Insider's Guide

South African email, SMS and WhatsApp messaging platform



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

Made by Everlytic · checked Nov 13, 2026 · toolgpa.com

1.8
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 Everlytic's own pages, its app-store listings and our grades. Every fact in it is on Everlytic'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

1.8

GPA, above 12 of the 102 other email marketing and newsletter tools we grade

Everlytic is a bulk messaging and marketing platform from South Africa that covers email and SMS campaigns, workflows, subscription forms, landing pages, WhatsApp, push notifications and voice broadcasts. It offers three packages priced by subscriber count and quoted on request.

> "
>
> **A web platform with audiences and workflows to set up.**
>
> From our grade for ease of use

To get you started, here are **7 things to know about Everlytic**, taken from its own pages and our grades.

1 **Best for South African email, SMS and WhatsApp messaging**

Everlytic is a South African platform for email, SMS and WhatsApp, with workflows, forms and an API.

2 **It runs on Web**

Web.

3 **Email and SMS campaigns**

Campaigns for both channels with built-in reporting and A/B testing of email; SMS is enabled from the Accelerate package.

4 **Workflows and automation**

Basic workflows come with the entry package; the page lists automation as part of the platform.

5 **Subscription forms and landing pages**

Forms and landing pages are listed on every package for capturing and segmenting an audience.

6 **A 1.8 GPA, above 12 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.

7 **Keep it**

To replace Everlytic 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.

Everlytic at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Everlytic, since 2004	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.8 GPA, weak	

The report card

Best for South African email, SMS and WhatsApp messaging

Everlytic is a South African platform for email, SMS and WhatsApp, with workflows, forms and an API. Prices aren't published, packages run on 12-month contracts, and the pricing page says it applies to South African customers.

TOOLGPA REPORT CARD	Everlytic	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published: each package says Get A Quote, so we can't place it against the $20 category middle.
Free plan and trial	F	No free plan and no trial on the pricing page. You start with a demo.
Features	B	Email and SMS campaigns, workflows, forms, landing pages, WhatsApp and an API. Nothing in the listing shows a gap in core work.
Ease of use	C	No store rating on record. A web platform with audiences and workflows to set up.
Platforms and integrations	C	Web with an API for transactional messaging. No integrations are listed.
Grade point average		Weak, out of 4.0 **1.8**

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 Everlytic is for

- ✓ Fits if you send to South African customers and want email, SMS and WhatsApp together
- ✓ Makes sense if you want specialist advice with the software

Who it is not for

- ✗ Not for you if you want a price before a call, as every package says Get A Quote
- ✗ Tight if you want to try it free, since there's no plan or trial
- ✗ Skip it if you don't want a contract, as packages run 12 months
- ✗ Watch out: Foundation carries Everlytic branding and allows 3 users and 10 audiences
- ✗ Watch out: SMS and WhatsApp carry extra charges, and pricing applies to South African customers

Good to know

Good for

- ✓ South African businesses sending email and SMS together
- ✓ Teams that want phone and chat support with their platform
- ✓ Agencies that need many audiences or user logins

Worth knowing

- ⓘ Prices are not published: each package says Get A Quote, and the page notes that its pricing applies to South African customers.
- ⓘ Packages run on 12-month contracts, and the entry Foundation package carries Everlytic branding.
- ⓘ Foundation allows 3 users and 10 audiences; Accelerate 7 users and 100; Accelerate plus 500 users and 500 audiences.
- ⓘ SMS and WhatsApp carry additional charges on the packages that enable them.

What it costs

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

Everlytic's current pricing could not be confirmed from its own site.

> **No free plan and no trial on the pricing page.**

From our grade for free plan and trial

We could not confirm Everlytic's current prices from its own site, so this guide lists no plans. everlytic.com has them.

What it does

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

1

Place it runs: Web

South African email, SMS and WhatsApp messaging platform. Here is what it does, as its own site describes it, and what it covers: marketing automation, forms, email campaigns, sMS marketing, whatsApp messaging, transactional email, a/B testing.

"

Email and SMS campaigns, workflows, forms, landing pages, WhatsApp and an API.

From our grade for features

Email and SMS campaigns

Campaigns for both channels with built-in reporting and A/B testing of email; SMS is enabled from the Accelerate package.

Workflows and automation

Basic workflows come with the entry package; the page lists automation as part of the platform.

Subscription forms and landing pages

Forms and landing pages are listed on every package for capturing and segmenting an audience.

WhatsApp conversations

WhatsApp is enabled only on the top Accelerate plus package, with additional charges.

API and transactional messaging

An API communicator and transactional messaging are listed under driving engagement.

Support and specialist advice

Email support on the entry package, priority chat on Accelerate and phone on Accelerate plus; up to 4 hours of specialist advice a month.

Where it runs

Web

What it works with

Its own pages name no integrations.

Everlytic is made by Everlytic, and has been around since 2004.

PART 04 · STANDING

Where it stands

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

12/102

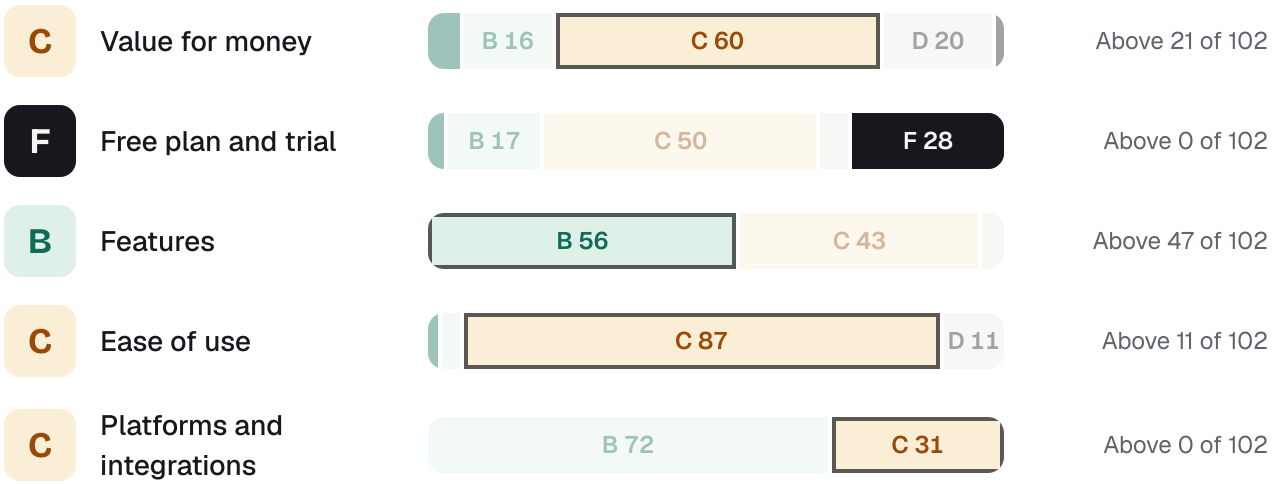
Other email marketing and newsletter tools it is graded above

Everlytic's GPA of 1.8 is higher than 12 of the 102 other email marketing and newsletter tools we grade, and level with 12.

It stands best on features (B, above 47 of 102) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Everlytic 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.

That makes this kind of software worth paying for, not this one in particular: 78 of the 102 other email marketing and newsletter tools grade higher.

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.
- Texts to thousands of numbers, registered with the carriers.
- The WhatsApp Business API, which Meta opens only through approved partners.
- Mail servers with a good name among inbox providers.
- Splitting visitors between versions and telling you which won.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Everlytic'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



SendPulse, MailerLite, ActiveTrail and Acumbamail

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

2.6 GPA

SendPulse

Free plan · from $9.60/mo

Email campaigns and automation in a wider multichannel suite.

- SendPulse has a free plan. Everlytic does not.
- Only SendPulse lists iOS and Android apps.
- Everlytic also covers sMS marketing, whatsApp messaging, transactional email and a/B testing.

Everlytic and SendPulse compared in full

2.6 GPA

MailerLite

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- MailerLite has a free plan. Everlytic does not.
- Only MailerLite lists an iOS app.
- Everlytic also covers sMS marketing, whatsApp messaging, transactional email and a/B testing.

Everlytic and MailerLite compared in full

A

2.4
GPA

ActiveTrail

Free trial

Email, SMS, WhatsApp and push marketing with automation.

- Everlytic also covers forms and transactional email.
- ActiveTrail also covers surveys and popups.

Everlytic and ActiveTrail compared in full

2.2
GPA

Acumbamail

Free plan · from $35/mo

Email, SMS and landing page marketing platform based in Spain.

- Acumbamail has a free plan. Everlytic does not.
- Everlytic also covers forms and whatsApp messaging.
- Acumbamail also covers surveys.

Everlytic and Acumbamail compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Everlytic free?

No. Everlytic is a paid product.

What platforms does Everlytic work on?

Everlytic is available on Web.

Does Everlytic have an Android app?

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

Does Everlytic have an iPhone app?

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

Is Everlytic open source?

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

Who makes Everlytic?

Everlytic is made by a company of the same name. It dates from 2004.

What are the alternatives to Everlytic?

The closest alternatives to Everlytic in our directory are SendPulse, MailerLite, ActiveTrail and Acumbamail.

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

Everlytic's GPA of 1.8 is higher than 12 of the 102 other email marketing and newsletter tools we grade, and level with 12.

Could I make my own version of Everlytic?

To replace Everlytic 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 Everlytic'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 Everlytic'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 Everlytic. Prices change, so check everlytic.com before you buy.

everlytic.com/
everlytic.com/about/
everlytic.com/pricing/

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

Everlytic, kept up to date

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

toolgpa.com/tools/everlytic

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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