ToolGPA

NOVEMBER 2026

FluentSMTP

The Insider's Guide

Free WordPress plugin for sending site email through your provider



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

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

3.2
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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 FluentSMTP's own pages, its app-store listings and our grades. Every fact in it is on FluentSMTP'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

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

FluentSMTP is a free WordPress plugin that sends the site's email through a provider you connect, such as Amazon SES, Gmail, Mailgun, SendGrid or Postmark, using the provider's API where one exists. It logs emails, reports on delivery, supports a fallback connection and sends failure alerts.

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

> "
>
> **You install it in WordPress and connect a provider account.**
>
> From our grade for ease of use

1 **Best for connecting WordPress to a mail provider for free**

It has no paid version, and you still need an account with a mail provider.

2 **It is free**

FluentSMTP has no paid plan at all. The whole plugin is free, with no Pro version or paid tier, per its WordPress.org page.

3 **It runs on Web**

Web.

4 **Provider connections**

Connects to Amazon SES, Gmail and Google Workspace, Microsoft 365, SendGrid, Mailgun, Postmark, Brevo, SparkPost, SMTP2GO, Elastic Email and any SMTP server.

5 **Multiple connections and routing**

Several providers can be connected at once, and each email is routed to one based on its From address.

6 **Fallback connection**

A secondary connection takes over when the primary one fails.

7 **A 3.2 GPA, above 50 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**

FluentSMTP is free, so making your own would save you nothing.

FluentSMTP at a glance

PRICING Free	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY WPManageNinja	CATEGORY Email Sending Services
OUR GRADE 3.2 GPA, very good	

The report card

Best for connecting WordPress to a mail provider for free

FluentSMTP is a free WordPress plugin that sends your site's email through a provider you connect, with a log, a fallback connection and failure alerts. It has no paid version, and you still need an account with a mail provider.

TOOLGPA REPORT CARD	FluentSMTP	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	The whole plugin is free, with no Pro edition or paid tier, according to its WordPress.org page. You still pay whatever your mail provider charges.
Free plan and trial	A	Free outright with no cap: all features and integrations, no paid edition, and the vendor says it will stay that way.
Features	B	Connections to SES, Gmail, Mailgun, SendGrid, Postmark and others, routing, a fallback, an email log with resend, failure alerts and migration from other plugins. Nothing in the listing is held back for a paid tier.
Ease of use	C	No store rating on record. You install it in WordPress and connect a provider account.
Platforms and integrations	B	Runs inside WordPress and connects to Amazon SES, Gmail, Microsoft 365, Mailgun, SendGrid, Postmark and Brevo. No standalone app.
Grade point average		Very good, out of 4.0 **3.2**

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 FluentSMTP is for

- ✓ Fits if you run WordPress and want logs and a fallback without paying
- ✓ Works for sites already on Amazon SES or Mailgun that need a way to connect

Who it is not for

- ✗ Skip it if you don't run WordPress, as it only works inside it
- ✗ Not for you if you want a sending service: it's a connector and deliverability depends on the provider you pick
- ✗ Watch out: you need a separate provider account, which has its own pricing
- ✗ Watch out: Zoho Mail connects through SMTP, not an API

Good to know

Good for

- ✓ WordPress site owners who want email logging without paying for a plugin
- ✓ Agencies connecting many client sites to their own sending provider
- ✓ Sites that want a fallback sending connection

Worth knowing

- ⓘ Runs only inside WordPress; it needs an account with a separate email provider, which has its own pricing.
- ⓘ It is a connector, not a sending service, so deliverability depends on the provider you choose.
- ⓘ Zoho Mail is connected through SMTP rather than an API, according to the plugin listing.

What it costs

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

Free

No paid plan at all

FluentSMTP is free to use.

> **The whole plugin is free, with no Pro edition or paid tier, according to its WordPress.org page.**
>
> From our grade for value for money

FREE

$0

All features and integrations, with no paid edition. The vendor says it is free and open source, and pledges that it stays free.

The free plan

The whole plugin is free, with no Pro version or paid tier, per its WordPress.org page.

Read from wordpress.org 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

Free WordPress plugin for sending site email through your provider. Here is what it does, as its own site describes it, and what it covers: open source, reports, transactional email.

> **Nothing in the listing is held back for a paid tier.**

From our grade for features

Provider connections

Connects to Amazon SES, Gmail and Google Workspace, Microsoft 365, SendGrid, Mailgun, Postmark, Brevo, SparkPost, SMTP2GO, Elastic Email and any SMTP server.

Multiple connections and routing

Several providers can be connected at once, and each email is routed to one based on its From address.

Fallback connection

A secondary connection takes over when the primary one fails.

Email log and resend

Logs sent emails with headers, body and the server's response, and lets you resend a logged email.

Failure alerts

Notifies you by email, Telegram, Slack, Discord or Pushover when delivery fails, according to the plugin listing and the vendor site.

Migration from other plugins

Imports settings from WP Mail SMTP or Easy WP SMTP, and works with WP-CLI.

Where it runs

Web

What it works with

Amazon SES
Gmail
Google Workspace
Microsoft 365
Mailgun
SendGrid
Postmark
Brevo

FluentSMTP is made by WPManageNinja.

Where it stands

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

50/50

Other email sending services it is graded above

FluentSMTP's GPA of 3.2 is higher than 50 of the 50 other email sending services we grade.

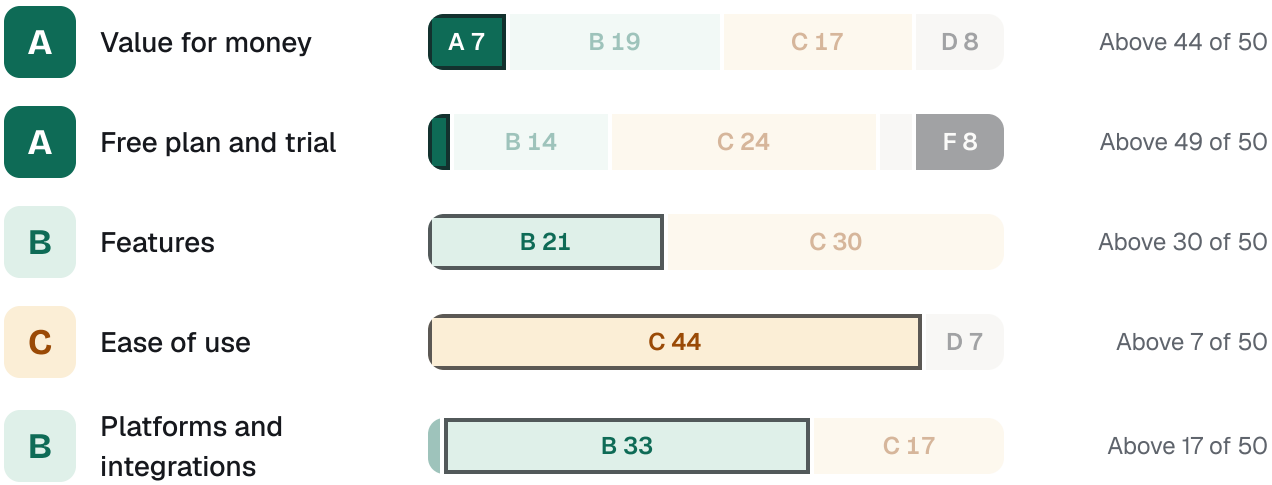
It stands best on free plan and trial (A, above 49 of 50) and worst on ease of use (C, above 7).

FluentSMTP has no paid plan.

On features, ease of use and platforms it scores 2.7 out of 4, and no tool on the category's chart scores higher without costing more.

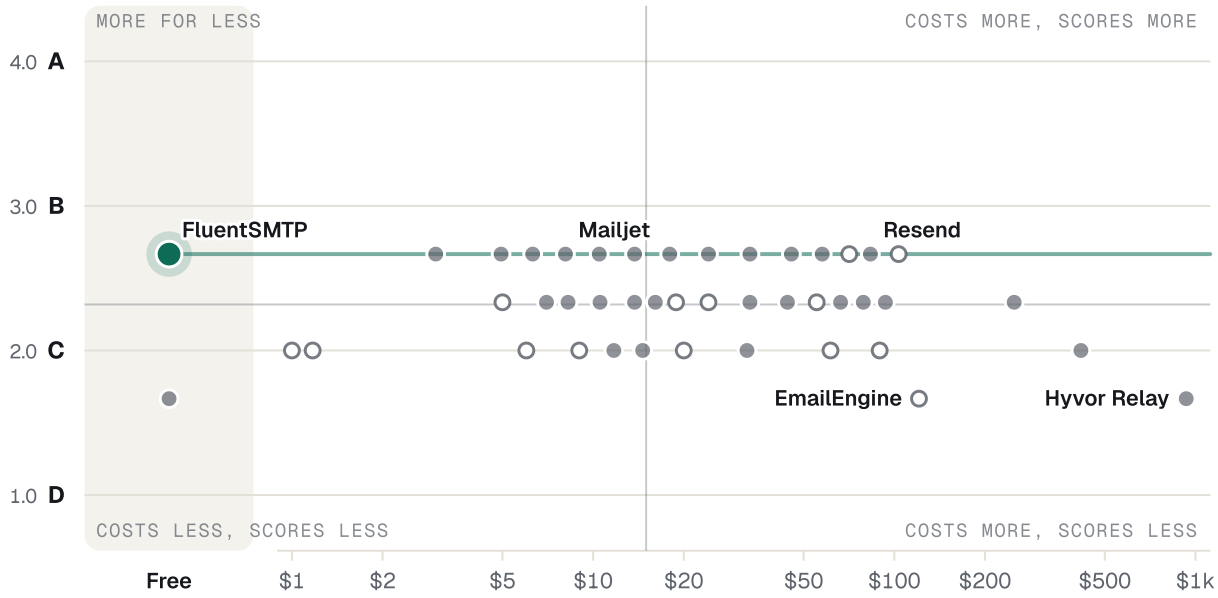
Each grade against the category

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

FluentSMTP is free, so making your own would save you nothing.

And it is not the kind of software a weekend replaces. It is one of the better ones too: its GPA of 3.2 is higher than 50 of the 50 other email sending services we grade.

What you could make

- Reports: an app builder makes this well.

What you could not

- Mail servers with a good name among inbox providers.

- It plugs into other products, Amazon SES, Gmail and Google Workspace among them.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. FluentSMTP'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



WP Mail SMTP, Post SMTP, SendLayer and Amazon SES

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

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WP Mail SMTP

Free plan · from $99/yr

WordPress plugin that routes site email through an SMTP provider.

- FluentSMTP is open source, according to its own site.

FluentSMTP and WP Mail SMTP compared in full

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Post SMTP

Free plan

WordPress SMTP plugin with email logs, alerts and backup mailers.

- Only Post SMTP lists iOS and Android apps.
- FluentSMTP is open source, according to its own site.

FluentSMTP and Post SMTP compared in full

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SendLayer

Free trial · from $5/mo

Transactional email over SMTP or API, aimed at WordPress sites.

- FluentSMTP has a free plan. SendLayer does not, though it has a free trial.
- FluentSMTP is open source, according to its own site.
- FluentSMTP also covers reports.

FluentSMTP and SendLayer compared in full

2.8
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Amazon SES

Free trial

AWS email sending and receiving, paid per 1,000 emails.

- FluentSMTP has a free plan. Amazon SES does not, though it has a free trial.
- FluentSMTP is open source, according to its own site.
- FluentSMTP also covers reports.

FluentSMTP and Amazon SES compared in full

Quick answers

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

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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 FluentSMTP free?

Yes. FluentSMTP is free to use.

How much does FluentSMTP cost?

FluentSMTP lists one plan. Free: $0.

What platforms does FluentSMTP work on?

FluentSMTP is available on Web.

Does FluentSMTP have an Android app?

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

Does FluentSMTP have an iPhone app?

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

Is FluentSMTP open source?

Yes. FluentSMTP is open source, according to its own site.

What does FluentSMTP integrate with?

FluentSMTP's listing names Amazon SES, Gmail, Google Workspace, Microsoft 365, Mailgun, SendGrid, Postmark and Brevo.

Who makes FluentSMTP?

FluentSMTP is made by WPManageNinja.

What are the alternatives to FluentSMTP?

The closest alternatives to FluentSMTP in our directory are WP Mail SMTP, Post SMTP, SendLayer and Amazon SES.

How does FluentSMTP compare with other email sending services?

FluentSMTP's GPA of 3.2 is higher than 50 of the 50 other email sending services we grade.

Is FluentSMTP good value for money?

ToolGPA grades FluentSMTP A for value for money. FluentSMTP has no paid plan.

Could I make my own version of FluentSMTP?

FluentSMTP is free, so making your own would save you nothing. And it is not the kind of software a weekend replaces.

Where this guide comes from

The prices, plans, platforms and features were read from FluentSMTP'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 FluentSMTP'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 WPManageNinja. Prices change, so check fluentsmtp.com before you buy.

fluentsmtp.com/ wordpress.org/plugins/fluent-smtp/

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

FluentSMTP, kept up to date

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

toolgpa.com/tools/fluentsmtp

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after FluentSMTP, 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

Amazon SES Insider's Guide

AWS email sending and receiving, paid per 1,000 emails

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Forward Email Insider's Guide

Open-source email forwarding and hosting for custom domains

2.8 GPA

MailChannels Insider's Guide

Email API and SMTP relay for platforms with many downstream senders

2.8 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what FluentSMTP'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. FluentSMTP is a trademark of its owner, and this guide is not made, paid for or approved by WPManageNinja. Prices and plans change: check fluentsmtp.com before you buy.