ToolGPA

NOVEMBER 2026

GreenArrow

The Insider's Guide

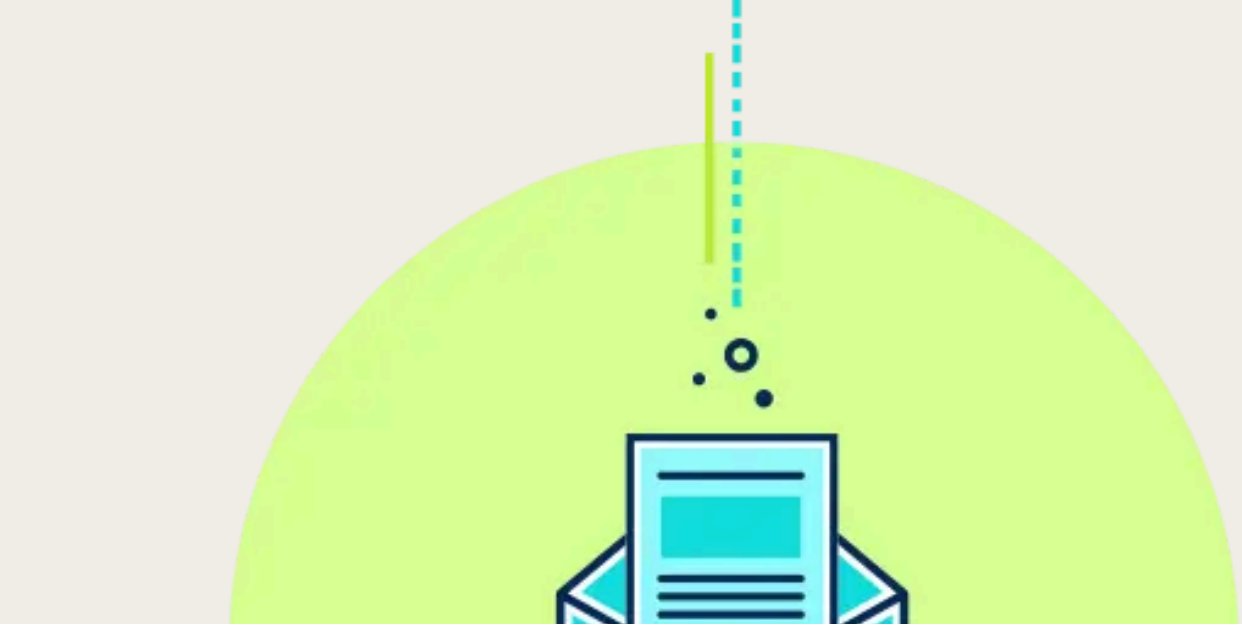
Email delivery engine for high-volume senders, cloud or on-premises



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

Made by GreenArrow Email · checked Nov 13, 2026 · toolgpa.com

1.2
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from GreenArrow's own pages, its app-store listings and our grades. Every fact in it is on GreenArrow'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

1.2

GPA, above 0 of the 102 other email marketing and newsletter tools we grade

GreenArrow is an email delivery engine aimed at high-volume senders, email service providers and consultants. Engine runs on your own servers or cloud accounts, and the managed Cloud Edition runs it for you with SMTP and API sending. The Marketing Studio app adds a responsive email editor, segmentation, A/B testing and triggered messages; it is bundled with the Cloud Edition and optional on-premises.

> **An engine for ESPs and consultants, with server set-up and delivery rules to run.**
>
> From our grade for ease of use

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

1 **Best for a high-volume sending engine for big senders**

GreenArrow is a delivery engine for high-volume senders, in a cloud edition or on your own servers.

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

As its pricing page puts it: $250 per month for 300,000 emails (Cloud).

3 It runs on Web

Web.

4 SMTP and API sending

Mail can be injected through SMTP or an HTTP API, with click and open tracking, bounce and feedback-loop processing, and event webhooks built in.

5 Delivery controls

Rate limiting, automatic backoff when receivers defer, multiple IP support and flexible routing, shown on delivery charts.

6 Marketing Studio

A responsive editor, segmentation builder, A/B tests (up to ten on one campaign) and triggered messages, with 39 data points reported per campaign.

7 A 1.2 GPA, above 0 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 GreenArrow 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.

GreenArrow at a glance

PRICING Paid, from $250 per month for 300,000 emails (Cloud)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY GreenArrow Email	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.2 GPA, weak	

The report card

Best for a high-volume sending engine for big senders

GreenArrow is a delivery engine for high-volume senders, in a cloud edition or on your own servers. Cloud starts at $250 a month for 300,000 emails with no small-sender plan, and the on-premises Engine has no campaign editor.

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

SUBJECT	GRADE	COMMENT
Value for money	D	Cloud is $250 a month for 300,000 emails, over three times the $68 mark of the dearest tenth of sending tools and above the $149 mark for marketing tools. On-premises Engine leases from $600 a month.
Free plan and trial	F	Nothing free: no small-sender or free plan is shown, only a demo.
Features	C	SMTP and API sending, delivery controls and clustering. The on-premises Engine alone has no campaign editor; Marketing Studio is separate.
Ease of use	D	No store rating on record. An engine for ESPs and consultants, with server set-up and delivery rules to run.
Platforms and integrations	C	Web, SMTP and API, cloud or your own servers. The listing names no integrations.

Grade point average — Weak, out of 4.0 — **1.2**

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 GreenArrow is for

- ✓ Fits if you send hundreds of thousands of emails a month
- ✓ Works for email service providers and consultants who want their own sending engine

Who it is not for

- ✕ Pricey if you are small: Cloud starts at 300,000 emails for $250 a month
- ✕ Not for you if you want a free plan, as none is shown
- ✕ Skip it if you want the campaign editor on-premises without paying more, as Marketing Studio is a higher-priced edition
- ✕ Watch out: launch help, backups, Inbox Monitor and clustering are add-ons priced on request

Good to know

Good for

- ✓ High-volume senders and email service providers that need control over delivery
- ✓ Teams that want the choice of managed cloud sending or running it on their own infrastructure

Worth knowing

- ⓘ Cloud plans start at 300,000 emails a month; the pages show no small-sender or free plan, and volumes above 4 million are quoted individually.
- ⓘ The on-premises Engine alone has no campaign editor; Marketing Studio is a separate, higher-priced on-premises edition.
- ⓘ Launch assistance, server management and backups, Inbox Monitor and high-availability clustering are optional add-ons priced on request.

PART 02 · PRICING

What it costs

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

$250

A month to start

GreenArrow is a paid product, starting at $250 per month for 300,000 emails (Cloud).

> **Nothing free: no small-sender or free plan is shown, only a demo.**

From our grade for free plan and trial

CLOUD 300K

$250

per month for 300,000 emails

Managed cloud sending for transactional and marketing mail, with Marketing Studio included. Overage is $0.48 per thousand emails.

CLOUD 1M

$450

per month for 1,000,000 emails

Same cloud features at a higher volume. Overage is $0.27 per thousand emails.

CLOUD 2M

$600

per month for 2,000,000 emails

Same cloud features at a higher volume. Overage is $0.27 per thousand emails.

CLOUD 4M

$1,000

per month for 4,000,000 emails

Same cloud features at a higher volume. Overage is $0.20 per thousand emails. Higher volumes are quoted individually.

ENGINE ON-PREMISES STANDARD

$600

per month, monthly lease

Engine on your own servers at up to 100,000 messages an hour; perpetual license $6,000. Pro (1M an hour) leases at $800, Enterprise (unlimited speed) at $1,250.

ENGINE + STUDIO ON-PREMISES STANDARD

$750

per month, monthly lease

Engine plus Marketing Studio at up to 100,000 an hour; perpetual $9,000. Pro leases at $1,100 and Enterprise at $1,500 a month.

Read from greenarrowemail.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

Email delivery engine for high-volume senders, cloud or on-premises. Here is what it does, as its own site describes it, and what it covers: self-hostable, public API, marketing automation, email campaigns, transactional email, a/B testing.

> **SMTP and API sending, delivery controls and clustering.**

From our grade for features

SMTP and API sending

Mail can be injected through SMTP or an HTTP API, with click and open tracking, bounce and feedback-loop processing, and event webhooks built in.

Delivery controls

Rate limiting, automatic backoff when receivers defer, multiple IP support and flexible routing, shown on delivery charts.

Marketing Studio

A responsive editor, segmentation builder, A/B tests (up to ten on one campaign) and triggered messages, with 39 data points reported per campaign.

Cloud or on-premises

The vendor says the same engine and interfaces run in both editions, so a customer can move between its managed cloud and its own servers.

Clustering

On-premises Engine supports cluster-wide throttling and auto-scaling, with a Kubernetes reference architecture and Prometheus metrics.

Where it runs

Web

What it works with

Its own pages name no integrations.

GreenArrow is made by GreenArrow Email.

Where it stands

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

0/102

Other email marketing and newsletter tools it is graded above

GreenArrow's GPA of 1.2 is higher than 0 of the 102 other email marketing and newsletter tools we grade.

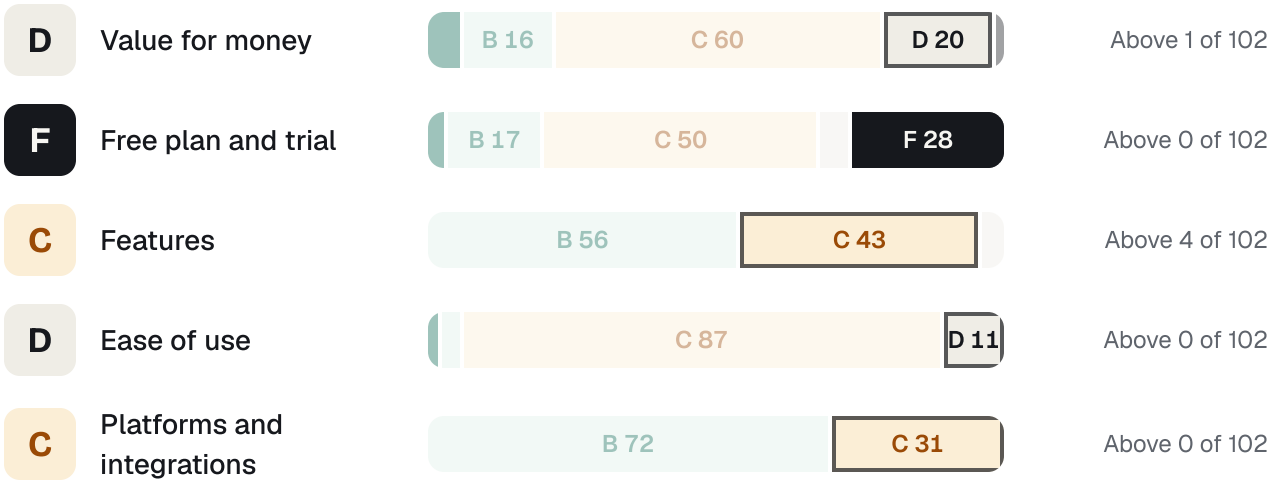
It stands best on features (C, above 4 of 102) and worst on free plan and trial (F, above 0).

Its paid plans start at $250 a month, against a middle price of $19 for the category: 73 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 75 tools score higher and cost less.

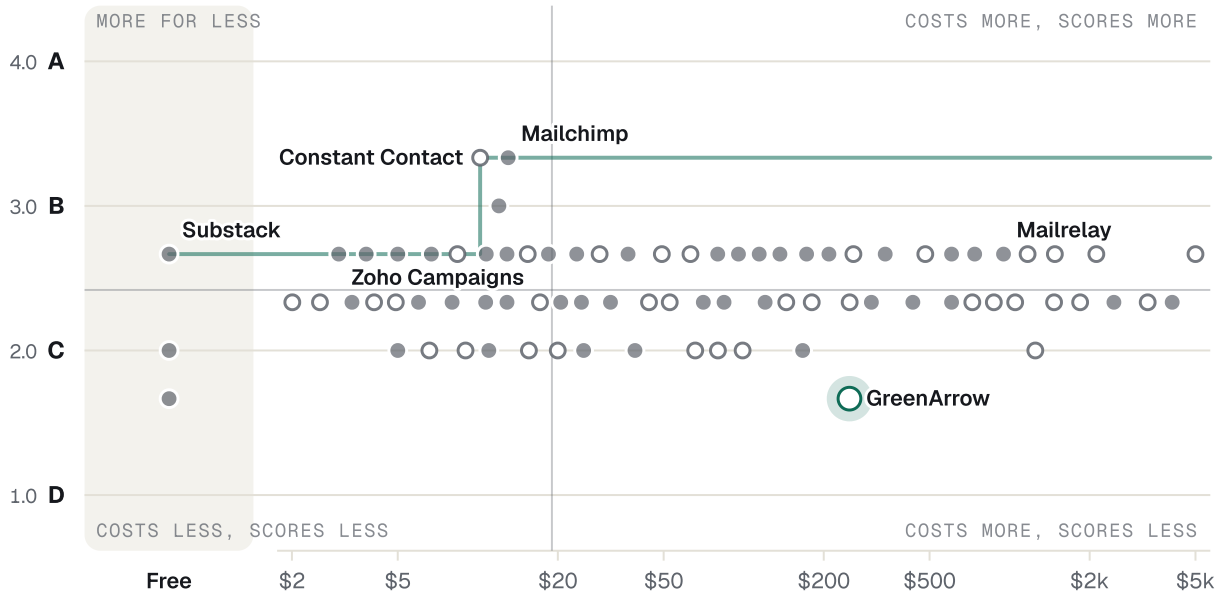
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. GreenArrow'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. GreenArrow 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 GreenArrow 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: 102 of the 102 other email marketing and newsletter tools grade higher. It costs $3,000 a year.

What you could not

- ✕ Newsletters sent to thousands of people that still reach the inbox.

- ✕ Mail servers with a good name among inbox providers.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ An API that other software can build on.

What this rests on. GreenArrow'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



Mumara, MailWizz, Sendy, Mailcoach and Mautic

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

2.6 GPA

Mumara

Free plan · from $5/mo

Email marketing and sending platform, cloud-hosted or self-hosted.

- Mumara has a free plan. GreenArrow does not.
- GreenArrow also covers a/B testing.

GreenArrow and Mumara compared in full

2.2 GPA

MailWizz

From $59/yr

Self-hosted email marketing software sold as a license.

- MailWizz can be bought with a one-time purchase.
- GreenArrow also covers transactional email and a/B testing.
- MailWizz also covers templates.

GreenArrow and MailWizz compared in full



2.0
GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- Sendy can be bought with a one-time purchase.
- GreenArrow also covers transactional email and a/B testing.

GreenArrow and Sendy compared in full



2.2
GPA

Mailcoach

Free trial · from $9.99/mo

Email campaigns priced by emails sent, hosted or self-hosted.

- GreenArrow also covers transactional email and a/B testing.

GreenArrow and Mailcoach compared in full



2.4
GPA

Mautic

Free plan · from €247.50/mo

Open source marketing automation you can self-host.

- Mautic has a free plan. GreenArrow does not.
- Mautic is open source, according to its own site.
- GreenArrow also covers transactional email and a/B testing.

GreenArrow and Mautic 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 GreenArrow free?

No. GreenArrow is a paid product, starting at $250 per month for 300,000 emails (Cloud).

How much does GreenArrow cost?

GreenArrow lists 6 plans. Cloud 300k: $250 per month for 300,000 emails.

What platforms does GreenArrow work on?

GreenArrow is available on Web.

Does GreenArrow have an Android app?

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

Does GreenArrow have an iPhone app?

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

Is GreenArrow open source?

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

Can GreenArrow be self-hosted?

Yes. GreenArrow's own site says it can be run on a server of your own.

Does GreenArrow have an API?

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

Who makes GreenArrow?

GreenArrow is made by GreenArrow Email.

What are the alternatives to GreenArrow?

The closest alternatives to GreenArrow in our directory are Mumara, MailWizz, Sendy, Mailcoach and Mautic.

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

GreenArrow's GPA of 1.2 is higher than 0 of the 102 other email marketing and newsletter tools we grade.

Is GreenArrow good value for money?

ToolGPA grades GreenArrow D for value for money. Its paid plans start at $250 a month, against a middle price of $19 for the category: 73 of the 78 others that charge start lower.

Could I make my own version of GreenArrow?

To replace GreenArrow 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 GreenArrow'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 GreenArrow'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 GreenArrow Email. Prices change, so check greenarrowemail.com before you buy.

greenarrowemail.com/pricing-cloud
greenarrowemail.com/
greenarrowemail.com/solutions/engine-onprem-e...
greenarrowemail.com/pricing-onprem
greenarrowemail.com/marketing-studio

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

GreenArrow, kept up to date

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

toolgpa.com/tools/greenarrow

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:

```
ToolGPA, "GreenArrow: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/greenarrow
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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