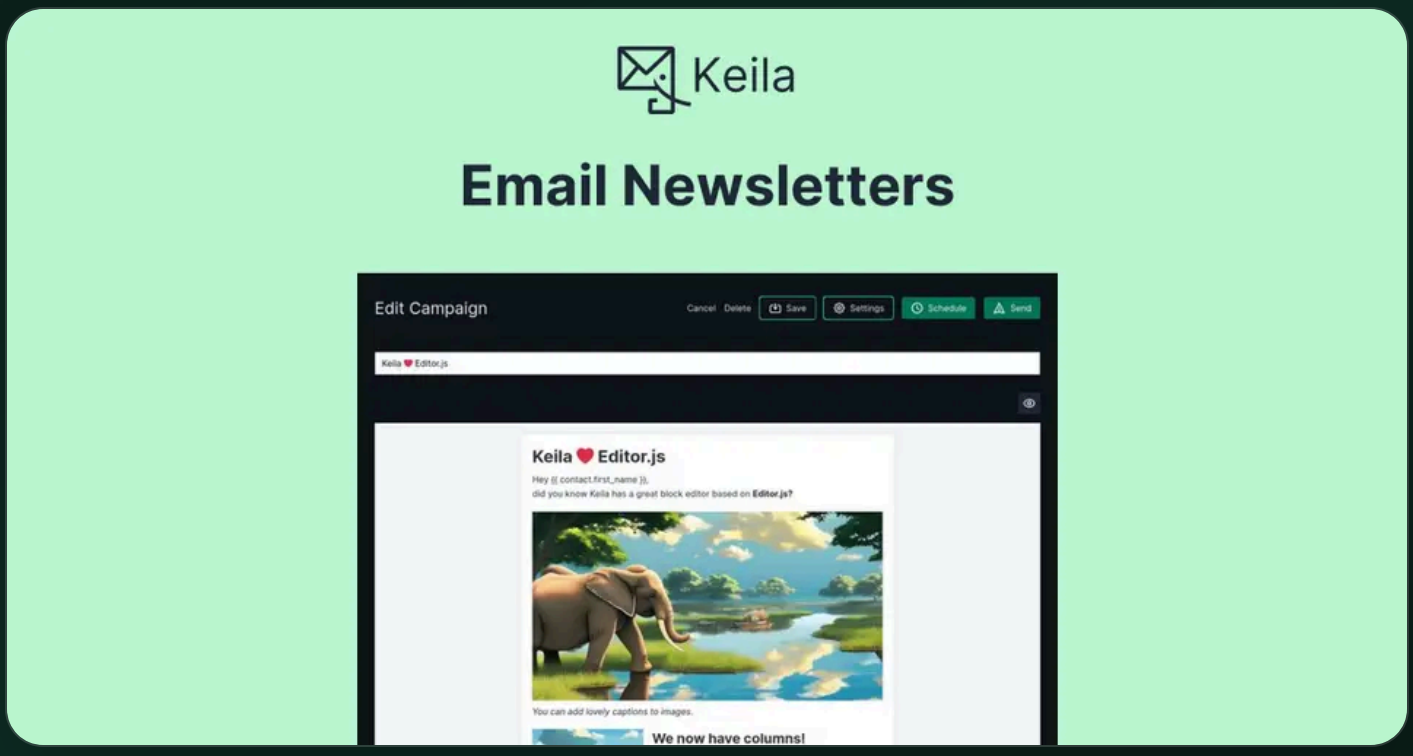
ToolGPA

NOVEMBER 2026

Keila

The Insider's Guide

Open-source newsletter tool, self-hosted or EU-hosted cloud



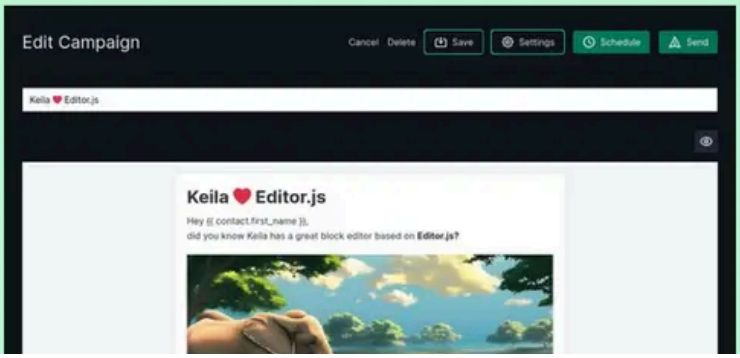
Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from Keila's own pages.

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

2.2
GPA

Keila

Email Newsletters



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

Keila is an open-source newsletter tool for managing contact lists, designing campaigns and sending them. It can be self-hosted with the official Docker image or used as a paid cloud service hosted in Germany and France. Cloud plans are priced by emails per month, with unlimited contacts and projects.

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

> **There's no free cloud plan, the vendor says there never will be one, and automation workflows aren't listed.**
>
> From our report card of Keila

1 **Best for a newsletter tool you can host yourself**

Keila is an open-source newsletter tool with campaigns, segments and forms, hosted in Germany and France or run on your own server.

2 **Paid plans start at about $8.94 a month**

As its pricing page puts it: €8 per month for 2,000 emails a month.

3 There is a free plan

No free cloud plan; the open-source edition is free to run on your own server.

4 It runs on Web

Web.

5 Several ways to write emails

A visual block editor, Markdown (with or without a WYSIWYG view), MJML for custom layouts, or plain text.

6 Segments and custom data

Segments from contact data and tags, and Liquid templates to personalize emails from custom JSON data.

7 Forms

A form builder with custom fields, double opt-in and captcha protection through hCaptcha or Friendly Captcha.

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 Keila 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.

Keila at a glance

PRICING
Free plan, from €8 per month for 2,000 emails a month

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Keila

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.2 GPA, fair

The report card

Best for a newsletter tool you can host yourself

Keila is an open-source newsletter tool with campaigns, segments and forms, hosted in Germany and France or run on your own server. There's no free cloud plan, the vendor says there never will be one, and automation workflows aren't listed.

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

SUBJECT	GRADE	COMMENT
Value for money	B	€8 a month for 2,000 emails, with unlimited contacts and projects. That's inside the cheapest quarter of email marketing tools, which start at $10.
Free plan and trial	D	No free cloud plan or trial. The open-source edition costs nothing but needs your own server and your own email sending.
Features	C	Visual, Markdown and plain-text editors, segments, forms, analytics and an API. Automation workflows aren't listed on its pages.
Ease of use	C	No store rating on record. The cloud version is a web app, though you'll connect a sending domain; self-hosting means Docker.
Platforms and integrations	B	Web, with an API and connections to Zapier, AWS SES, Mailgun, Postmark and Sendgrid.

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 Keila is for

- ✓ Fits if you want a small newsletter tool priced by emails sent, with unlimited contacts
- ✓ Makes sense if you want open-source software you can move to your own server later

Who it is not for

- ✗ Skip it if you want a free plan or a trial: the vendor says it won't offer one
- ✗ Not for you if you need automated email sequences, as workflows aren't listed
- ✗ Pricey if you grow: the price doubles with each step, reaching €256 a month at 250,000 emails
- ✗ Watch out: self-hosting means running your own server and your own email sending
- ✗ Watch out: prices are in euros

Good to know

Good for

- ✓ Organizations that want an open-source newsletter tool they can host themselves
- ✓ Senders who want data kept on EU infrastructure
- ✓ Small newsletters that want a predictable price and unlimited contacts

Worth knowing

- ⓘ There is no free cloud plan or trial; the vendor says it will not offer one.
- ⓘ Cloud prices are in euros and rise with monthly email volume, from €8 at 2,000 to €256 at 250,000 emails.
- ⓘ Automation workflows are not listed among the features; the pages describe campaigns, segments and forms.
- ⓘ Self-hosting means running your own server and email sending.

PART 02 · PRICING

What it costs

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

~$8.94

A month to start. There is a free plan too

Keila has a free plan. Paid plans start at €8 per month for 2,000 emails a month.

> **The open-source edition costs nothing but needs your own server and your own email sending.**
>
> From our grade for free plan and trial

KEILA XS

€8

per month for up to 2,000 emails a month

Unlimited contacts and projects; send with Keila or bring your own email server.

KEILA S

€16

per month for up to 5,000 emails a month

Unlimited contacts and projects; send with Keila or bring your own email server.

KEILA M

€32

per month for up to 15,000 emails a month

Unlimited contacts and projects; send with Keila or bring your own email server.

KEILA L

€64

per month for up to 50,000 emails a month

Unlimited contacts and projects. Larger steps: €128 for 100,000 emails (XL) and €256 for 250,000 (XXL).

SELF-HOSTED

$0

AGPLv3-licensed; you host it yourself with the official Docker image. The vendor says there are no proprietary premium features.

The free plan

No free cloud plan; the open-source edition is free to run on your own server.

Read from keila.io on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Discounts for open source and nonprofits

The pricing page says discounts may be possible for open-source projects, nonprofits and small businesses that have trouble affording a plan; you contact the vendor.

Stated on keila.io

What it does

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

1

Place it runs: Web

Open-source newsletter tool, self-hosted or EU-hosted cloud. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, public API, Markdown, forms, email campaigns.

> **Visual, Markdown and plain-text editors, segments, forms, analytics and an API.**

From our grade for features

Several ways to write emails

A visual block editor, Markdown (with or without a WYSIWYG view), MJML for custom layouts, or plain text.

Segments and custom data

Segments from contact data and tags, and Liquid templates to personalize emails from custom JSON data.

Forms

A form builder with custom fields, double opt-in and captcha protection through hCaptcha or Friendly Captcha.

Analytics and privacy options

Open and click tracking, which can be turned off entirely.

Sending options

Send with Keila's own delivery or bring your own SMTP, AWS SES, Mailgun, Postmark or Sendgrid.

API

An API to manage contacts and campaigns; a Zapier integration is described as being in private beta.

Where it runs

Web

What it works with

Zapier
AWS SES
Mailgun
Postmark
Sendgrid

Keila is made by Keila.

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

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

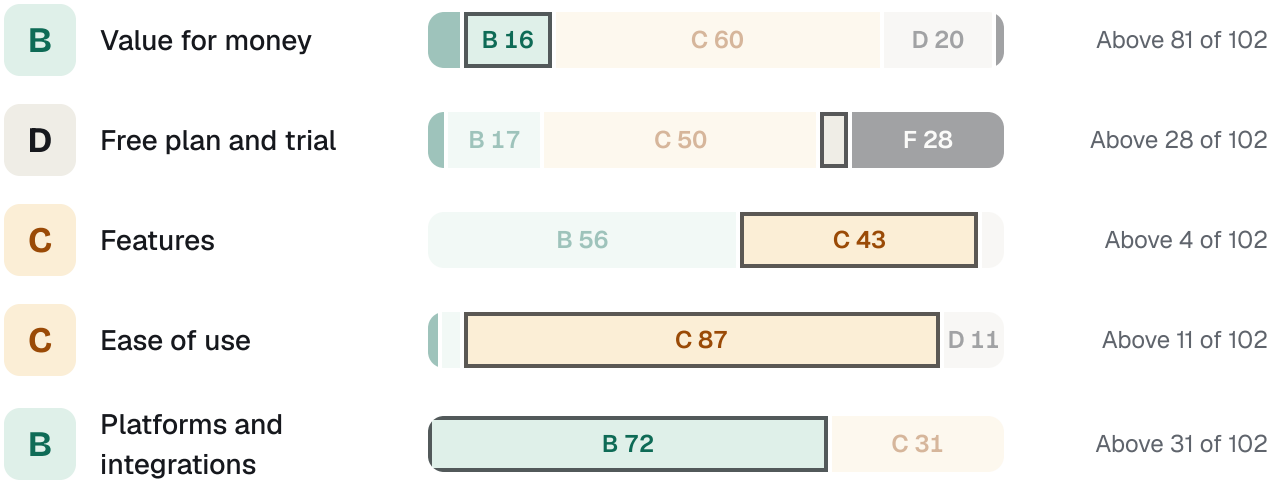
It stands best on value for money (B, above 81 of 102) and worst on free plan and trial (D, above 28).

Its paid plans start at about $8.94 a month, against a middle price of $19 for the category: 9 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

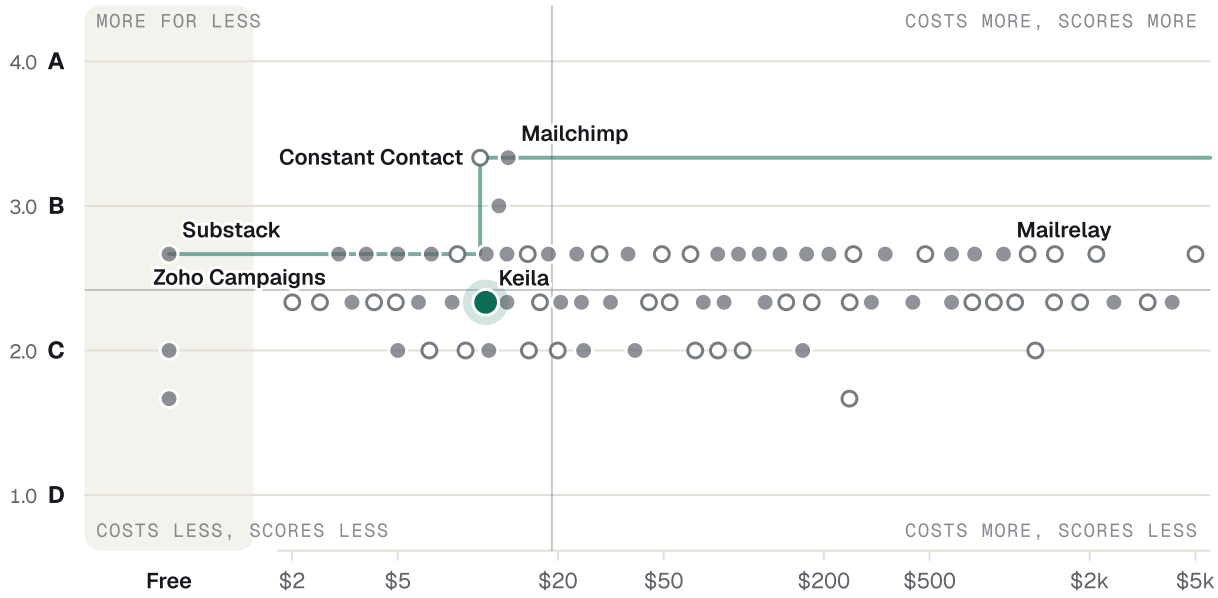
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Keila'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. Keila 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 Keila 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 $107.25 a year. Keila is open source, so there is a third way: take its code and run it yourself.

What you could make

- Markdown and forms: an app builder makes these well.

What you could not

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

- ✕ It plugs into other products, Zapier, AWS SES and Mailgun among them, and has an API.

What this rests on. Keila'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



listmonk, Mautic, Mailcoach, Sendy and Buttondown

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

2.0 GPA

listmonk

Free

Free self-hosted newsletter and mailing list manager.

- Keila also covers Markdown and forms.
- listmonk also covers transactional email.

Keila and listmonk compared in full

2.4 GPA

Mautic

Free plan · from €247.50/mo

Open source marketing automation you can self-host.

- Keila also covers Markdown and forms.
- Mautic also covers marketing automation.

Keila and Mautic compared in full



2.2 GPA

Mailcoach

Free trial · from $9.99/mo

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

- Keila has a free plan. Mailcoach does not, though it has a free trial.
- Keila is open source, according to its own site.
- Keila also covers Markdown and forms.

Keila and Mailcoach compared in full



2.0 GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- Keila has a free plan. Sendy does not.
- Keila is open source, according to its own site.
- Sendy can be bought with a one-time purchase.

Keila and Sendy compared in full



2.4 GPA

Buttondown

Free plan · from $9/mo

Newsletter software priced by active subscribers, with add-ons.

- Keila is open source and self-hostable, according to its own site.
- Keila also covers Markdown and forms.
- Buttondown also covers marketing automation and paid newsletters.

Keila and Buttondown compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Keila free?

Keila has a free plan. No free cloud plan; the open-source edition is free to run on your own server.

How much does Keila cost?

Keila lists 5 plans. Keila XS: €8 per month for up to 2,000 emails a month.

What platforms does Keila work on?

Keila is available on Web.

Does Keila offer any discounts?

Keila publicly lists the following: Discounts for open source and nonprofits.

Does Keila have an Android app?

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

Does Keila have an iPhone app?

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

Is Keila open source?

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

Does Keila have an API?

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

What does Keila integrate with?

Keila's listing names Zapier, AWS SES, Mailgun, Postmark and Sendgrid.

Who makes Keila?

Keila is made by a company of the same name.

What are the alternatives to Keila?

The closest alternatives to Keila in our directory are listmonk, Mautic, Mailcoach, Sendy and Buttondown.

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

Keila'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 Keila good value for money?

ToolGPA grades Keila B for value for money. Its paid plans start at about $8.94 a month, against a middle price of $19 for the category: 9 of the 78 others that charge start lower.

Could I make my own version of Keila?

To replace Keila 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 Keila'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 Keila'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 Keila. Prices change, so check keila.io before you buy.

keila.io/pricing/

keila.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

Keila, kept up to date

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

toolgpa.com/tools/keila

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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