ToolGPA

NOVEMBER 2026

Litmus

The Insider's Guide

Email preview, testing and monitoring across 100+ email clients



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

Made by Litmus Software, Inc. · checked Nov 12, 2026 · toolgpa.com

1.6
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 Litmus's own pages, its app-store listings and our grades. Every fact in it is on Litmus's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.6

GPA, above 2 of the 102 other email marketing and newsletter tools we grade

Litmus is a platform for checking, building and reviewing marketing emails before and after they send. It previews messages in a long list of email clients and devices, monitors deployed emails and gathers feedback and approvals. It sits alongside an email service provider rather than sending campaigns itself, and it is now presented as part of Validity Engage.

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

> **It's a web app that you connect to your email platform, so there's some setting up before the first preview.**
>
> From our grade for ease of use

1 **Best for checking how an email looks in 100+ inboxes before it sends**

Litmus shows you how a marketing email will look in a long list of email apps, then watches it after it goes out.

2 **It runs on Web**

Web.

3 **Email previews**

Preview an email in desktop, mobile and web email clients, including dark-mode versions of many of them.

4 **Email building**

Build on-brand templates so teams can assemble emails quickly, with testing alongside.

5 **Live monitoring**

Alerts on problems with deployed emails, such as failing links and broken rendering after a client update.

6 **A 1.6 GPA, above 2 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**

The plain part of Litmus you could make: templates and reports. What surrounds it you could not. The 1 things listed below take a company, not a weekend.

Litmus at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Litmus Software, Inc.	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.6 GPA, weak	

The report card

Best for checking how an email looks in 100+ inboxes before it sends

Litmus shows you how a marketing email will look in a long list of email apps, then watches it after it goes out. But it doesn't send anything, so you still need an email platform on top, and there's no price on the site at all, only a contact-sales form.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Nothing is published, so there's no price to set against what email tools charge (middle of the category: $15 a month). That puts it in the ordinary slot until a quote says otherwise.
Free plan and trial	F	No free plan and no trial on the listing. The Pricing link goes to a contact-sales form.
Features	D	Previews, monitoring, review and approval, but it doesn't send campaigns. It works beside Mailchimp, Klaviyo or HubSpot, so on its own it can't do the email job.
Ease of use	C	No rating on record. It's a web app that you connect to your email platform, so there's some setting up before the first preview.
Platforms and integrations	B	Web only, but it ties into Mailchimp, Klaviyo, HubSpot, Campaign Monitor, Salesforce Marketing Cloud, Marketo, Eloqua and Responsys.

Grade point average — Weak, out of 4.0 **1.6**

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 Litmus is for

- ✓ Fits if your team already sends from an email platform and needs to check rendering before every send
- ✓ Works for groups that put every email through a review and sign-off step

Who it is not for

- ✕ Skip it if you want one tool that also sends your campaigns, because Litmus doesn't
- ✕ Not for you if you need a price before talking to anyone: the site only offers a sales form
- ✕ Watch out: the site now calls it part of Validity Engage, so product names and packaging may differ from older material
- ✕ Too light for a one-person newsletter, since it's built around teams checking and approving emails

Good to know

Good for

- ✓ Email teams that need to check rendering across many clients before sending
- ✓ Groups that route every email through a review and approval step
- ✓ Marketers who already have an email service provider

Worth knowing

- ⓘ Prices are not published: the Pricing link leads to a contact-sales form.
- ⓘ Litmus does not send campaigns; it works with an email service provider such as Mailchimp, Klaviyo or HubSpot.
- ⓘ The site now describes Litmus as part of Validity Engage, so product names and packaging may differ from older material.

What it costs

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

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

> **That puts it in the ordinary slot until a quote says otherwise.**
>
> From our grade for value for money

We could not confirm Litmus's current prices from its own site, so this guide lists no plans. litmus.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

Email preview, testing and monitoring across 100+ email clients. Here is what it does, as its own site describes it, and what it covers: templates, reports.

> **Previews, monitoring, review and approval, but it doesn't send campaigns.**

From our grade for features

Email previews

Preview an email in desktop, mobile and web email clients, including dark-mode versions of many of them.

Email building

Build on-brand templates so teams can assemble emails quickly, with testing alongside.

Live monitoring

Alerts on problems with deployed emails, such as failing links and broken rendering after a client update.

Review and approval

A central place for collecting feedback and sign-off on an email before it goes out.

Personalization

Add content such as live polls, personalized images and countdown timers to emails.

Deliverability

Inbox placement, domain reputation and engagement insights, presented as part of Validity Engage.

Where it runs

- Web

What it works with

- Mailchimp
- Klaviyo
- HubSpot
- Campaign Monitor
- Salesforce Marketing Cloud
- Adobe Marketo
- Oracle Eloqua
- Oracle Responsys

Litmus is made by Litmus Software, Inc.

Where it stands

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

2/102

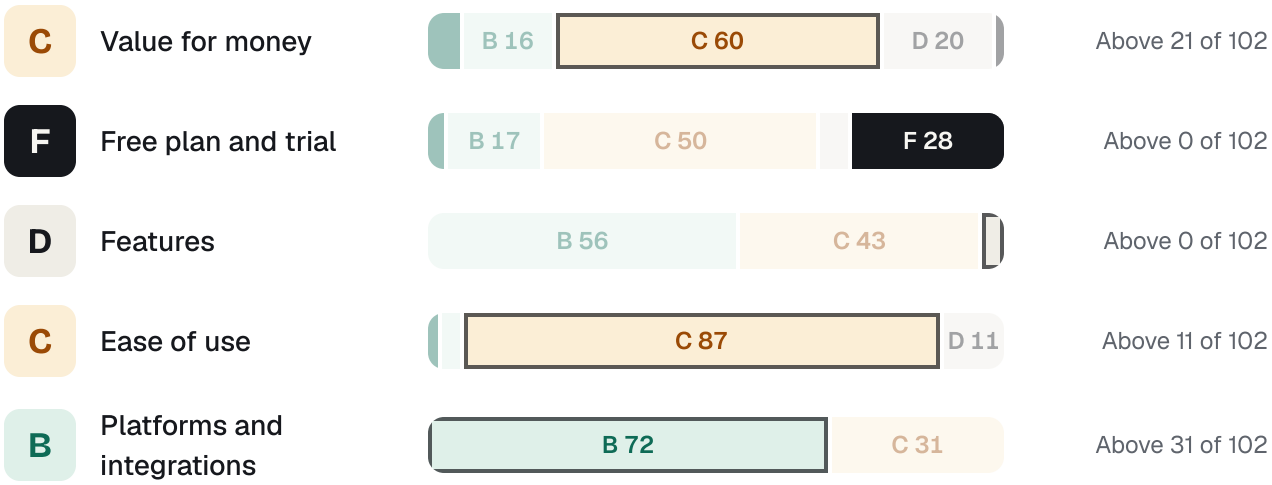
Other email marketing and newsletter tools it is graded above

Litmus's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

It stands best on platforms and integrations (B, above 31 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. Litmus'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

The plain part of Litmus you could make: templates and reports. What surrounds it you could not. The 1 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 91 of the 102 other email marketing and newsletter tools grade higher.

What you could make

- Templates and reports: an app builder makes these well.

What you could not

- It plugs into other products, Mailchimp, Klaviyo and HubSpot among them.

What this rests on. Litmus'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



Mailchimp, Klaviyo, Campaign Monitor and RGE Studio

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

Mailchimp

2.8 GPA

Free plan · from $13/mo

Email and SMS marketing with automations, priced by contact count.

- Mailchimp has a free plan. Litmus does not.
- Only Mailchimp lists iOS and Android apps.
- Litmus also covers templates.

Litmus and Mailchimp compared in full

Klaviyo

2.4 GPA

Free plan · from $20/mo

Email, text and push marketing built on online-store customer data.

- Klaviyo has a free plan. Litmus does not.
- Litmus also covers templates.
- Klaviyo also covers marketing automation, forms and email campaigns.

Litmus and Klaviyo compared in full



2.4
GPA

Campaign Monitor

Free trial · from $11.70/mo

Email marketing for small businesses, nonprofits and agencies.

- Litmus also covers templates and reports.
- Campaign Monitor also covers marketing automation, forms and email campaigns.

Litmus and Campaign Monitor compared in full



2.0
GPA

RGE Studio

Free plan · from $25/mo

Drag-and-drop email and landing page designer, formerly Beefree.

- RGE Studio has a free plan. Litmus does not.
- Litmus also covers reports.
- RGE Studio also covers no-code.

Litmus and RGE Studio compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Litmus free?

No. Litmus is a paid product.

What platforms does Litmus work on?

Litmus is available on Web.

Does Litmus have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Litmus is listed for Web.

Does Litmus have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Litmus is listed for Web.

Is Litmus open source?

Litmus is not described as open source on its own site, as read on Nov 12, 2026.

What does Litmus integrate with?

Litmus's listing names Mailchimp, Klaviyo, HubSpot, Campaign Monitor, Salesforce Marketing Cloud, Adobe Marketo, Oracle Eloqua and Oracle Responsys.

Who makes Litmus?

Litmus is made by Litmus Software, Inc.

What are the alternatives to Litmus?

The closest alternatives to Litmus in our directory are Mailchimp, Klaviyo, Campaign Monitor and RGE Studio.

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

Litmus's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Could I make my own version of Litmus?

The plain part of Litmus you could make: templates and reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Litmus's own pages on Nov 12, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Litmus's own pages on 12 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 Litmus Software, Inc. Prices change, so check litmus.com before you buy.

litmus.com/
litmus.com/contact-sales
litmus.com/email-testing

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

Litmus, kept up to date

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

toolgpa.com/tools/litmus

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, "Litmus: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/litmus
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Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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