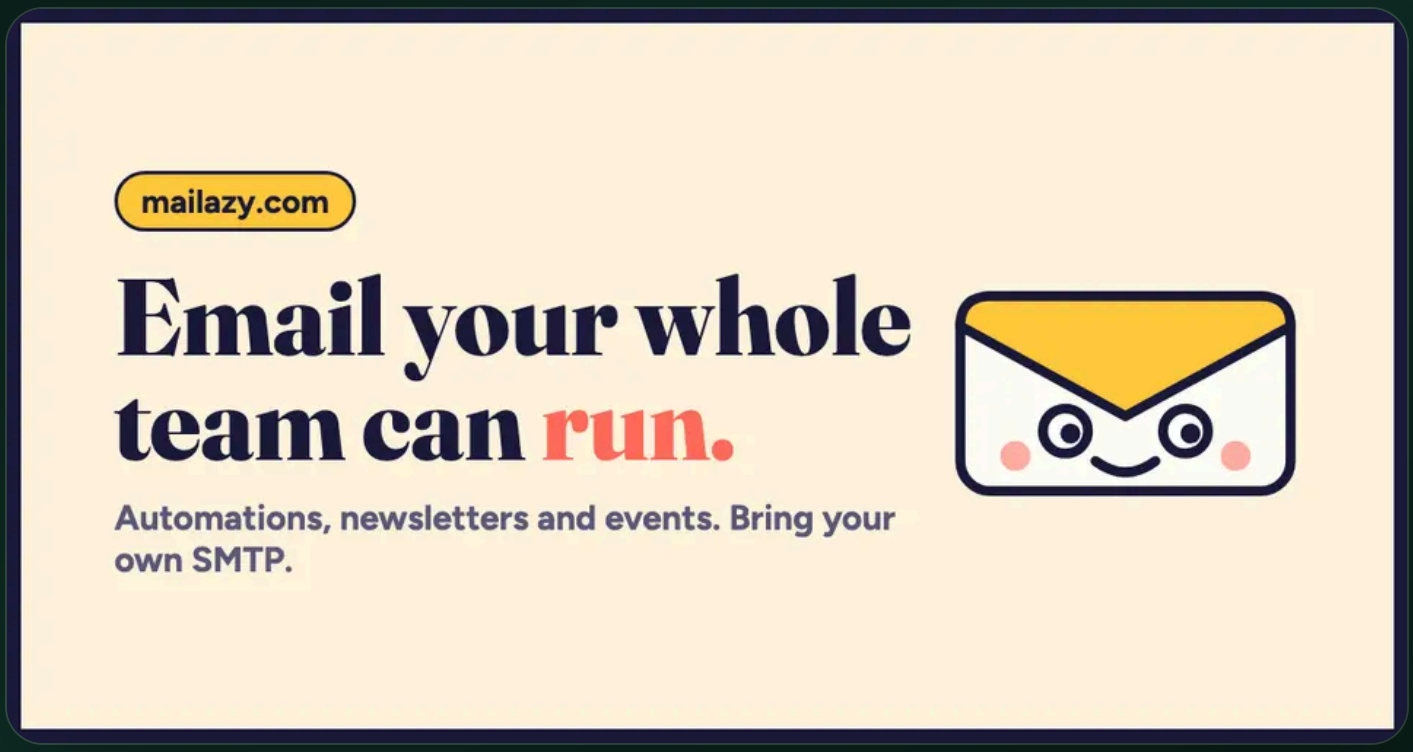
ToolGPA

NOVEMBER 2026

Mailazy

The Insider's Guide

Behavioral emails for product teams, sent through your own SMTP



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

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

2.2
GPA

mailazy.com

Email your whole team can run.



Automations, newsletters and events. Bring your own SMTP.

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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 Mailazy's own pages, its app-store listings and our grades. Every fact in it is on Mailazy'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 14 of the 50 other email sending services we grade

Mailazy is an email tool for SaaS product teams that sends emails when users do or stop doing something in the product. It covers newsletters, automations, an email designer, contacts and logs. You connect your own SMTP provider such as Amazon SES, and Mailazy charges by team member rather than by email.

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

> **You connect your own SMTP provider and set up events and rules before it does anything.**
>
> From our grade for ease of use

1 **Best for behavioral emails sent through your own SMTP**

Mailazy sends emails triggered by what users do in your product, through an SMTP provider you pay separately.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month, billed monthly.

3 **There is a free plan**

1 team member, 1,000 contacts, 5,000 emails a month, newsletters and 1 automation.

4 **It runs on Web**

Web.

5 **Behavioral emails**

Rules sent when users do, or stop doing, something in the product, written in plain English.

6 **Automations**

A visual canvas for drip sequences with waits between emails.

7 **Newsletters**

Send and schedule newsletters, with open and click reports and UTM tags on links.

8 **A 2.2 GPA, above 14 of 50**

That is against the other email sending services we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Mailazy 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.

Mailazy at a glance

PRICING Free plan, from $49 per month, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Mailazy	CATEGORY Email Sending Services
OUR GRADE 2.2 GPA, fair	

The report card

Best for behavioral emails sent through your own SMTP

Mailazy sends emails triggered by what users do in your product, through an SMTP provider you pay separately. The free plan covers 5,000 emails and 1,000 contacts, but the behavioral rules sit on Pro at $49 a month, which is far above what most email tools charge.

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

SUBJECT	GRADE	COMMENT
Value for money	D	Pro is $49 a month billed monthly for 2 seats, against $15 in the middle of email tools, and the behavioral email rules are limited to 1 on that plan. Business is $199.
Free plan and trial	B	Free covers 1 seat, 1,000 contacts, 5,000 emails a month, newsletters and 1 automation, enough for a small list. The page does not say if free includes the behavioral rules.
Features	C	Behavioral emails, automations, newsletters and AI drafts. It sends nothing itself, so you pay an SMTP provider on top, and SSO and white label need Business.
Ease of use	C	No rating on record. You connect your own SMTP provider and set up events and rules before it does anything.
Platforms and integrations	B	Web service that works with Amazon SES, SendGrid, Mailgun, Claude and ChatGPT. No desktop or phone app.

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 Mailazy is for

- ✓ Fits if you run a product with a few thousand users and want emails triggered by behaviour
- ✓ Works for teams that already pay for SES, SendGrid or Mailgun

Who it is not for

- ✗ Skip it if you want one bill, as the SMTP sending is paid to a separate provider
- ✗ Pricey if you need behavioral rules, which start at $49 a month and allow just 1 on Pro
- ✗ Tight if you stay free, with 1 automation and 1,000 contacts
- ✗ Watch out: SSO and white label need Business at $199 a month
- ✗ Watch out: the page does not say whether the free plan includes behavioral rules

Good to know

Good for

- Product teams that want lifecycle emails without engineering tickets
- Teams with large lists, since price follows seats not contacts
- Teams already on Amazon SES or another SMTP provider

Worth knowing

- Mailazy does not send mail itself; you pay your SMTP provider separately for the emails.
- The free plan allows 1 automation and the Pro plan 1 behavioral email rule, with 10 on Business.
- SSO and white label need the Business plan at $199 per month.
- The page does not say whether the Free plan includes the behavioral email rules.

PART 02 · PRICING

What it costs

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

$49

A month to start. There is a free plan too

Mailazy has a free plan. Paid plans start at $49 per month, billed monthly.

> **The page does not say if free includes the behavioral rules.**

From our grade for free plan and trial

FREE

$0

1 team member, 1,000 contacts, 5,000 emails a month, newsletters and 1 automation, with docs and community help.

PRO

$49

per month for 2 team members, billed monthly ($490 billed yearly)

25,000 contacts, 100,000 emails a month, automations, AI drafts, 1 behavioral email rule and email support.

BUSINESS

$199

per month for 5 team members, billed monthly ($1,990 billed yearly)

Unlimited contacts and emails, 10 behavioral email rules, SSO, white label and priority support.

ENTERPRISE

Custom

Unlimited team members and rules, 99.9% uptime SLA, SOC 2 report and DPA, private cloud and data residency add-ons.

The free plan

1 team member, 1,000 contacts, 5,000 emails a month, newsletters and 1 automation.

Read from mailazy.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

2 months free with yearly billing

Pro is $490 a year and Business $1,990 a year, against $49 and $199 a month.

Stated on mailazy.com

What it does

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

1

Place it runs: Web

Behavioral emails for product teams, sent through your own SMTP. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, workflow automation, email campaigns.

"

Behavioral emails, automations, newsletters and AI drafts.

From our grade for features

Behavioral emails

Rules sent when users do, or stop doing, something in the product, written in plain English.

Automations

A visual canvas for drip sequences with waits between emails.

Newsletters

Send and schedule newsletters, with open and click reports and UTM tags on links.

Email designer and AI drafts

Block-based designer with templates; AI drafts start on the Pro plan.

Chat control

An MCP integration lets Claude or ChatGPT operate the account.

Bring your own SMTP

Sending goes through your own provider, such as Amazon SES, billed by that provider.

Where it runs

Web

What it works with

Amazon SES
SendGrid
Mailgun
Claude
ChatGPT

Mailazy is made by Mailazy.

PART 04 · STANDING

Where it stands

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

14/50

Other email sending services it is graded above

Mailazy's GPA of 2.2 is higher than 14 of the 50 other email sending services we grade, and level with 10.

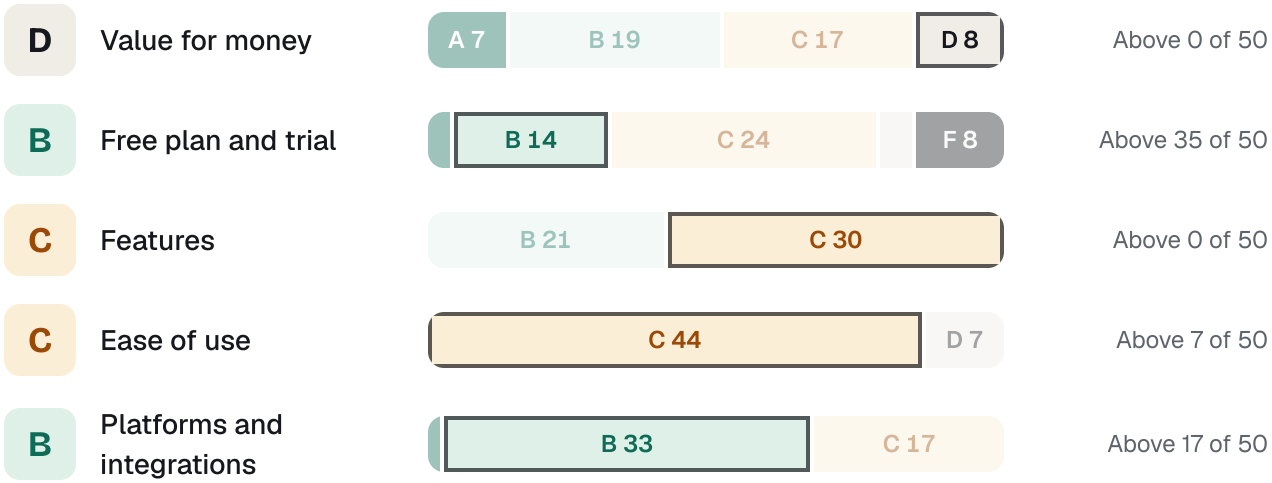
It stands best on free plan and trial (B, above 35 of 50) and worst on value for money (D, above 0).

Its paid plans start at $49 a month, against a middle price of $15 for the category: 34 of the 41 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 15 tools score higher and cost less.

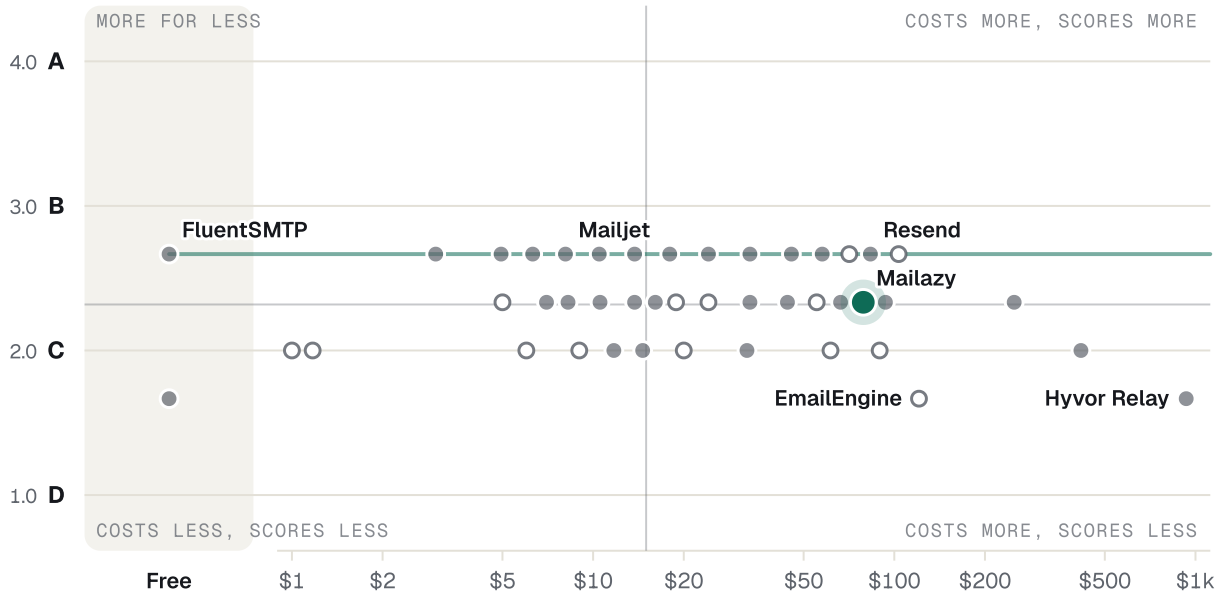
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. Mailazy'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. Mailazy 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 Mailazy 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: 26 of the 50 other email sending services grade higher. It costs $588 a year.

What you could not

- ✕ Newsletters sent to thousands of people that still reach the inbox.
- ✕ Email sent in volume that still reaches the inbox.

- ✕ Connections to other products, each kept working as those products change.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Mailazy'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



Plunk, Twilio SendGrid, Mailgun, Resend and Mailjet

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

Plunk

2.6 GPA

Free plan · from $0.001

Open-source email platform for transactional and marketing mail.

- Plunk is open source and self-hostable, according to its own site.
- Mailazy also covers marketing automation.
- Plunk also covers transactional email.

Mailazy and Plunk compared in full

Twilio SendGrid

2.6 GPA

Free trial · from $19.95/mo

Twilio's email API and SMTP service, priced by monthly email volume.

- Mailazy has a free plan. Twilio SendGrid does not, though it has a free trial.
- Mailazy also covers marketing automation, workflow automation and email campaigns.
- Twilio SendGrid also covers email verification and transactional email.

Mailazy and Twilio SendGrid compared in full



2.4 GPA

Mailgun

Free plan · from $15/mo

Email API and SMTP relay for developers, with list validation.

- Mailazy also covers marketing automation, workflow automation and email campaigns.
- Mailgun also covers email verification and transactional email.

Mailazy and Mailgun compared in full



2.6 GPA

Resend

Free plan · from $20/mo

Developer email API with React Email templates and a free tier.

- Mailazy also covers marketing automation and workflow automation.
- Resend also covers transactional email.

Mailazy and Resend compared in full



2.4 GPA

Mailjet

Free plan · from $8.10/mo

Email API, SMTP relay and campaign editor on one plan priced by volume.

- Mailazy also covers workflow automation.
- Mailjet also covers email verification and transactional email.

Mailazy and Mailjet 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 Mailazy free?

Mailazy has a free plan. 1 team member, 1,000 contacts, 5,000 emails a month, newsletters and 1 automation.

How much does Mailazy cost?

Mailazy lists 4 plans. Free: $0.

What platforms does Mailazy work on?

Mailazy is available on Web.

Does Mailazy offer any discounts?

Mailazy publicly lists the following: 2 months free with yearly billing.

Does Mailazy have an Android app?

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

Does Mailazy have an iPhone app?

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

Is Mailazy open source?

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

Does Mailazy have an API?

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

What does Mailazy integrate with?

Mailazy's listing names Amazon SES, SendGrid, Mailgun, Claude and ChatGPT.

Who makes Mailazy?

Mailazy is made by a company of the same name.

What are the alternatives to Mailazy?

The closest alternatives to Mailazy in our directory are Plunk, Twilio SendGrid, Mailgun, Resend and Mailjet.

How does Mailazy compare with other email sending services?

Mailazy's GPA of 2.2 is higher than 14 of the 50 other email sending services we grade, and level with 10.

Is Mailazy good value for money?

ToolGPA grades Mailazy D for value for money. Its paid plans start at $49 a month, against a middle price of $15 for the category: 34 of the 41 others that charge start lower.

Could I make my own version of Mailazy?

To replace Mailazy 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 Mailazy'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 Mailazy'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 Mailazy. Prices change, so check mailazy.com before you buy.

mailazy.com/pricing/
mailazy.com/terms/

mailazy.com

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

Mailazy, kept up to date

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

toolgpa.com/tools/mailazy

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, "Mailazy: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mailazy
```

Know someone choosing between email sending services?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after Mailazy, 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

FluentSMTP Insider's Guide

Free WordPress plugin for sending site email through your provider

3.2 GPA

Amazon SES Insider's Guide

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

2.8 GPA

Forward Email Insider's Guide

Open-source email forwarding and hosting for custom domains

2.8 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 Mailazy'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. Mailazy is a trademark of its owner, and this guide is not made, paid for or approved by Mailazy. Prices and plans change: check mailazy.com before you buy.