ToolGPA

NOVEMBER 2026

MailBluster

The Insider's Guide

Email marketing with unlimited contacts, on your own SMTP or managed



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

Made by MailBluster · checked Nov 12, 2026 · toolgpa.com

2.4

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

2.4

GPA, above 27 of the 57 other email marketing and newsletter tools we grade

MailBluster is an email marketing platform that does not charge by list size. You can connect your own SMTP provider such as Amazon SES, Postmark, Mailgun or SMTP2GO and pay MailBluster a small subscription plus a per-email fee, or have MailBluster send for you on a Managed plan priced by monthly email volume.

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

> **A web app where you connect your own SMTP provider on the cheaper plans, which is setup work.**
>
> From our grade for ease of use

1 **Best for senders who bring their own SMTP and want low fees**

That keeps the price low but adds a second bill.

2 **Paid plans start at $5 a month**

As its pricing page puts it: $5 per month, plus $0.60 per 1,000 emails, billed yearly.

3 There is a free plan

Starter plan with your own SMTP provider: up to 3,000 emails in total, with MailBluster branding on your emails. No credit card needed.

4 It runs on Web

Web.

5 No list-size pricing

Every plan allows unlimited leads; cost follows the number of emails sent.

6 Bring your own SMTP

Connects to Amazon SES, Postmark, Mailgun or SMTP2GO, whose own sending fees are billed by those providers.

7 Managed sending

Managed plans include sending infrastructure, IP blacklist monitoring and sender reputation management, with no separate SMTP account.

8 A 2.4 GPA, above 27 of 57

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 MailBluster 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.

MailBluster at a glance

PRICING
Free plan, from $5 per month, plus $0.60 per 1,000 emails, billed yearly

FREE PLAN
Yes

FREE TRIAL
14-day free trial of Managed plans, up to 100 emails a day, no credit card required

RUNS ON
Web

MADE BY
MailBluster

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.4 GPA, fair

The report card

Best for senders who bring their own SMTP and want low fees

MailBluster charges a small monthly fee plus $0.60 per 1,000 emails, and you bring your own SMTP provider such as Amazon SES. That keeps the price low but adds a second bill. The free Starter plan caps at 3,000 emails in total, not per month, and keeps MailBluster branding.

TOOLGPA REPORT CARD	MailBluster	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$5 a month plus $0.60 per 1,000 emails on yearly billing is inside the cheapest quarter, before your SMTP provider's fees. A managed plan with sending included is $15.30 for 10,000 emails.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	Starter is free with your own SMTP, but it allows 3,000 emails in total and keeps MailBluster branding. There is also a 14-day trial of Managed plans with no card.
Features	C	Unlimited leads, automation, A/B testing, custom fields, a WordPress plugin and API access. The listing shows no forms or landing pages.
Ease of use	C	A web app where you connect your own SMTP provider on the cheaper plans, which is setup work. No rating on record.
Platforms and integrations	B	Web only, with WordPress, WooCommerce, Salesforce, Zoho, Zapier, Make, Pabbly Connect and Amazon SES.
Grade point average		Fair, out of 4.0 **2.4**

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 MailBluster is for

- ✓ Fits if you already have an Amazon SES account and want to avoid list-size pricing
- ✓ Works for ecommerce senders on WordPress or WooCommerce

Who it is not for

- ✗ Tight if you stay free: 3,000 emails in total, not a month
- ✗ Watch out: your SMTP provider bills you separately, and Amazon SES adds a small SNS charge past 100,000 requests
- ✗ Watch out: Pro and Executive are shown only as billed yearly, with no monthly price
- ✗ Skip it if you want one bill, as the managed plans cost more and stop at 250,000 emails a month on the page
- ✗ Not for you if you want a mobile or desktop app, as it is web only

Good to know

Good for

- ✓ Senders with large lists who want to avoid per-contact pricing
- ✓ Technical users comfortable setting up Amazon SES or another SMTP provider
- ✓ Teams that want sending handled for them on a Managed plan

Worth knowing

- ⓘ With your own SMTP, provider fees are extra; Amazon SES also adds a small Amazon SNS charge past 100,000 requests a month.
- ⓘ The Starter plan allows 3,000 emails in total, not per month, and keeps MailBluster branding.
- ⓘ Managed plans cover up to 250,000 emails a month on the page; above that it is sold through sales.
- ⓘ Pro and Executive are shown as billed yearly, and the page does not show a monthly price for them.

PART 02 · PRICING

What it costs

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

$5

A month to start. There is a free plan too

MailBluster has a free plan. Paid plans start at $5 per month, plus $0.60 per 1,000 emails, billed yearly.

STARTER

$0

Bring your own SMTP provider. Up to 3,000 emails in total, with MailBluster branding. Meant for testing before upgrading.

PRO

$5

per month, plus $0.60 per 1,000 emails (billed yearly)

Bring your own SMTP. Unlimited leads, automation, A/B testing, custom fields, no MailBluster branding, WordPress plugin and API access. SMTP fees are billed separately.

EXECUTIVE

$10

per month, plus $0.60 per 1,000 emails (billed yearly)

Pro plus dedicated 1-1 setup and support, 3 years of data retention, unlimited automation workflows and a 5% yearly reward on email sending.

MANAGED

$15.30

per month for up to 10,000 emails, billed annually ($17 monthly)

MailBluster sends for you, with SMTP included. Steps up to 250,000 emails a month. Extra emails on the 10,000 pack cost $1.96 per 1,000.

The free plan

Starter plan with your own SMTP provider: up to 3,000 emails in total, with MailBluster branding on your emails. No credit card needed.

Trying it first

14-day free trial of Managed plans, up to 100 emails a day, no credit card required

Read from mailbluster.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off Managed plans paid yearly

The pricing page marks yearly payment on Managed plans as saving 10%.

Stated on mailbluster.com

What it does

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

1

Place it runs: Web

Email marketing with unlimited contacts, on your own SMTP or managed. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, transactional email, a/B testing.

> **Unlimited leads, automation, A/B testing, custom fields, a WordPress plugin and API access.**
>
> From our grade for features

No list-size pricing

Every plan allows unlimited leads; cost follows the number of emails sent.

Bring your own SMTP

Connects to Amazon SES, Postmark, Mailgun or SMTP2GO, whose own sending fees are billed by those providers.

Managed sending

Managed plans include sending infrastructure, IP blacklist monitoring and sender reputation management, with no separate SMTP account.

Automation and A/B testing

Pro and above include automation and A/B testing, with unlimited automation workflows on Executive.

Ecommerce and WordPress connections

A WordPress plugin and WooCommerce connection, plus Salesforce, Zoho, Zapier, Make and other connectors.

Where it runs

Web

What it works with

WordPress
WooCommerce
Salesforce
Zoho
Zapier
Make
Pabbly Connect
Amazon SES

MailBluster is made by MailBluster.

PART 04 · STANDING

Where it stands

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

27/57

Other email marketing and newsletter tools it is graded above

MailBluster's GPA of 2.4 is higher than 27 of the 57 other email marketing and newsletter tools we grade, and level with 15.

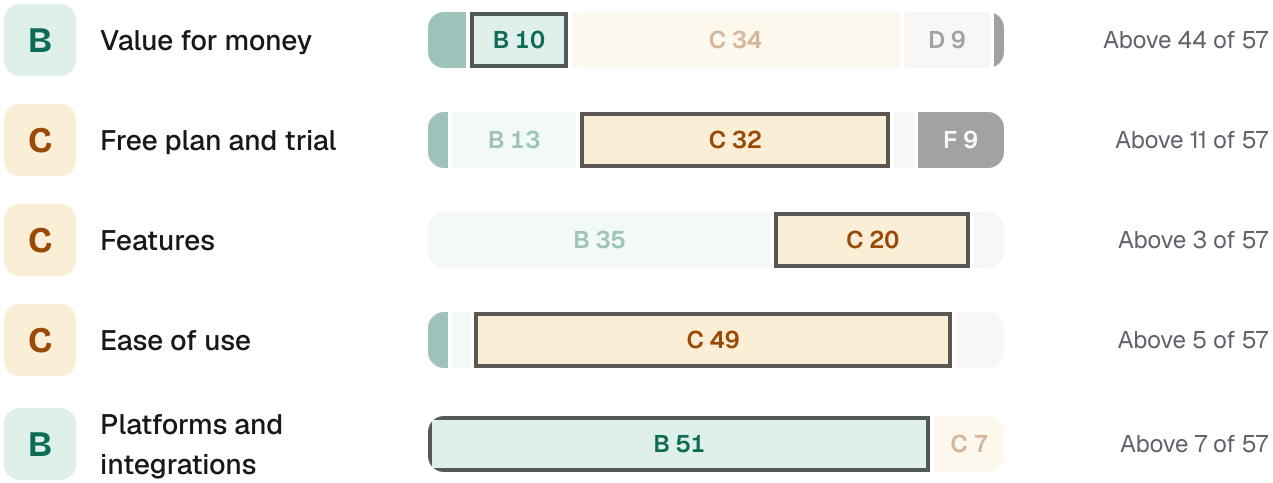
It stands best on value for money (B, above 44 of 57) and worst on features (C, above 3).

Its paid plans start at $5 a month, against a middle price of $15 for the category: 1 of the 47 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

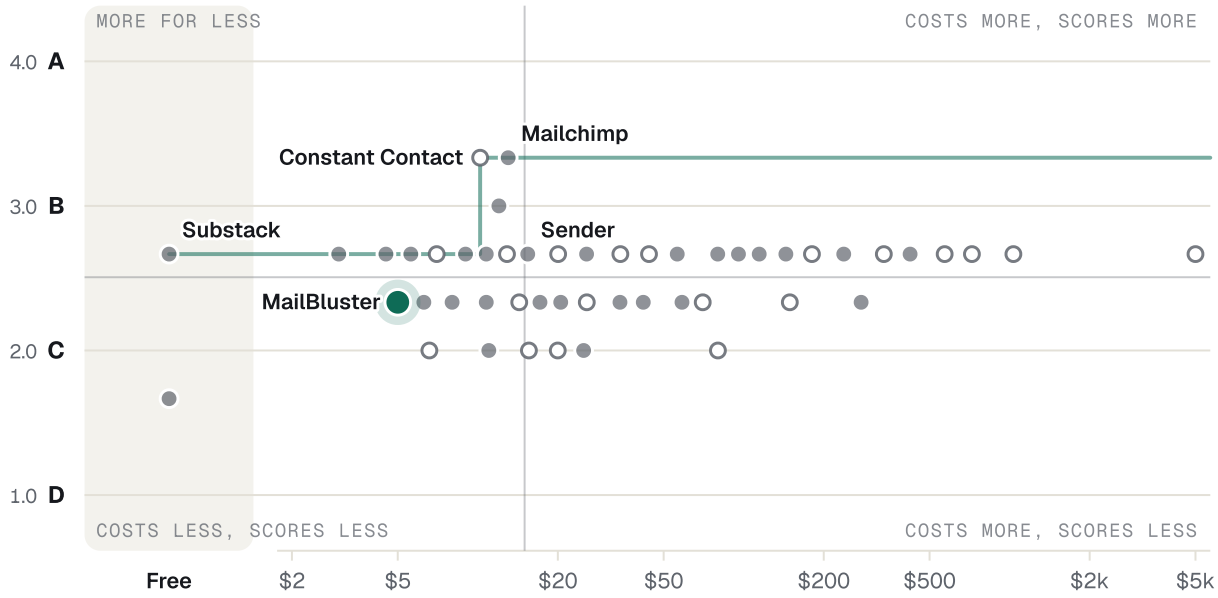
Each grade against the category

Every bar is all 58 email marketing and newsletter tools we grade, cut by the letter each got. MailBluster's own letter is outlined.



Price against what you get

Each dot is one of 50 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. MailBluster 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 MailBluster 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 $60 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.

- ✕ Mail servers with a good name among inbox providers.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ It plugs into other products, WordPress, WooCommerce and Salesforce among them, and has an API.

What this rests on. MailBluster'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



Sendy, EmailOctopus, Mailcoach, listmonk and MailerLite

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

2.0 GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- MailBluster has a free plan. Sendy does not.
- Sendy is self-hostable, according to its own site.
- Sendy can be bought with a one-time purchase.

MailBluster and Sendy compared in full

2.8 GPA

EmailOctopus

Free plan · from $9/mo

Simple, low-cost email marketing with a free plan for 2,500.

- MailBluster also covers transactional email and a/B testing.
- EmailOctopus also covers forms.

MailBluster and EmailOctopus compared in full

2.2
GPA

Mailcoach

Free trial · from $9.99/mo

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

- MailBluster has a free plan. Mailcoach does not, though it has a free trial.
- Mailcoach is self-hostable, according to its own site.
- MailBluster also covers transactional email and a/B testing.

MailBluster and Mailcoach compared in full

2.0
GPA

listmonk

Free

Free self-hosted newsletter and mailing list manager.

- listmonk is open source and self-hostable, according to its own site.
- MailBluster also covers marketing automation and a/B testing.

MailBluster and listmonk compared in full

2.6
GPA

MailerLite

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- Only MailerLite lists an iOS app.
- MailBluster also covers transactional email and a/B testing.
- MailerLite also covers forms and paid newsletters.

MailBluster and MailerLite compared in full

Quick answers

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

15

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 MailBluster free?

MailBluster has a free plan. Starter plan with your own SMTP provider: up to 3,000 emails in total, with MailBluster branding on your emails.

How much does MailBluster cost?

MailBluster lists 4 plans. Starter: $0.

What platforms does MailBluster work on?

MailBluster is available on Web.

Does MailBluster offer any discounts?

MailBluster publicly lists the following: 10% off Managed plans paid yearly.

Does MailBluster have an Android app?

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

Does MailBluster have an iPhone app?

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

Is MailBluster open source?

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

Does MailBluster have an API?

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

What does MailBluster integrate with?

MailBluster's listing names WordPress, WooCommerce, Salesforce, Zoho, Zapier, Make, Pabbly Connect and Amazon SES.

Does MailBluster have a free trial?

Yes. 14-day free trial of Managed plans, up to 100 emails a day, no credit card required.

Who makes MailBluster?

MailBluster is made by a company of the same name.

What are the alternatives to MailBluster?

The closest alternatives to MailBluster in our directory are Sendy, EmailOctopus, Mailcoach, listmonk and MailerLite.

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

MailBluster's GPA of 2.4 is higher than 27 of the 57 other email marketing and newsletter tools we grade, and level with 15.

Is MailBluster good value for money?

ToolGPA grades MailBluster B for value for money. Its paid plans start at $5 a month, against a middle price of $15 for the category: 1 of the 47 others that charge start lower.

Could I make my own version of MailBluster?

To replace MailBluster 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 MailBluster's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from MailBluster'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 MailBluster. Prices change, so check mailbluster.com before you buy.

mailbluster.com/pricing

PART 07 · ABOUT

About ToolGPA

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

5,038

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.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

MailBluster, kept up to date

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

toolgpa.com/tools/mailbluster

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after MailBluster, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 58 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

3.0 GPA

Zoho Campaigns Insider's Guide

Email, SMS and WhatsApp campaigns that tie into Zoho's apps

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