ToolGPA

NOVEMBER 2026

Mailercloud

The Insider's Guide

Email marketing platform priced by contacts with unlimited sends



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

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

Mailercloud is an email marketing platform with a drag-and-drop builder, automations, A/B testing and form building. Paid plans are priced by the number of contacts stored rather than emails sent, and the company also sells a separate transactional Email API and an email verifier.

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

> "
>
> **You build lists, templates and automations yourself.**
>
> From our grade for ease of use

1 **Best for small lists on a free plan with room to send**

Dedicated IPs, single sign-on and an account manager are Enterprise only.

2 **Paid plans start at $10 a month**

As its pricing page puts it: $10 per month for up to 1,000 contacts, billed monthly.

3 **There is a free plan**

1,000 contacts and 12,000 emails a month, with the drag-and-drop builder and basic automation. No credit card needed.

4 **It runs on Web**

Web.

5 **Drag-and-drop builder and templates**

A template gallery, a drag-and-drop builder and a custom HTML editor, with AMP email support on Premium.

6 **Automation**

Basic workflows on Free; Premium adds advanced workflows, with 25 advanced automations on Premium and unlimited on Enterprise.

7 **Segmentation and contact rating**

Contacts can be segmented, monitored and rated, and a form builder collects signups.

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 Mailercloud 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.

Mailercloud at a glance

PRICING Free plan, from $10 per month for up to 1,000 contacts, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Mailercloud	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.4 GPA, fair	

The report card

Best for small lists on a free plan with room to send

Mailercloud has a drag-and-drop builder, automation and A/B testing, and a free plan with 1,000 contacts and 12,000 emails a month. Premium is $10 a month at 1,000 contacts and climbs by contact count, $50 at 10,000. Dedicated IPs, single sign-on and an account manager are Enterprise only.

TOOLGPA REPORT CARD

Mailercloud

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$10 a month for 1,000 contacts is the cheap end of the category, but the price steps up with contacts to $50 at 10,000. Unlimited sending is subject to a fair use policy.
Free plan and trial	B	A free plan with 1,000 contacts and 12,000 emails a month, no card needed, though it allows only 1 advanced automation.
Features	C	Builder, automation, segmentation, A/B testing and AI subject lines. Dedicated IPs, SSO and an account manager are Enterprise features, and the Email API for transactional sending is billed apart from the marketing platform.
Ease of use	C	A web app with no rating on record. You build lists, templates and automations yourself.
Platforms and integrations	B	Web only, with Shopify, WooCommerce and Magento connections.

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 Mailercloud is for

- ✓ Fits if you have a list under 1,000 contacts and send a lot of email
- ✓ Works for small shops on Shopify or WooCommerce

Who it is not for

- ✕ Tight if you stay free: 1,000 contacts and 1 advanced automation
- ✕ Pricey if your list grows: $50 a month at 10,000 contacts
- ✕ Skip it if you want a dedicated IP or single sign-on, which are Enterprise features
- ✕ Watch out: the Email API for transactional mail starts at $7 a month and is billed separately
- ✕ Watch out: unlimited sending on paid plans falls under a fair use policy

Good to know

Good for

- ✓ Senders with large volumes but modest contact counts, since sends are not metered
- ✓ Small lists that fit within the free plan's 1,000 contacts
- ✓ Teams that also need a separate transactional email API from the same vendor

Worth knowing

- ⓘ Pricing steps up by contacts stored, and the contact slider runs from 1,000 to 500,000 before a custom quote.
- ⓘ Unlimited sending on paid plans is subject to a fair use policy.
- ⓘ Dedicated IPs, SSO and a dedicated account manager are Enterprise features.
- ⓘ The Email API for transactional sending starts at $7 a month and is billed separately from the marketing platform.

PART 02 · PRICING

What it costs

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

$10

A month to start. There is a free plan too

Mailercloud has a free plan. Paid plans start at $10 per month for up to 1,000 contacts, billed monthly.

> **Unlimited sending is subject to a fair use policy.**
>
> From our grade for value for money

FREE

$0

1,000 contacts and 12,000 emails a month, with basic automation (1 advanced automation) and email support.

PREMIUM

$10

per month for up to 1,000 contacts, billed monthly

Unlimited emails (fair use), 25 advanced automations, A/B testing, AI subject lines, priority chat. The page's table lists $50 at 10,000 contacts.

ENTERPRISE

Custom

Everything in Premium plus dedicated IPs, a dedicated account manager, SLA, SSO and custom integrations, priced to sending volume.

The free plan

1,000 contacts and 12,000 emails a month, with the drag-and-drop builder and basic automation. No credit card needed.

Read from mailercloud.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

25% off with annual billing

The pricing page says annual billing saves 25% compared with paying month to month, charged once for the year.

Stated on mailercloud.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 platform priced by contacts with unlimited sends. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, forms, email campaigns, a/B testing.

"

Builder, automation, segmentation, A/B testing and AI subject lines.

From our grade for features

Drag-and-drop builder and templates

A template gallery, a drag-and-drop builder and a custom HTML editor, with AMP email support on Premium.

Automation

Basic workflows on Free; Premium adds advanced workflows, with 25 advanced automations on Premium and unlimited on Enterprise.

Segmentation and contact rating

Contacts can be segmented, monitored and rated, and a form builder collects signups.

A/B testing and AI subject lines

Premium includes A/B testing and an AI subject line generator.

Reports and inbox tools

Advanced reports, an inbox tracker, blacklist monitoring and delivery by time zone are listed among the features.

Where it runs

Web

What it works with

Shopify

WooCommerce

Magento

Mailercloud is made by Mailercloud.

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

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

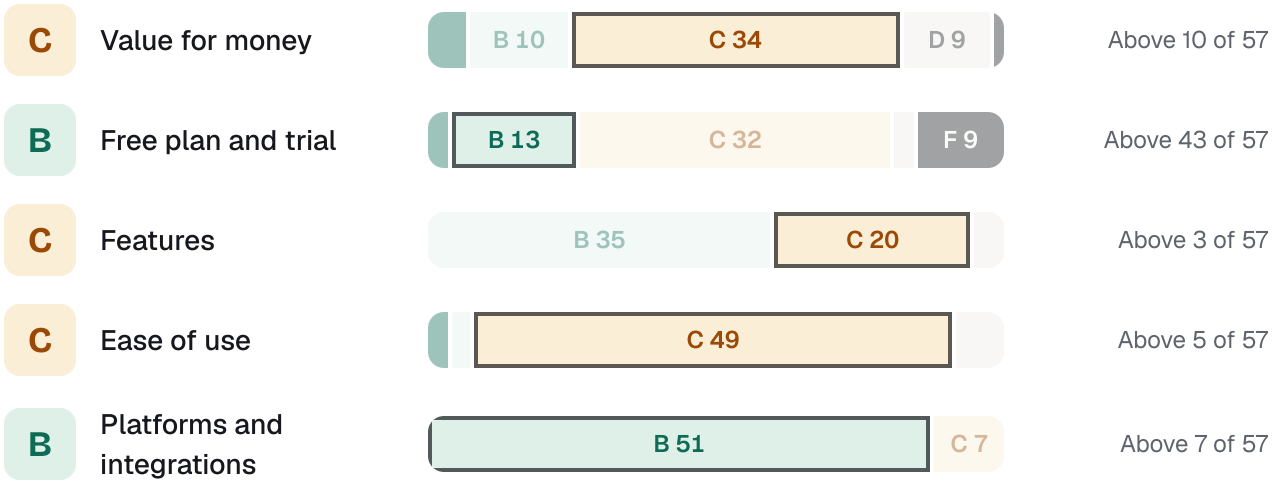
It stands best on free plan and trial (B, above 43 of 57) and worst on features (C, above 3).

Its paid plans start at $10 a month, against a middle price of $15 for the category: 12 of the 47 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 8 tools score higher and cost less.

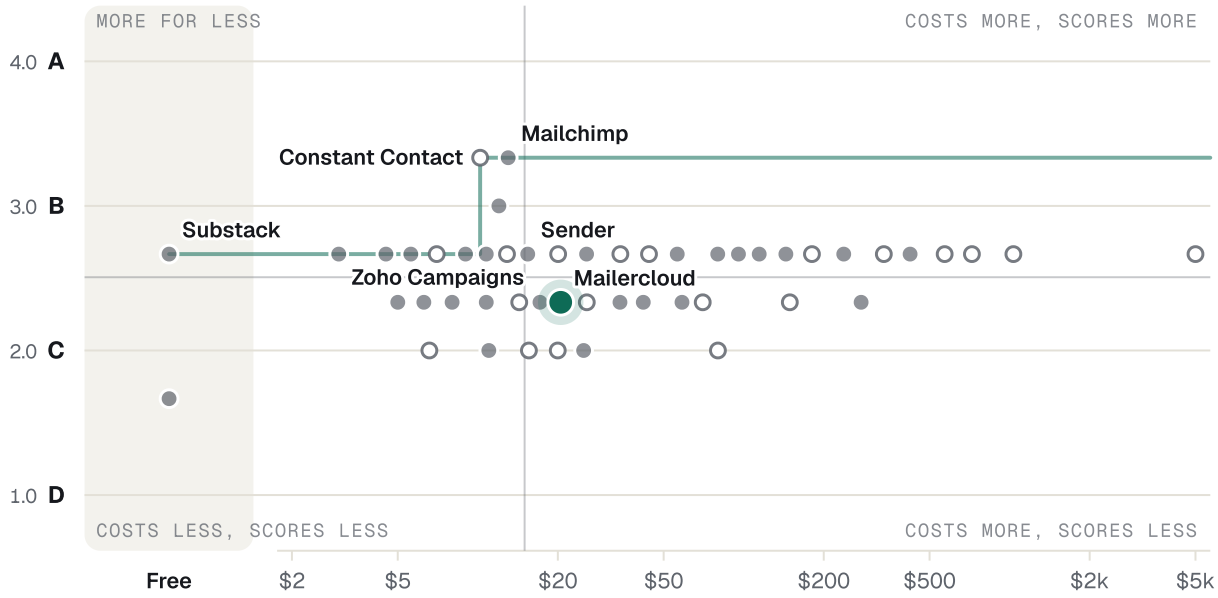
Each grade against the category

Every bar is all 58 email marketing and newsletter tools we grade, cut by the letter each got. Mailercloud'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. Mailercloud 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 Mailercloud 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 $120 a year.

What you could make

- Forms: an app builder makes this well.

What you could not

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

- ✕ Email sent in volume that still reaches the inbox.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Mailercloud'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



MailerLite, Sender, Moosend, Brevo and EmailOctopus

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

2.6 GPA

MailerLite

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- Only MailerLite lists an iOS app.
- Mailercloud also covers a/B testing.
- MailerLite also covers paid newsletters.

Mailercloud and MailerLite compared in full

2.8 GPA

Sender

Free plan · from $9/mo

Email and SMS marketing with a free plan for 2,500 subscribers.

- Mailercloud also covers a/B testing.
- Sender also covers business texting.

Mailercloud and Sender compared in full

2.6 GPA

Moosend

Free trial · from $7/mo

Low-cost email campaigns and automation priced by contacts.

- Mailercloud has a free plan. Moosend does not, though it has a free trial.
- Mailercloud also covers a/B testing.

Mailercloud and Moosend compared in full

2.6 GPA

Brevo

Free plan · from $9/mo

Email, SMS and WhatsApp marketing priced by emails sent, with a CRM.

- Mailercloud also covers a/B testing.
- Brevo also covers sales pipeline and live chat.

Mailercloud and Brevo compared in full

2.8 GPA

EmailOctopus

Free plan · from $9/mo

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

- Mailercloud also covers a/B testing.

Mailercloud and EmailOctopus 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 Mailercloud free?

Mailercloud has a free plan. 1,000 contacts and 12,000 emails a month, with the drag-and-drop builder and basic automation.

How much does Mailercloud cost?

Mailercloud lists 3 plans. Free: $0.

What platforms does Mailercloud work on?

Mailercloud is available on Web.

Does Mailercloud offer any discounts?

Mailercloud publicly lists the following: 25% off with annual billing.

Does Mailercloud have an Android app?

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

Does Mailercloud have an iPhone app?

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

Is Mailercloud open source?

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

What does Mailercloud integrate with?

Mailercloud's listing names Shopify, WooCommerce and Magento. A listing names up to eight integrations, so it may connect to more.

Who makes Mailercloud?

Mailercloud is made by a company of the same name.

What are the alternatives to Mailercloud?

The closest alternatives to Mailercloud in our directory are MailerLite, Sender, Moosend, Brevo and EmailOctopus.

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

Mailercloud'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 Mailercloud good value for money?

ToolGPA grades Mailercloud C for value for money. Its paid plans start at $10 a month, against a middle price of $15 for the category: 12 of the 47 others that charge start lower.

Could I make my own version of Mailercloud?

To replace Mailercloud 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 Mailercloud'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 Mailercloud'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 Mailercloud. Prices change, so check mailercloud.com before you buy.

mailercloud.com/pricing/

mailercloud.com/

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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Mailercloud, kept up to date

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

toolgpa.com/tools/mailercloud

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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