ToolGPA

NOVEMBER 2026

Maileroo

The Insider's Guide

SMTP relay and email API that also receives and tests mail



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

Made by Maileroo Group Pty Ltd · checked Nov 12, 2026 · toolgpa.com

2.6
GPA

Maileroo

EMAIL DELIVERY SERVICE

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

2.6

GPA, above 34 of the 50 other email sending services we grade

Maileroo is an email delivery service that sends through an SMTP relay or a REST API, receives inbound mail and routes it to webhooks, and includes a sandbox for testing messages before they ship. Plans are priced by outbound volume, from a free tier of 3,000 emails a month up to 1 million, and every plan includes the same sending, receiving and testing features. Its pages say its servers sit in Germany, the Netherlands, Finland and France.

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

> **You verify a sending domain with DNS records and wire up SMTP credentials or an API key before the first email goes out.**
>
> From our grade for ease of use

1 **Best for sending, receiving and testing mail on one account**

Maileroo is an SMTP relay and email API that also handles inbound mail and test inboxes, from $10 a month for 25,000 emails.

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

As its pricing page puts it: $10 per month for 25,000 outbound emails.

3 There is a free plan

3,000 outbound and 1,000 inbound emails a month, 2 sending domains and 100 test emails a month.

4 It runs on Web

Web.

5 SMTP relay and REST API

Send through SMTP credentials or the REST API, with official SDKs, dynamic templates and streams. Both are available on every plan.

6 Inbound routing

Receive mail with expression rules, catch-all and regex matching, forwarders and parsed JSON webhooks. Inbound volume is capped by plan.

7 Email testing

Test emails go to SMTP sinks and inboxes, with client previews in light and dark, spam scoring and authentication checks. The monthly test allowance grows with the plan.

8 A 2.6 GPA, above 34 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 Maileroo you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

Maileroo at a glance

PRICING
Free plan, from $10 per month for 25,000 outbound emails

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Maileroo Group Pty Ltd

CATEGORY
Email Sending Services

OUR GRADE
2.6 GPA, good

The report card

Best for sending, receiving and testing mail on one account

Maileroo is an SMTP relay and email API that also handles inbound mail and test inboxes, from $10 a month for 25,000 emails. The free plan has 3,000 outbound emails, but a dedicated IP starts at $72 a month and the price climbs fast after that.

TOOLGPA REPORT CARD — **Maileroo** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$10 a month for 25,000 outbound emails, inside the category's cheaper quarter.
Free plan and trial	B	3,000 outbound and 1,000 inbound emails a month, 2 sending domains and 100 test emails with no card; one person can live on that.

SUBJECT	GRADE	COMMENT
Features	B	SMTP relay, a REST API, inbound routing, email testing, bounce and complaint handling and event tracking. Nothing in the listing is missing from the job.
Ease of use	C	No store rating on record. You verify a sending domain with DNS records and wire up SMTP credentials or an API key before the first email goes out.
Platforms and integrations	C	A web dashboard and an API; WordPress is the one named integration.
Grade point average		Good, out of 4.0 **2.6**

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 Maileroo is for

- ✓ Fits if you want to send and receive mail through one account
- ✓ Works for developers who want test inboxes next to their sending

Who it is not for

- ✗ Skip it if you need a dedicated IP below $72 a month, as lower plans use shared IPs
- ✗ Tight if you stay free, with inbound capped at 1,000 and test emails at 100 a month
- ✗ Watch out: prices on the page are monthly and no yearly option is shown
- ✗ Watch out: Maileroo Verify is separate, at $0.03 per successful check plus the channel fee

Good to know

Good for

- ✓ Developers who want SMTP and an API from one provider at a low monthly price
- ✓ Teams that also need inbound email parsing and a place to test messages
- ✓ Senders who prefer infrastructure hosted in Europe

Worth knowing

- ⓘ A dedicated IP starts at the Pro plan ($72 a month); lower plans send from shared IPs.
- ⓘ Prices on the page are monthly; no yearly billing option is shown.
- ⓘ The free plan caps inbound email at 1,000 a month and test emails at 100.
- ⓘ Maileroo Verify, a separate one-time-code service, costs $0.03 per successful verification plus the channel fee, billed from a prepaid balance.

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

Maileroo has a free plan. Paid plans start at $10 per month for 25,000 outbound emails.

FREE

$0

3,000 outbound and 1,000 inbound emails a month, 2 sending domains, 100 test emails and 5 test inboxes.

BASIC

$10

per month for 25,000 outbound emails

25,000 inbound emails, unlimited sending domains, 1,000 test emails and Trigger Actions.

STARTER

$15

per month for 50,000 outbound emails

50,000 inbound emails, unlimited sending domains and 5,000 test emails.

PREMIUM

$30

per month for 100,000 outbound emails

100,000 inbound emails, unlimited sending domains and 10,000 test emails.

PRO

$72

per month for 250,000 outbound emails

Adds one dedicated IP. 250,000 inbound emails and 25,000 test emails. An Ultimate step at $140 a month covers 500,000 outbound emails.

ENTERPRISE

$250

per month for 1,000,000 outbound emails

One dedicated IP, 1,000,000 inbound emails and 125,000 test emails. Higher volumes are handled through the Contact Us link.

The free plan

3,000 outbound and 1,000 inbound emails a month, 2 sending domains and 100 test emails a month.

Read from maileroo.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

SMTP relay and email API that also receives and tests mail. Here is what it does, as its own site describes it, and what it covers: public API, transactional email.

> **SMTP relay, a REST API, inbound routing, email testing, bounce and complaint handling and event tracking.**
>
> From our grade for features

SMTP relay and REST API

Send through SMTP credentials or the REST API, with official SDKs, dynamic templates and streams. Both are available on every plan.

Inbound routing

Receive mail with expression rules, catch-all and regex matching, forwarders and parsed JSON webhooks. Inbound volume is capped by plan.

Email testing

Test emails go to SMTP sinks and inboxes, with client previews in light and dark, spam scoring and authentication checks. The monthly test allowance grows with the plan.

Delivery handling

Automatic IP warmup, bounce and complaint classification, suppression lists, and SPF, DKIM and DMARC enforcement come with every plan.

Event tracking

Track delivery, opens, clicks and bounces, with an event timeline per message that can be filtered by domain, tag or recipient.

Where it runs

Web

What it works with

WordPress

Maileroo is made by Maileroo Group Pty Ltd.

Where it stands

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

34/50

Other email sending services it is graded above

Maileroo's GPA of 2.6 is higher than 34 of the 50 other email sending services we grade, and level with 11.

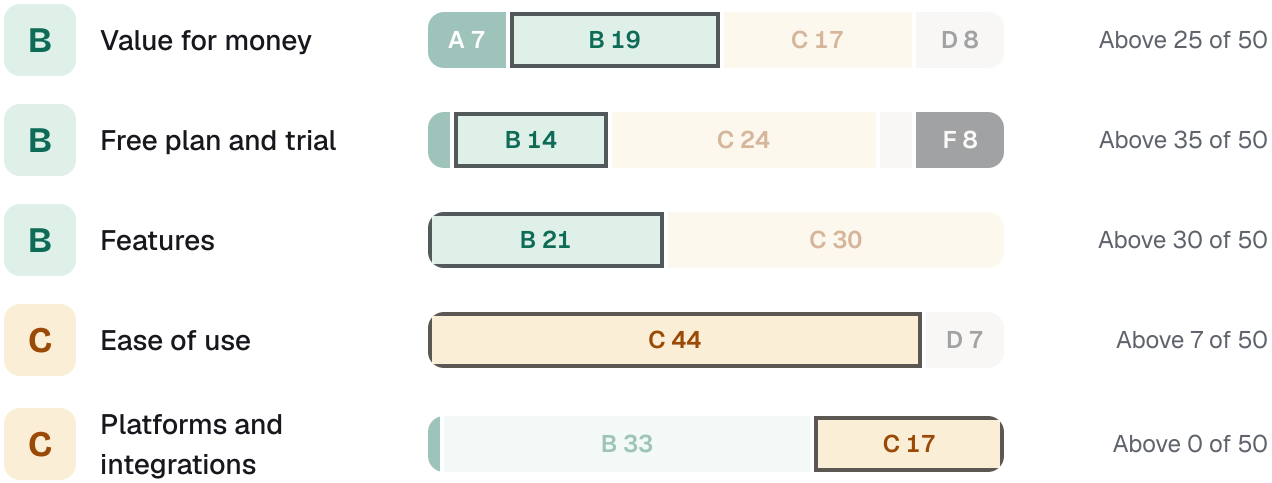
It stands best on free plan and trial (B, above 35 of 50) and worst on platforms and integrations (C, above 0).

Its paid plans start at $10 a month, against a middle price of $15 for the category: 12 of the 41 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.

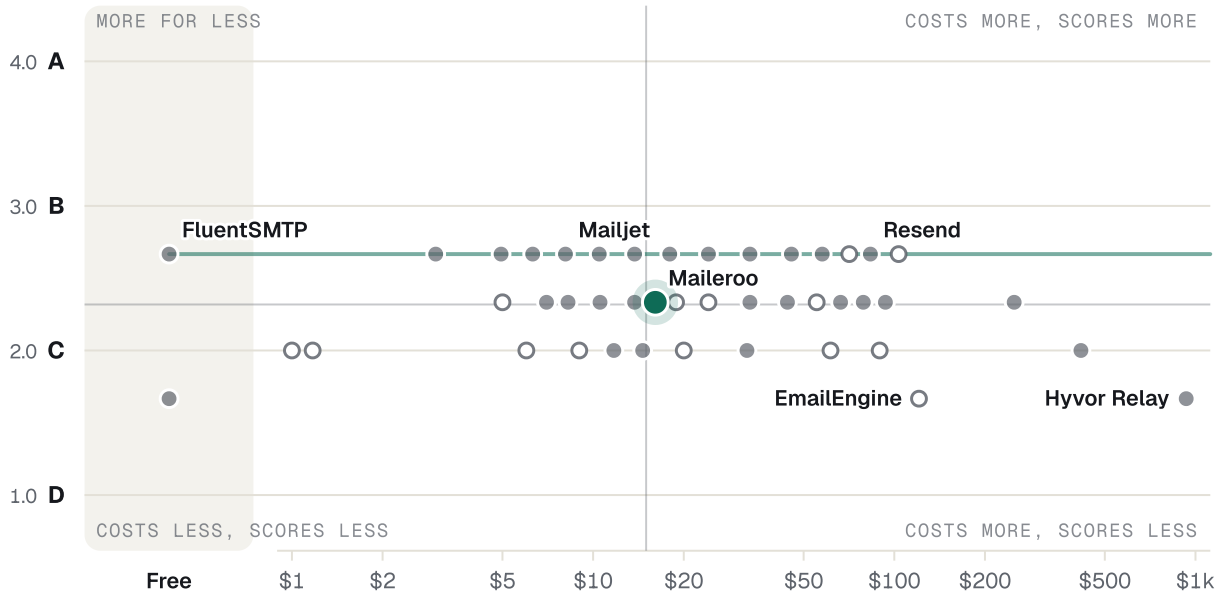
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. Maileroo'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. Maileroo 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 Maileroo you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.6 is higher than 34 of the 50 other email sending services we grade. It costs $120 a year.

What you could not

- ✕ Mail servers with a good name among inbox providers.
- ✕ It plugs into other products, WordPress among them, and has an API.

× The depth: we grade its features B, which means it covers the whole job.

What this rests on. Maileroo'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



Mailgun, Postmark, SMTP2GO, MailPace and Resend

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

Mailgun

2.4 GPA

Free plan · from $15/mo

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

- Mailgun also covers email verification.

Maileroo and Mailgun compared in full

Postmark

2.2 GPA

Free plan · from $15/mo

Transactional email API and SMTP, with broadcasts on a separate stream.

- Postmark also covers dMARC.

Maileroo and Postmark compared in full

SMTP2GO

2.2 GPA

Free plan · from $15/mo

SMTP relay and email API priced by emails a month, with a free plan.

Maileroo and SMTP2GO compared in full



2.2
GPA

MailPace

Free trial · from $10/mo

EU-hosted transactional email API and SMTP, without open tracking.

- Maileroo has a free plan. MailPace does not, though it has a free trial.

Maileroo and MailPace compared in full



2.6
GPA

Resend

Free plan · from $20/mo

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

- Resend also covers email campaigns.

Maileroo and Resend 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 Maileroo free?

Maileroo has a free plan. 3,000 outbound and 1,000 inbound emails a month, 2 sending domains and 100 test emails a month.

How much does Maileroo cost?

Maileroo lists 6 plans. Free: $0.

What platforms does Maileroo work on?

Maileroo is available on Web.

Does Maileroo have an Android app?

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

Does Maileroo have an iPhone app?

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

Is Maileroo open source?

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

Does Maileroo have an API?

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

What does Maileroo integrate with?

Maileroo's listing names WordPress. A listing names up to eight integrations, so it may connect to more.

Who makes Maileroo?

Maileroo is made by Maileroo Group Pty Ltd.

What are the alternatives to Maileroo?

The closest alternatives to Maileroo in our directory are Mailgun, Postmark, SMTP2GO, MailPace and Resend.

How does Maileroo compare with other email sending services?

Maileroo's GPA of 2.6 is higher than 34 of the 50 other email sending services we grade, and level with 11.

Is Maileroo good value for money?

ToolGPA grades Maileroo B for value for money. Its paid plans start at $10 a month, against a middle price of $15 for the category: 12 of the 41 others that charge start lower.

Could I make my own version of Maileroo?

To replace Maileroo you would be making mail servers with a good name among inbox providers.

Where this guide comes from

The prices, plans, platforms and features were read from Maileroo'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 Maileroo'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 Maileroo Group Pty Ltd. Prices change, so check maileroo.com before you buy.

maileroo.com/pricing
maileroo.com/about-us
maileroo.com

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

Maileroo, kept up to date

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

toolgpa.com/tools/maileroo

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, "Maileroo: The Insider's Guide",
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https://toolgpa.com/tools/maileroo
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Know someone choosing between email sending services?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after Maileroo, 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Maileroo'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. Maileroo is a trademark of its owner, and this guide is not made, paid for or approved by Maileroo Group Pty Ltd. Prices and plans change: check maileroo.com before you buy.