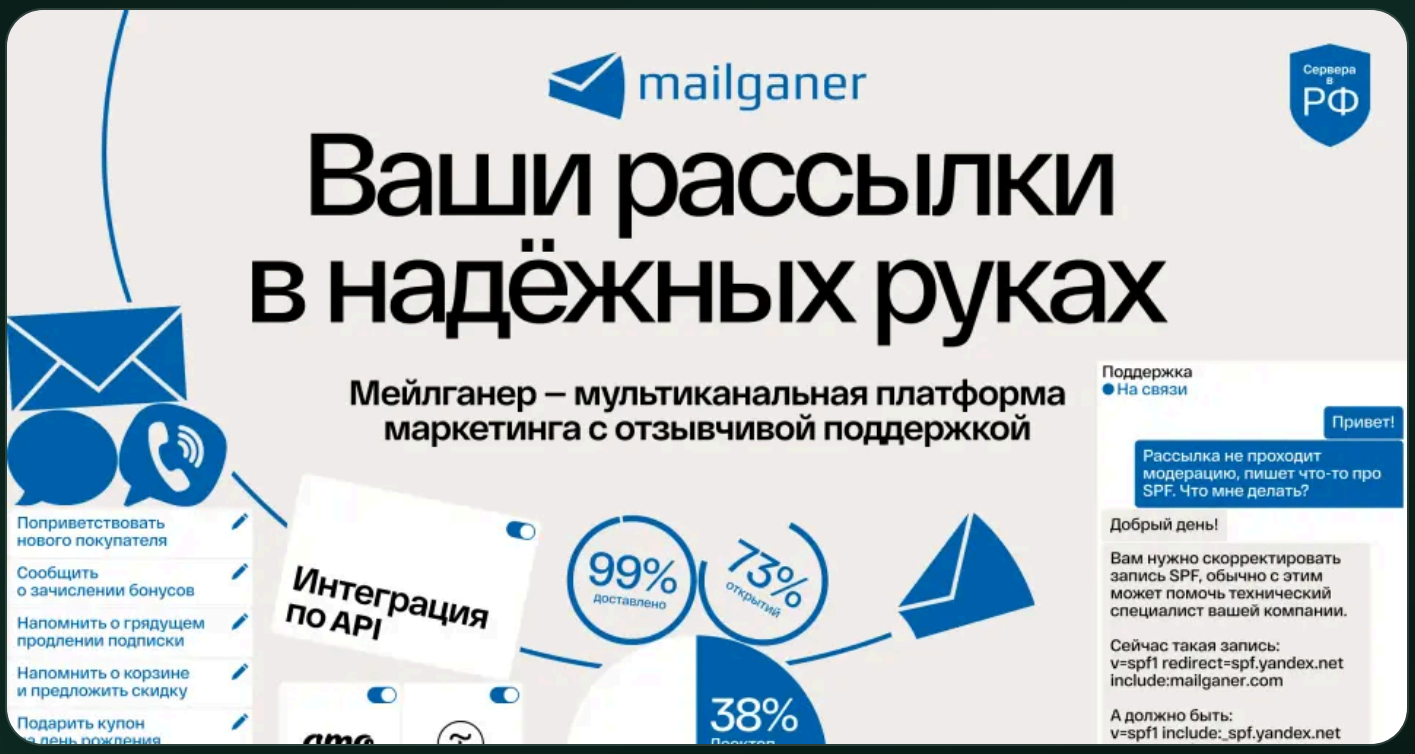
ToolGPA

NOVEMBER 2026

Mailganer

The Insider's Guide

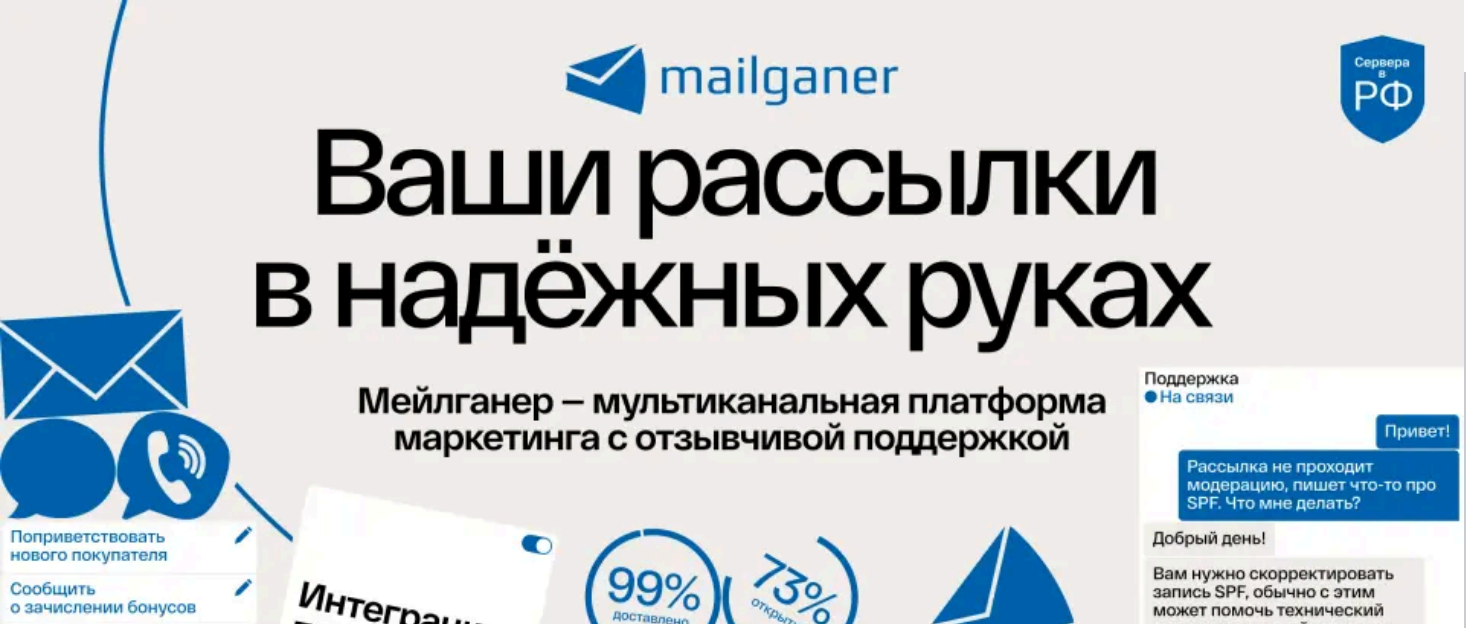
Email marketing automation platform with SMTP and validation



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

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

2.2
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 Mailganer's own pages, its app-store listings and our grades. Every fact in it is on Mailganer'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

Mailganer is an email marketing platform covering bulk and triggered mailings, subscriber forms, segmentation and an API. It also sells SMTP transport, email validation and triggers for online stores, and can be deployed on a customer's own servers. The English site is a translation of a Russian-language product.

To get you started, here are **8 things to know about Mailganer**, taken from its own pages and our grades.

> **Plans are picked by a calculator and there is a template editor and sending domain to set up.**
>
> From our grade for ease of use

1 **Best for email campaigns with a free tier for tiny lists**

Mailganer is a marketing and triggered email platform that is free for lists up to 500 contacts.

2 **There is a free plan**

Accounts with up to 500 contacts in the database are free.

3 **It runs on Web**

Web.

4 **Bulk and triggered mailings**

Segmented bulk sends and automatic triggered emails, with forms for collecting subscribers.

5 **Drag and drop editor**

Layouts built from a master template.

6 **API and webhooks**

API access and webhook integration on paid plans.

7 **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.

8 **Keep it**

To replace Mailganer 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.

Mailganer at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Mailganer	CATEGORY Email Sending Services
OUR GRADE 2.2 GPA, fair	

The report card

Best for email campaigns with a free tier for tiny lists

Mailganer is a marketing and triggered email platform that is free for lists up to 500 contacts. Paid plan prices come from a calculator and differ between

the plain and rendered page, so you can't tell what you will pay without using it.

TOOLGPA REPORT CARD	Mailganer	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No paid plan price is stated in a table; a calculator sets it, and the figures differ between versions of the page. SMTP transport runs $0.68 per 1,000 emails.
Free plan and trial	C	Free for accounts with up to 500 contacts, a cap that most newsletters pass.
Features	C	Bulk and triggered mailings, editor, API, SMTP and validation. Product recommendations and subscriber validation are not part of the paid tariff, and validation is billed separately.
Ease of use	C	No rating on record. Plans are picked by a calculator and there is a template editor and sending domain to set up.
Platforms and integrations	B	Web platform with API, webhooks and SMTP, plus an own-server deployment option.

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 Mailganer is for

- ✓ Fits if your list is under 500 contacts and you want it free
- ✓ Works for teams that want SMTP, campaigns and validation from one vendor

Who it is not for

- ✗ Skip it if you want a clear price, because the calculator figures differ between versions of the page
- ✗ Tight if your list grows past 500 contacts, which ends the free tier
- ✗ Watch out: email validation is $0.0054 per address up to 10,000, billed on top
- ✗ Watch out: online store triggers are priced by site sessions, $34 a month up to 25,000
- ✗ Pricey if you need the Special plan, which the vendor aims at bases above 200,000

Good to know

Good for

- ✓ Online stores that want triggered emails with recommendations
- ✓ Businesses that need an on-premises deployment

Worth knowing

- ⓘ The pricing page computes plan prices with a calculator, and the figures differ between the plain page and the rendered page, so no plan price is recorded here.
- ⓘ SMTP transport is $0.68 per 1,000 emails up to 100,000 a month, $0.54 from 100,000 to 500,000 and $0.41 from 500,000 to 2,000,000.
- ⓘ Email validation costs $0.0054 per address up to 10,000 and product recommendations and subscriber validation are not part of the paid tariff.
- ⓘ Triggers for online stores are priced by site sessions: $34 a month up to 25,000 sessions.

What it costs

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

4

plans to choose from

Mailganer has a free plan.

> **No paid plan price is stated in a table; a calculator sets it, and the figures differ between versions of the page.**
>
> From our grade for value for money

FREE

$0

Access is free for accounts with a base of up to 500 contacts.

YEAR

Custom

Paid per year by number of emails sent. The page's calculator shows no fixed entry step in readable text.

PROFESSIONAL

Custom

Paid per month by number of contacts in the database; the vendor suggests it for bases under 200,000.

SPECIAL

Custom

Paid per month by number of emails sent; the vendor suggests it for bases above 200,000.

The free plan

Accounts with up to 500 contacts in the database are free.

Read from mailganer.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Email marketing automation platform with SMTP and validation. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, email verification, transactional email.

"

Bulk and triggered mailings, editor, API, SMTP and validation.

From our grade for features

Bulk and triggered mailings

Segmented bulk sends and automatic triggered emails, with forms for collecting subscribers.

Drag and drop editor

Layouts built from a master template.

API and webhooks

API access and webhook integration on paid plans.

SMTP transport

Separate SMTP sending priced per 1,000 emails, with a dedicated IP and your own DKIM possible.

Email validation

A database check before a mailing, billed per address.

Own-server deployment

Enterprise options install the platform on the customer's servers.

Where it runs

Web

What it works with

Its own pages name no integrations.

Mailganer is made by Mailganer.

PART 04 · STANDING

Where it stands

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

14/50

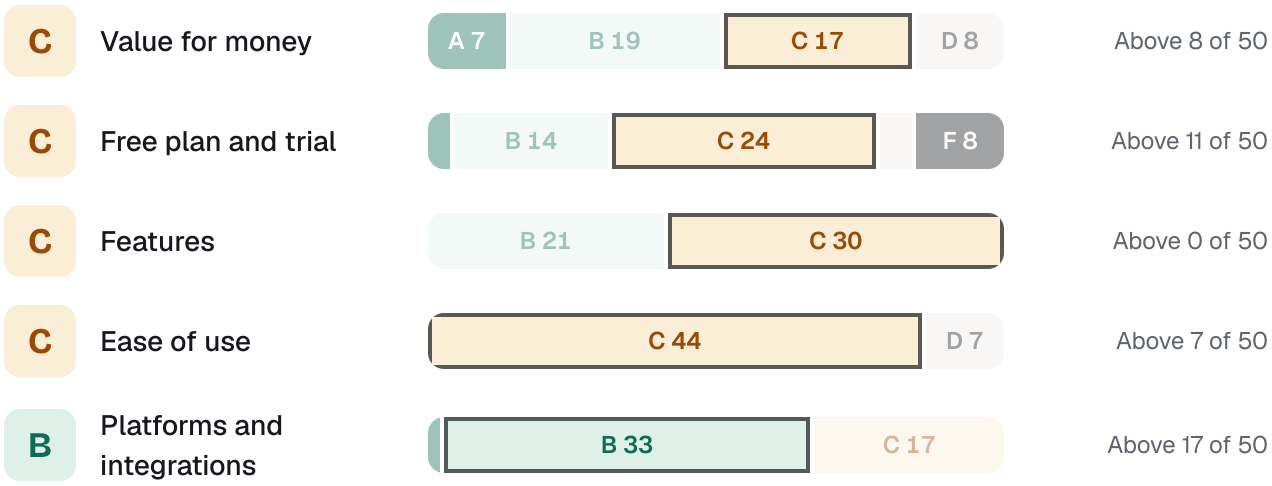
Other email sending services it is graded above

Mailganer'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 platforms and integrations (B, above 17 of 50) and worst on features (C, above 0).

Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. Mailganer'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

To replace Mailganer 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.

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.
- ✕ Checking that an address exists without writing to it.
- ✕ An API that other software can build on.

What this rests on. Mailganer'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



Mailjet, Twilio SendGrid, Elastic Email, turboSMTP and Mailgun

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

2.4 GPA

Mailjet

Free plan · from $8.10/mo

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

Mailganer and Mailjet compared in full

2.6 GPA

Twilio SendGrid

Free trial · from $19.95/mo

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

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

Mailganer and Twilio SendGrid compared in full



2.6 GPA

Elastic Email

Free plan · from $19/mo

Low-cost email API and SMTP relay priced by monthly email volume.

- Mailganer also covers marketing automation.

Mailganer and Elastic Email compared in full



2.2 GPA

turboSMTP

Free plan · from $12.46/mo

SMTP relay and email API on European infrastructure, with a free plan.

- Mailganer also covers marketing automation and email campaigns.

Mailganer and turboSMTP compared in full



2.4 GPA

Mailgun

Free plan · from $15/mo

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

- Mailganer also covers marketing automation and email campaigns.

Mailganer and Mailgun compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Mailganer free?

Mailganer has a free plan. Accounts with up to 500 contacts in the database are free.

How much does Mailganer cost?

Mailganer lists 4 plans. Free: $0.

What platforms does Mailganer work on?

Mailganer is available on Web.

Does Mailganer have an Android app?

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

Does Mailganer have an iPhone app?

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

Is Mailganer open source?

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

Does Mailganer have an API?

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

Who makes Mailganer?

Mailganer is made by a company of the same name.

What are the alternatives to Mailganer?

The closest alternatives to Mailganer in our directory are Mailjet, Twilio SendGrid, Elastic Email, turboSMTP and Mailgun.

How does Mailganer compare with other email sending services?

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

Could I make my own version of Mailganer?

To replace Mailganer 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 Mailganer'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 Mailganer'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 Mailganer. Prices change, so check mailganer.com before you buy.

mailganer.com/en/price/
mailganer.com/en/
mailganer.com/en/contacts/

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

Mailganer, kept up to date

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

toolgpa.com/tools/mailganer

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, "Mailganer: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mailganer
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Know someone choosing between email sending services?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after Mailganer, 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 Mailganer'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. Mailganer is a trademark of its owner, and this guide is not made, paid for or approved by Mailganer. Prices and plans change: check mailganer.com before you buy.