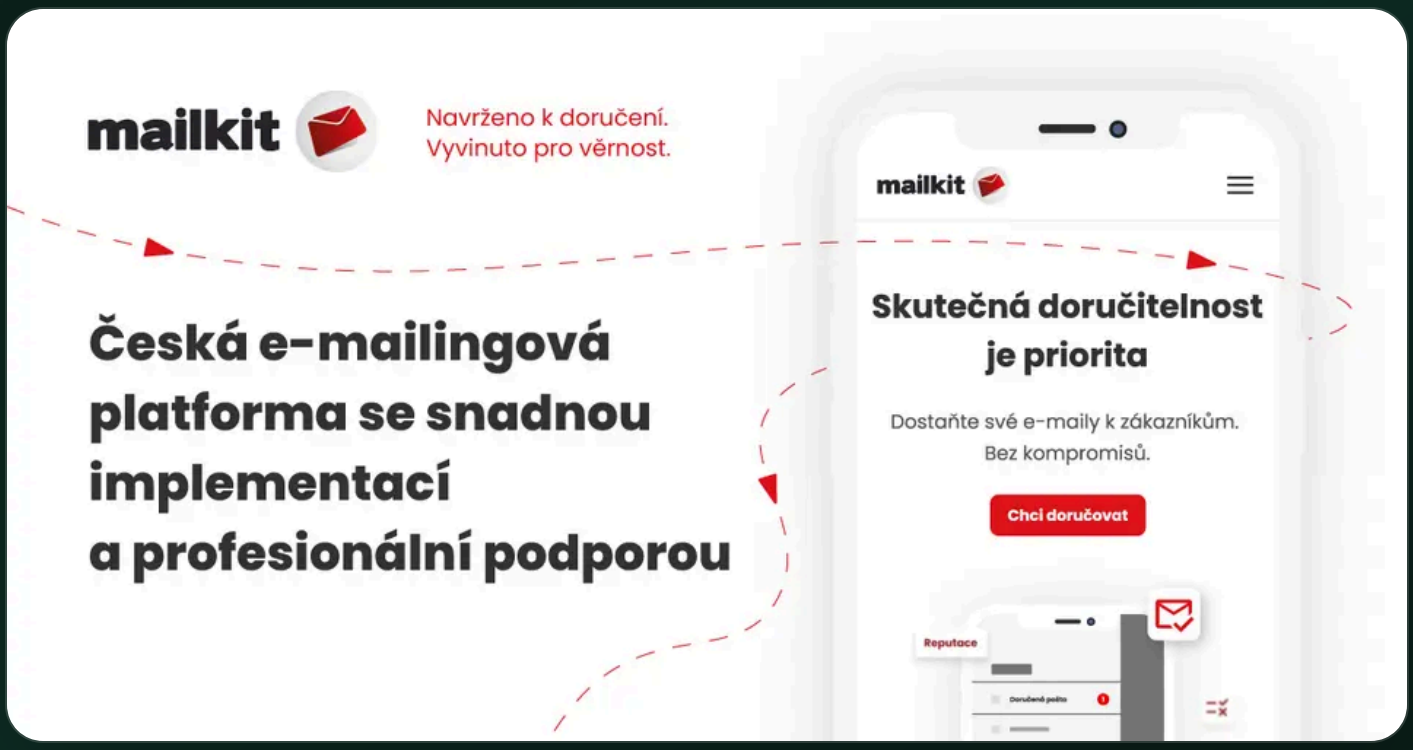
ToolGPA

NOVEMBER 2026

Mailkit

The Insider's Guide

Czech email and SMS marketing platform with its own infrastructure



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

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

1.6
GPA

mailkit
Navrženo k doručení.
Vyvinuto pro věrnost.

Česká e-mailingová platforma se snadnou implementací a profesionální podporou



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

ToolGPA put this guide together from Mailkit's own pages, its app-store listings and our grades. Every fact in it is on Mailkit'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

1.6

GPA, above 2 of the 102 other email marketing and newsletter tools we grade

Mailkit is an email marketing and automation platform from a Czech company, run on its own sending infrastructure. It offers segmentation, personalization, trigger campaigns, an engagement score metric and services around email authentication and inbox branding. It is sold on volume-based pricing aimed at larger senders.

> "
>
> **Sold by quote, so there's onboarding and set-up.**
>
> From our grade for ease of use

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

1 **Best for high-volume email and SMS with its own servers**

Mailkit is a Czech email and SMS platform with its own infrastructure, with prices from $389 a month by volume.

2 **Paid plans start at $389 a month**

As its pricing page puts it: $389 per month and up, by sending volume.

3 **It runs on Web**

Web.

4 **Automation and segmentation**

Trigger campaigns, customer database segmentation and personalization of email content.

5 **Engagement score**

A metric that shows how engaged each recipient is with the emails sent to them.

6 **Email authentication**

A service to protect a brand's domain from spoofing, with a BIMI inspector tool published on the site.

7 **A 1.6 GPA, above 2 of 102**

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

8 **Keep it**

To replace Mailkit 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.

Mailkit at a glance

PRICING
Paid, from $389 per month and up, by sending volume

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Mailkit, since 2006

CATEGORY
Email Marketing & Newsletters

OUR GRADE
1.6 GPA, weak

The report card

Best for high-volume email and SMS with its own servers

Mailkit is a Czech email and SMS platform with its own infrastructure, with prices from $389 a month by volume. There's no pricing page, no free plan or trial, and the site footer shows 2022.

TOOLGPA REPORT CARD	Mailkit	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	The only figure is $389 a month and up, quoted on request by volume, which is well above the $149 where the dearest tenth starts.
Free plan and trial	F	No free plan or trial is listed on the vendor pages, so the only way in is a paid plan from $389 a month.
Features	B	Automation, segments, engagement score, email authentication, drag-and-drop campaigns, an API and SMS. Nothing in the listing shows a gap.
Ease of use	C	No store rating on record. Sold by quote, so there's onboarding and set-up.
Platforms and integrations	C	Web with an API. No integrations are listed.
Grade point average		Weak, out of 4.0 **1.6**

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 Mailkit is for

- ✓ Fits if you send large volumes and want your own sending infrastructure
- ✓ Works for agencies, since partners can let outside teams use the platform

Who it is not for

- ✗ Pricey if you send small: $389 a month is the starting figure
- ✗ Skip it if you want a price list, as there's no pricing page
- ✗ Not for you if you want to try it free, since there's no plan or trial
- ✗ Watch out: the site footer shows a 2022 copyright

Good to know

Good for

- Larger senders and enterprises with high volumes
- Companies in Central Europe wanting a local vendor
- Teams that want authentication and deliverability help

Worth knowing

- No pricing page is published; the only price is a $389 monthly starting figure on the homepage.
- Plans are tied to email volume and quoted through the contact form.
- The site footer shows a 2022 copyright date and there is no free plan or trial listed.
- Agency partnerships let outside teams use the platform, with access decided by the customer.

PART 02 · PRICING

What it costs

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

$389

A month to start

Mailkit is a paid product, starting at $389 per month and up, by sending volume.

VOLUME-BASED PRICING

$389

per month and up

Homepage states volume-based pricing from $389 a month; the price depends on emails sent and is quoted on request.

Read from mailkit.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

Czech email and SMS marketing platform with its own infrastructure. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, reports, email campaigns, sMS marketing, dMARC.

> **Automation, segments, engagement score, email authentication, drag-and-drop campaigns, an API and SMS.**
>
> From our grade for features

Automation and segmentation

Trigger campaigns, customer database segmentation and personalization of email content.

Engagement score

A metric that shows how engaged each recipient is with the emails sent to them.

Email authentication

A service to protect a brand's domain from spoofing, with a BIMI inspector tool published on the site.

Inbox brand visibility

Premium services such as message highlighting and showing a logo in the recipient's inbox.

Drag-and-drop campaigns and API

Modular drag-and-drop email blocks, plus documented API access for connecting internal systems.

Email and SMS campaigns

The company says it develops features for both email and SMS campaigns and runs its own infrastructure.

Where it runs

Web

What it works with

Its own pages name no integrations.

Mailkit is made by Mailkit, and has been around since 2006.

Where it stands

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

2/102

Other email marketing and newsletter tools it is graded above

Mailkit's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

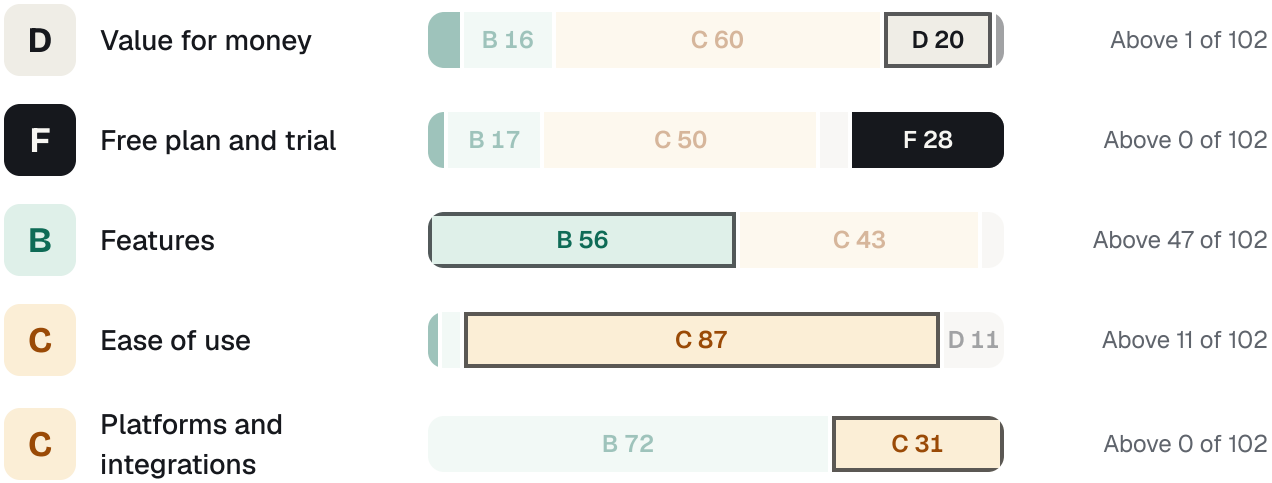
It stands best on features (B, above 47 of 102) and worst on free plan and trial (F, above 0).

Its paid plans start at $389 a month, against a middle price of $19 for the category: 75 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 33 tools score higher and cost less.

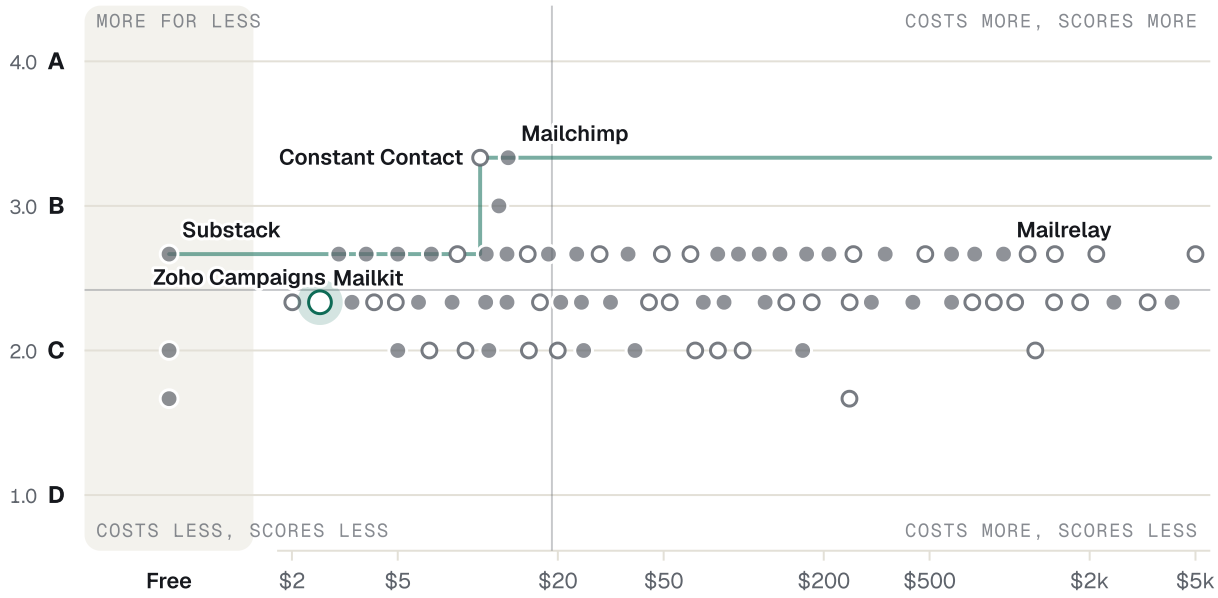
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Mailkit's own letter is outlined.



Price against what you get

Each dot is one of 82 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. Mailkit 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 Mailkit 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: 91 of the 102 other email marketing and newsletter tools grade higher. It costs $4,668 a year.

What you could make

- Reports: 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.
- Texts to thousands of numbers, registered with the carriers.
- Reading the reports inbox providers send about your domain.
- An API that other software can build on.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Mailkit'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



Inxmail, Dotdigital, Selligent and CleverReach

The 4 tools Mailkit is most often weighed against, with where each one differs from it.

1.6 GPA

Inxmail

From €200/mo

German email marketing platform billed by sending volume.

- Mailkit also covers sMS marketing and dMARC.
- Inxmail also covers transactional email and a/B testing.

Mailkit and Inxmail compared in full

2.0 GPA

Dotdigital

Paid

Cross-channel marketing automation for ecommerce and B2B teams.

- Mailkit also covers reports and dMARC.
- Dotdigital also covers whatsApp messaging.

Mailkit and Dotdigital compared in full

S

1.8
GPA

Selligent

Paid

Multichannel marketing automation now sold by Zeta Global.

- Mailkit also covers sMS marketing and dMARC.
- Selligent also covers workflow automation.

Mailkit and Selligent compared in full



2.2
GPA

CleverReach

Free plan · from €15/mo

Newsletter and email automation tool from Germany with a free plan.

- CleverReach has a free plan. Mailkit does not.
- Mailkit also covers reports, sMS marketing and dMARC.
- CleverReach also covers forms, transactional email and a/B testing.

Mailkit and CleverReach compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Mailkit free?

No. Mailkit is a paid product, starting at $389 per month and up, by sending volume.

How much does Mailkit cost?

Mailkit lists one plan. Volume-based pricing: $389 per month and up.

What platforms does Mailkit work on?

Mailkit is available on Web.

Does Mailkit have an Android app?

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

Does Mailkit have an iPhone app?

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

Is Mailkit open source?

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

Does Mailkit have an API?

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

Who makes Mailkit?

Mailkit is made by a company of the same name. It dates from 2006.

What are the alternatives to Mailkit?

The closest alternatives to Mailkit in our directory are Inxmail, Dotdigital, Selligent and CleverReach.

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

Mailkit's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Is Mailkit good value for money?

ToolGPA grades Mailkit D for value for money. Its paid plans start at $389 a month, against a middle price of $19 for the category: 75 of the 78 others that charge start lower.

Could I make my own version of Mailkit?

To replace Mailkit 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 Mailkit'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 Mailkit'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 Mailkit. Prices change, so check mailkit.com before you buy.

mailkit.com/

mailkit.com/about-us

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

Mailkit, kept up to date

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

toolgpa.com/tools/mailkit

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:

```
ToolGPA, "Mailkit: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mailkit
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

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