ToolGPA

NOVEMBER 2026

MailOptin

The Insider's Guide

WordPress popup, opt-in form and email newsletter plugin



Every plan, grade, refund rule and rival among popup and widget tools, read from MailOptin's own pages.

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

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

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GPA, above 14 of the 54 other popup and widget tools we grade

MailOptin is a WordPress plugin for popups, in-post and sidebar opt-in forms, notification bars and slide-ins. It also sends new-post notification emails and one-off broadcasts to WordPress users. A Lite edition is listed on WordPress.org; the premium edition's prices could not be read from the vendor site.

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

> "
>
> **It is a plugin you install and wire to an email service, with forms to build.**
>
> From our grade for ease of use

1 **Best for a free WordPress popup and newsletter plugin**

MailOptin has a free Lite edition on WordPress.org with popups, opt-in forms and new-post emails.

2 **There is a free plan**

MailOptin Lite is free on WordPress.org, with popups, before and after post opt-ins, sidebar forms, page-level targeting and new-post notification emails.

3 **It runs on Web**

Web.

4 **Popups and opt-in forms**

Lightbox popups, before and after post opt-ins, sidebar widget forms, notification bars and slide-ins.

5 **Page-level targeting**

Show a form on chosen posts and pages.

6 **New-post notification emails**

Automatic newsletters when a post is published, limited by category or tag, sent to registered users or chosen roles.

7 **A 2.2 GPA, above 14 of 54**

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

8 **Keep it**

To replace MailOptin 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.

MailOptin at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY MailOptin	CATEGORY Popups & Website Widgets
OUR GRADE 2.2 GPA, fair	

The report card

Best for a free WordPress popup and newsletter plugin

MailOptin has a free Lite edition on WordPress.org with popups, opt-in forms and new-post emails. Premium prices could not be read, because the vendor's site put up a bot check, and spam protection and several conversion actions are premium-only. It runs only inside WordPress.

TOOLGPA REPORT CARD

MailOptin

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No paid price could be read, since the vendor's pricing page was behind a bot check, so we have nothing to grade against and it sits at the ordinary C.
Free plan and trial	B	MailOptin Lite is free on WordPress.org with popups, before and after post opt-ins, sidebar forms, page-level targeting and new-post emails. One person could run a small list on it.
Features	C	Popups, forms, targeting, broadcasts and mail-service integrations in one plugin. The WordPress.org listing says reCAPTCHA or Turnstile spam protection and several conversion actions are premium, and some broadcast audiences need Pro.
Ease of use	C	No store rating on record. It is a plugin you install and wire to an email service, with forms to build.
Platforms and integrations	C	WordPress only. It lists Mailchimp, AWeber, Constant Contact, ActiveCampaign, HubSpot, Brevo and Kit, but there is no app outside the site.

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 MailOptin is for

- ✓ Fits if you run WordPress and want popups and newsletters from one plugin
- ✓ Works for a small list that can live on the free Lite edition

Who it is not for

- ✕ Skip it if your site is not on WordPress
- ✕ Watch out: premium prices could not be read, so check them before you plan around Pro
- ✕ Not for you if you want spam protection with reCAPTCHA or Turnstile for free: it is premium
- ✕ Watch out: some broadcast audiences, such as membership or course plugin users, need the Pro version

Good to know

Good for

- ✓ WordPress sites that want popups and post-notification emails in one plugin
- ✓ Sites that want to try a free Lite edition first

Worth knowing

- ⓘ Premium prices could not be read: the vendor's site answered with a bot check, so pricing is unverified.
- ⓘ Runs only inside WordPress.
- ⓘ Spam protection with reCAPTCHA or Turnstile and several conversion actions are premium-only, per the WordPress.org listing.
- ⓘ The listing says some broadcast audiences, such as membership and course plugin users, need the Pro version.

What it costs

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

MailOptin's current pricing could not be confirmed from its own site.

> **MailOptin Lite is free on WordPress.org with popups, before and after post opt-ins, sidebar forms, page-level targeting and new-post emails.**
>
> From our grade for free plan and trial

We could not confirm MailOptin's current prices from its own site, so this guide lists no plans. mailoptin.io has them.

What it does

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

1

Place it runs: Web

WordPress popup, opt-in form and email newsletter plugin. Here is what it does, as its own site describes it, and what it covers: forms, email campaigns, popups.

> **Popups, forms, targeting, broadcasts and mail-service integrations in one plugin.**

From our grade for features

Popups and opt-in forms

Lightbox popups, before and after post opt-ins, sidebar widget forms, notification bars and slide-ins.

Page-level targeting

Show a form on chosen posts and pages.

New-post notification emails

Automatic newsletters when a post is published, limited by category or tag, sent to registered users or chosen roles.

Broadcasts and scheduling

One-off emails to registered users with scheduling.

Email platform integrations

Connects with services including Mailchimp, AWeber, Constant Contact, ActiveCampaign, HubSpot and Brevo.

Where it runs

Web

What it works with

Mailchimp
AWeber
Constant Contact
ActiveCampaign
HubSpot
Brevo
Kit

MailOptin is made by MailOptin.

PART 04 · STANDING

Where it stands

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

14/54

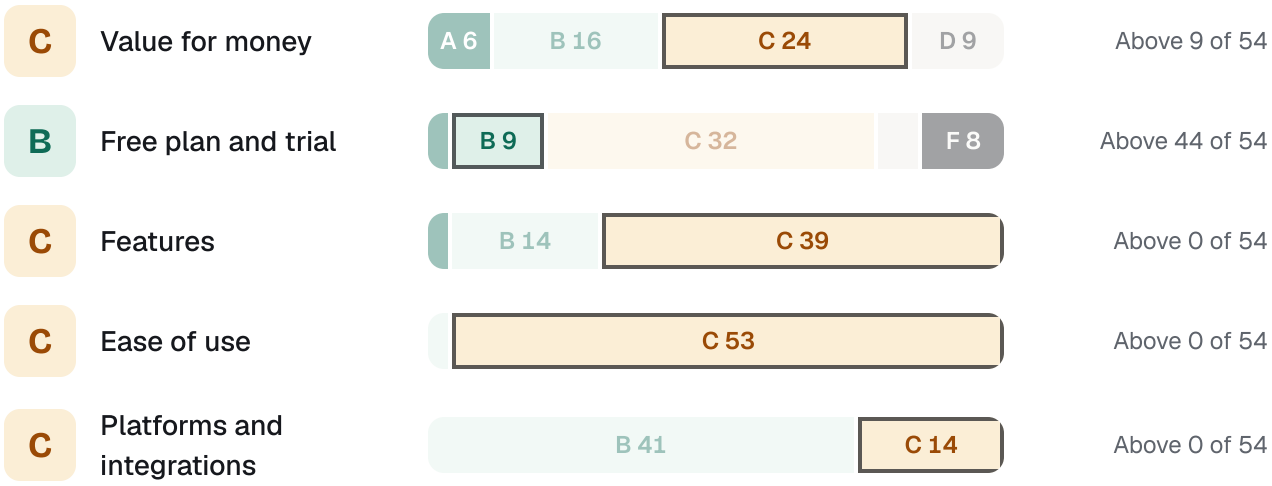
Other popup and widget tools it is graded above

MailOptin's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

It stands best on free plan and trial (B, above 44 of 54) and worst on features (C, above 0).

Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. MailOptin'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 MailOptin 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: 21 of the 54 other popup and widget tools grade higher.

What you could make

- Popups and forms: an app builder makes these well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- It plugs into other products, Mailchimp, AWeber and Constant Contact among them.
- Hooks into the device itself: widgets.

What this rests on. MailOptin'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



OptinMonster, Thrive Leads, Popup Maker, WP Popups and Convert Pro

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

1.8 GPA

OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- MailOptin has a free plan. OptinMonster does not.
- MailOptin also covers email campaigns.
- OptinMonster also covers templates, no-code and a/B testing.

MailOptin and OptinMonster compared in full

1.8 GPA

Thrive Leads

From $599/yr

WordPress opt-in form builder with popups, ribbons and A/B tests.

- MailOptin has a free plan. Thrive Leads does not.
- MailOptin also covers email campaigns.
- Thrive Leads also covers reports and a/B testing.

MailOptin and Thrive Leads compared in full



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Popup Maker

Free plan · from $99/yr

WordPress popup plugin with a free edition and yearly Pro licenses.

- MailOptin also covers email campaigns.
- Popup Maker also covers reports and a/B testing.

MailOptin and Popup Maker compared in full



2.2
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WP Popups

Free plan · from $70/yr

WordPress popup plugin with a free edition and paid licenses.

- MailOptin also covers email campaigns.
- WP Popups also covers a/B testing.

MailOptin and WP Popups compared in full



2.0
GPA

Convert Pro

From $99/yr

WordPress popup and opt-in plugin with annual or lifetime licenses.

- MailOptin has a free plan. Convert Pro does not.
- MailOptin also covers forms and email campaigns.
- Convert Pro also covers templates and a/B testing.

MailOptin and Convert Pro compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 MailOptin free?

MailOptin has a free plan. MailOptin Lite is free on WordPress.org, with popups, before and after post opt-ins, sidebar forms, page-level targeting and new-post notification emails.

What platforms does MailOptin work on?

MailOptin is available on Web.

Does MailOptin have an Android app?

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

Does MailOptin have an iPhone app?

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

Is MailOptin open source?

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

What does MailOptin integrate with?

MailOptin's listing names Mailchimp, AWeber, Constant Contact, ActiveCampaign, HubSpot, Brevo and Kit.

Who makes MailOptin?

MailOptin is made by a company of the same name.

What are the alternatives to MailOptin?

The closest alternatives to MailOptin in our directory are OptinMonster, Thrive Leads, Popup Maker, WP Popups and Convert Pro.

How does MailOptin compare with other popup and widget tools?

MailOptin's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

Could I make my own version of MailOptin?

To replace MailOptin 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 MailOptin’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 MailOptin's own pages on 13 November 2026. The vendor's site answered with a bot check, so its pricing page could not be read; the grades lean on the WordPress.org listing. 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 MailOptin. Prices change, so check mailoptin.io before you buy.

wordpress.org/plugins/mailoptin/ mailoptin.io

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

MailOptin, kept up to date

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

toolgpa.com/tools/mailoptin

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, "MailOptin: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mailoptin
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Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after MailOptin, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

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