ToolGPA

NOVEMBER 2026

Mailrelay

The Insider's Guide

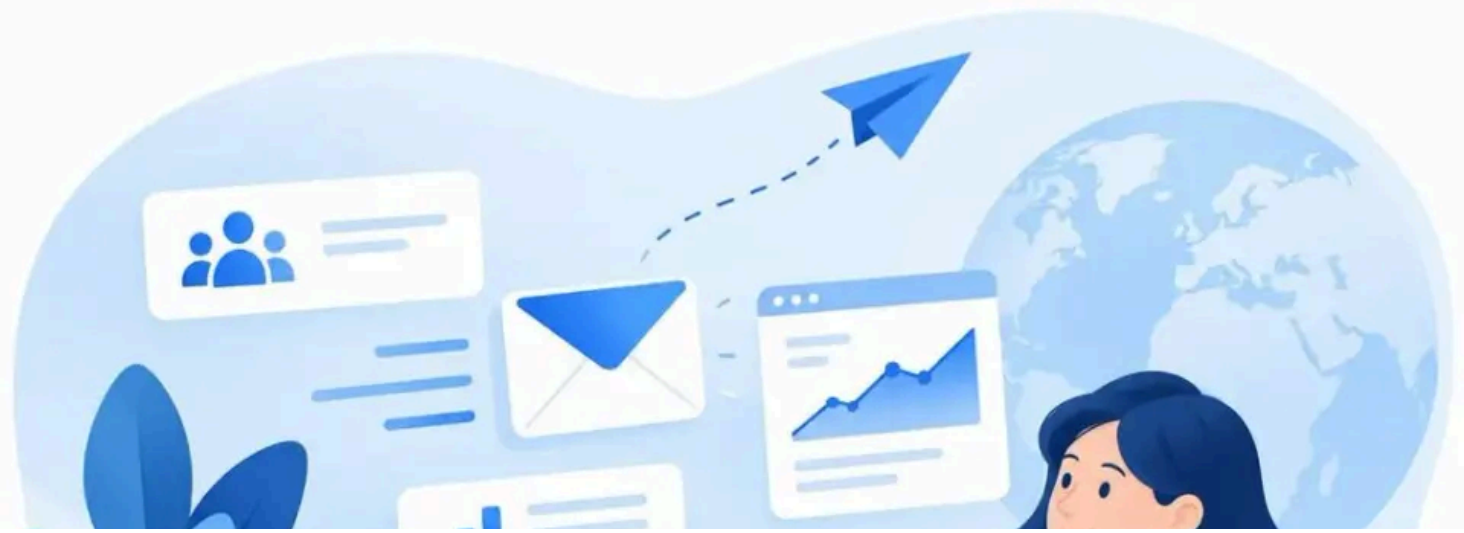
Email marketing with a large free plan and SMS and WhatsApp add-ons



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

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

3.0
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 Mailrelay's own pages, its app-store listings and our grades. Every fact in it is on Mailrelay'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

3.0

GPA, above 99 of the 102 other email marketing and newsletter tools we grade

Mailrelay is an email marketing service for newsletters, automations and landing pages, with its own sending servers. A free plan allows 80,000 emails a month to 20,000 contacts, and paid plans are sold in steps by monthly email volume. SMS, WhatsApp and transactional email are sold alongside.

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

> **It is a web app where you build the lists, templates and automations yourself.**
>
> From our grade for ease of use

1 **Best for a big free email plan with a logo**

Mailrelay sends 80,000 emails a month to up to 20,000 people on a free plan, with an editor, automations and SMTP.

2 **Paid plans start at about $53.63 a month**

As its pricing page puts it: €48 per month for 100,000 emails, billed monthly.

3 **There is a free plan**

Free forever: 80,000 emails a month to up to 20,000 distinct recipients, with a Mailrelay logo in the footer of emails.

4 **It runs on Web**

Web.

5 **Drag-and-drop editor with AI**

A drag-and-drop email editor that can draft a basic template with AI, with scheduled delivery, conditional content and A/B tests.

6 **Automations by email and SMS**

A visual editor for workflows such as welcome, birthday and abandoned-cart messages. Automations are available on the free account.

7 **Segmentation**

Groups, tags, segments, custom fields and contact scoring for sending different content to different people.

8 **A 3.0 GPA, above 99 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.

9 **Keep it**

To replace Mailrelay 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.

Mailrelay at a glance

PRICING
Free plan, from €48 per month for 100,000 emails, billed monthly

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Mailrelay

CATEGORY
Email Marketing & Newsletters

OUR GRADE
3.0 GPA, very good

The report card

Best for a big free email plan with a logo

Mailrelay sends 80,000 emails a month to up to 20,000 people on a free plan, with an editor, automations and SMTP. Paid plans start at €48 for 100,000 emails and rise with volume, and transactional email and WhatsApp are paid trials. Free emails carry a Mailrelay logo.

TOOLGPA REPORT CARD

Mailrelay

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	The free plan is large, but paid starts at €48 a month for 100,000 emails and climbs to €132 at 500,000, which is above the $20 category middle.
Free plan and trial	A	Free forever: 80,000 emails a month to up to 20,000 recipients. The cost is a Mailrelay logo in the footer of every email.
Features	B	Editor with AI, email and SMS automations, segments, landing pages, forms, SMTP and API, and statistics. The listed extras are paid on top.
Ease of use	C	No store rating on record. It is a web app where you build the lists, templates and automations yourself.
Platforms and integrations	B	Web app with an SMTP relay and API, plus Make.com and WooCommerce. No phone or desktop app is listed.

Grade point average — Very good, out of 4.0 **3.0**

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 Mailrelay is for

- ✓ Fits if you have a list under 20,000 and want to send for nothing
- ✓ Works for shops that need an SMTP relay and an API alongside newsletters

Who it is not for

- ✕ Pricey if you grow, as Standard goes from €48 at 100,000 emails to €260 at 1,000,000
- ✕ Tight if you want a clean footer, because removing the logo is a €4.95 a month add-on
- ✕ Watch out: transactional email is a 30-day trial then €14.95 a month, and WhatsApp a 10-day trial then €9.95
- ✕ Watch out: prices are in euros and priority queue, chat and phone support are on paid plans only

Good to know

Good for

- ✓ Small senders who want a sizable free plan
- ✓ Teams that also want SMS and WhatsApp from the same vendor
- ✓ Spanish-speaking senders: support is offered in Spanish

Worth knowing

- ⓘ Prices are in euros and rise with monthly email volume: €76 at 250,000 emails on Standard, €260 at 1,000,000.
- ⓘ Transactional email on the free account is a 30-day trial, then €14.95 a month; WhatsApp is a 10-day trial, then €9.95 a month.
- ⓘ Free accounts carry a Mailrelay logo in emails; removing it is a €4.95 a month add-on.
- ⓘ A prepaid option sells email credits instead of a subscription; annual billing takes 10% off.

PART 02 · PRICING

What it costs

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

~$53.63

A month to start. There is a free plan too

Mailrelay has a free plan. Paid plans start at €48 per month for 100,000 emails, billed monthly.

> **The cost is a Mailrelay logo in the footer of every email.**

From our grade for free plan and trial

FREE

€0

80,000 emails a month, up to 20,000 contacts, normal sending queue and ticket support.

STANDARD

€48

per month for 100,000 emails, billed monthly

Priority queue, ticket and chat support, transactional email and WhatsApp included. Price rises with email volume: €132 a month at 500,000.

ENTERPRISE

€67

per month for 100,000 emails, billed monthly

Everything in Standard plus phone support at the highest priority. Price rises with volume: €185 a month at 500,000.

The free plan

Free forever: 80,000 emails a month to up to 20,000 distinct recipients, with a Mailrelay logo in the footer of emails.

Read from mailrelay.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off with annual billing

The pricing page shows an annual billing option that takes 10% off the monthly price on Standard and Enterprise.

Stated on mailrelay.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 with a large free plan and SMS and WhatsApp add-ons. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, sMS marketing, transactional email, a/B testing.

> **Editor with AI, email and SMS automations, segments, landing pages, forms, SMTP and API, and statistics.**
>
> From our grade for features

Drag-and-drop editor with AI

A drag-and-drop email editor that can draft a basic template with AI, with scheduled delivery, conditional content and A/B tests.

Automations by email and SMS

A visual editor for workflows such as welcome, birthday and abandoned-cart messages. Automations are available on the free account.

Segmentation

Groups, tags, segments, custom fields and contact scoring for sending different content to different people.

Landing pages and forms

Subscription forms and landing pages that feed the same contact lists.

SMTP and API

A REST API, webhooks and an SMTP server for transactional email; the vendor lists Make.com and WooCommerce as integrations.

Statistics

Reports on open rate, click rate, a click heatmap, bounces and inbox placement.

Where it runs

Web

What it works with

Make.com

WooCommerce

Mailrelay is made by Mailrelay.

Where it stands

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

99/102

Other email marketing and newsletter tools it is graded above

Mailrelay's GPA of 3.0 is higher than 99 of the 102 other email marketing and newsletter tools we grade, and level with 2.

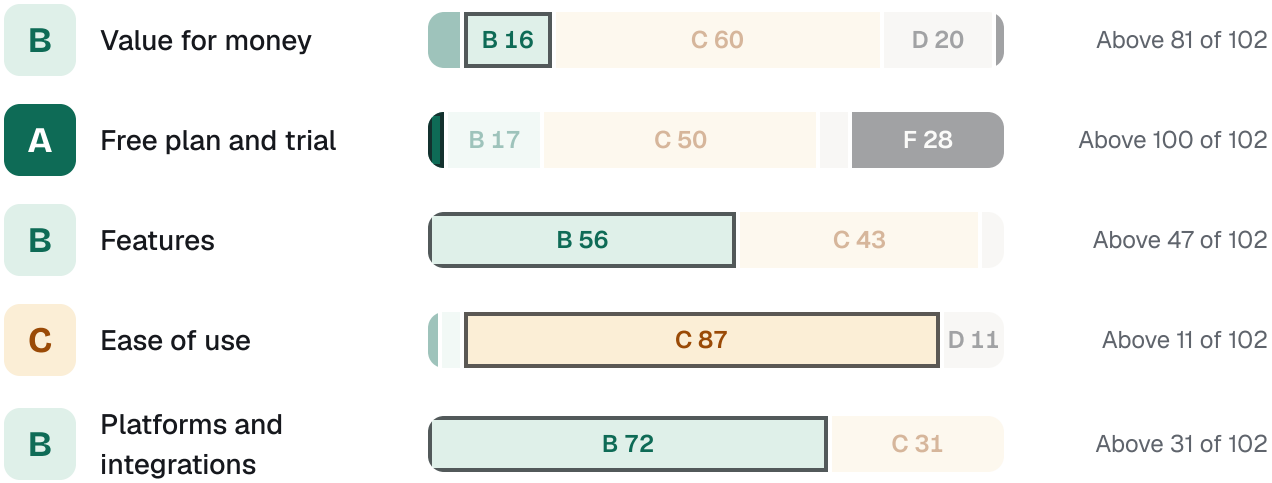
It stands best on free plan and trial (A, above 100 of 102) and worst on ease of use (C, above 11).

Its paid plans start at about $53.63 a month, against a middle price of $19 for the category: 59 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

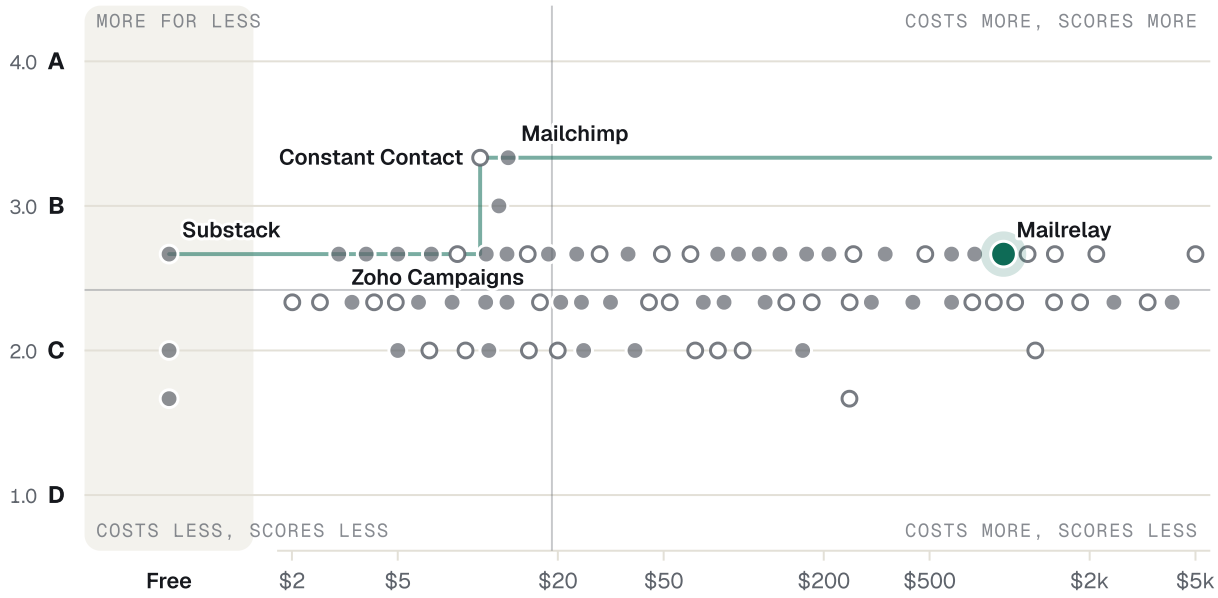
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Mailrelay'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. Mailrelay 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 Mailrelay 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 is one of the better ones too: its GPA of 3.0 is higher than 99 of the 102 other email marketing and newsletter tools we grade. It costs $643.51 a year.

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.
- ✕ Mail servers with a good name among inbox providers.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ It plugs into other products, Make.com and WooCommerce among them, and has an API.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Mailrelay'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, Brevo, Sender, Acumbamail and SendPulse

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

MailerLite

2.6 GPA

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- Only MailerLite lists an iOS app.
- Mailrelay also covers sMS marketing, transactional email and a/B testing.
- MailerLite also covers forms and paid newsletters.

Mailrelay and MailerLite compared in full

Brevo

2.6 GPA

Free plan · from $9/mo

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

- Mailrelay also covers sMS marketing, transactional email and a/B testing.
- Brevo also covers sales pipeline, forms and live chat.

Mailrelay and Brevo compared in full



2.8 GPA

Sender

Free plan · from $9/mo

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

- Mailrelay also covers sMS marketing, transactional email and a/B testing.
- Sender also covers forms and business texting.

Mailrelay and Sender compared in full



2.2 GPA

Acumbamail

Free plan · from $35/mo

Email, SMS and landing page marketing platform based in Spain.

- Acumbamail also covers surveys.

Mailrelay and Acumbamail compared in full



2.6 GPA

SendPulse

Free plan · from $9.60/mo

Email campaigns and automation in a wider multichannel suite.

- Only SendPulse lists iOS and Android apps.
- Mailrelay also covers sMS marketing, transactional email and a/B testing.
- SendPulse also covers forms.

Mailrelay and SendPulse compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Mailrelay free?

Mailrelay has a free plan. Free forever: 80,000 emails a month to up to 20,000 distinct recipients, with a Mailrelay logo in the footer of emails.

How much does Mailrelay cost?

Mailrelay lists 3 plans. Free: €0.

What platforms does Mailrelay work on?

Mailrelay is available on Web.

Does Mailrelay offer any discounts?

Mailrelay publicly lists the following: 10% off with annual billing.

Does Mailrelay have an Android app?

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

Does Mailrelay have an iPhone app?

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

Is Mailrelay open source?

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

Does Mailrelay have an API?

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

What does Mailrelay integrate with?

Mailrelay's listing names Make.com and WooCommerce. A listing names up to eight integrations, so it may connect to more.

Who makes Mailrelay?

Mailrelay is made by a company of the same name.

What are the alternatives to Mailrelay?

The closest alternatives to Mailrelay in our directory are MailerLite, Brevo, Sender, Acumbamail and SendPulse.

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

Mailrelay's GPA of 3.0 is higher than 99 of the 102 other email marketing and newsletter tools we grade, and level with 2.

Is Mailrelay good value for money?

ToolGPA grades Mailrelay B for value for money. Its paid plans start at about $53.63 a month, against a middle price of $19 for the category: 59 of the 78 others that charge start lower.

Could I make my own version of Mailrelay?

To replace Mailrelay 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 Mailrelay'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 Mailrelay'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 Mailrelay. Prices change, so check mailrelay.com before you buy.

mailrelay.com/en/pricing

mailrelay.com/en/

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

Mailrelay, kept up to date

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

toolgpa.com/tools/mailrelay

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, "Mailrelay: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mailrelay
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Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Mailrelay, 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

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