ToolGPA

NOVEMBER 2026

Mailvio

The Insider's Guide

Email marketing sold with a deliverability expert and onboarding



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

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

1.6
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 Mailvio's own pages, its app-store listings and our grades. Every fact in it is on Mailvio'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

Mailvio is an email marketing platform that sells unlimited sending together with an assigned deliverability expert, domain warm-up and list cleaning. Plans are priced by contact count and billed quarterly or yearly, and new customers have an onboarding call before they start.

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

> "
>
> **Sign-up includes a required onboarding call.**
>
> From our grade for ease of use

1 **Best for email sold with a deliverability expert**

It is application based, includes an onboarding call, has no free plan or trial, and checkout runs through JVZoo.

2 **Paid plans start at $65.67 a month**

As its pricing page puts it: $197 per quarter for up to 5,000 contacts.

3 **It runs on Web**

Web.

4 **Unlimited sending**

Plans send unlimited emails to the contacts they cover, with a mass broadcaster for large sends.

5 **Deliverability team**

An assigned deliverability expert, a sender reputation guard and built-in deliverability testing.

6 **Real-time email cleaning**

Included in the plan, as is a done-for-you domain warm-up service.

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 Mailvio 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.

Mailvio at a glance

PRICING Paid, from $197 per quarter for up to 5,000 contacts	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Mailvio	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.6 GPA, weak	

The report card

Best for email sold with a deliverability expert

Mailvio sells unlimited email with a deliverability review, list cleaning and an AI writer for $197 a quarter at 5,000 contacts. It is application based, includes an onboarding call, has no free plan or trial, and checkout runs through JVZoo.

TOOLGPA REPORT CARD	Mailvio	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$197 a quarter for 5,000 contacts, about $66 a month, which is in the dearer quarter against a $20 middle. The price includes a deliverability review and cleaning.
Free plan and trial	F	Nothing free and no trial on the pricing page.
Features	C	Unlimited sending, deliverability review, real-time cleaning, RFM segments and an AI writer limited to 9 credits a quarter.
Ease of use	C	No store rating on record. Sign-up includes a required onboarding call.
Platforms and integrations	C	Web only, with no integrations or API 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 Mailvio is for

- ✓ Fits if deliverability is your trouble and you want someone to review it
- ✓ Works for lists near 5,000 that want cleaning and segments in one plan

Who it is not for

- ✗ Not for you if you want a free plan or trial, since there isn't one
- ✗ Skip it if you want to sign up at once, as it is application based with a required onboarding call
- ✗ Pricey if your list is over 5,000, because larger steps are priced by request
- ✗ Watch out: billing is run by JVZoo, a partner named on the page
- ✗ Watch out: the AI email writer is capped at 9 credits a quarter

Good to know

Good for

- ✓ Senders who have had inbox-placement problems
- ✓ Businesses that want hands-on onboarding
- ✓ Agencies, which have a separate managed offer

Worth knowing

- ⓘ The pricing page quotes only the 5,000-contact step; larger lists are priced up to 200,000+ contacts and over 50,000 by request.
- ⓘ Signup includes a required onboarding call and the vendor says it is application based.
- ⓘ Checkout and billing are run by JVZoo, a partner named on the page.
- ⓘ Yearly billing is offered with about two months free.

PART 02 · PRICING

What it costs

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

$65.67

A month to start

Mailvio is a paid product, starting at $197 per quarter for up to 5,000 contacts.

> **The price includes a deliverability review and cleaning.**
>
> From our grade for value for money

MAILVIO 5K

$197

per quarter for up to 5,000 contacts

Unlimited emails, a deliverability review, email cleaning, RFM segmentation and an AI email writer (9 credits a quarter).

Read from mailvio.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

About two months free with yearly billing

The pricing page says switching from quarterly to yearly billing gives about two months free.

Stated on mailvio.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 sold with a deliverability expert and onboarding. Here is what it does, as its own site describes it, and what it covers: AI features, email campaigns, email verification, inbox warm-up.

"

Web only, with no integrations or API listed.

From our grade for platforms and integrations

Unlimited sending

Plans send unlimited emails to the contacts they cover, with a mass broadcaster for large sends.

Deliverability team

An assigned deliverability expert, a sender reputation guard and built-in deliverability testing.

Real-time email cleaning

Included in the plan, as is a done-for-you domain warm-up service.

RFM segmentation

A segmentation tool that groups contacts by recency, frequency and monetary value.

AI email writer

An AI tool for drafting emails, with a set number of premium credits per quarter.

Where it runs

Web

What it works with

Its own pages name no integrations.

Mailvio is made by Mailvio.

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

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

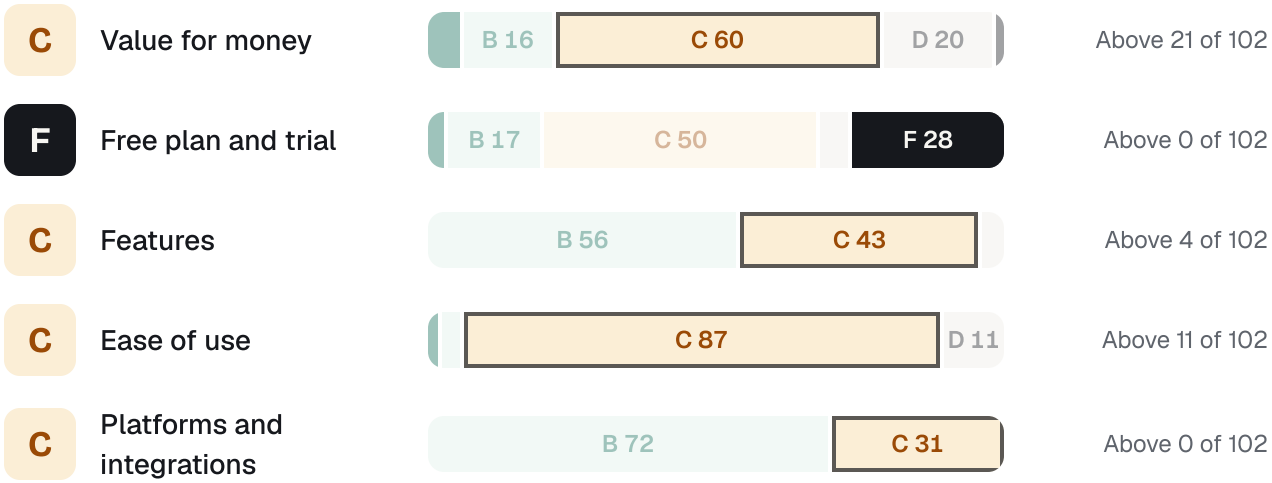
It stands best on value for money (C, above 21 of 102) and worst on free plan and trial (F, above 0).

Its paid plans start at $65.67 a month, against a middle price of $19 for the category: 61 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 54 tools score higher and cost less.

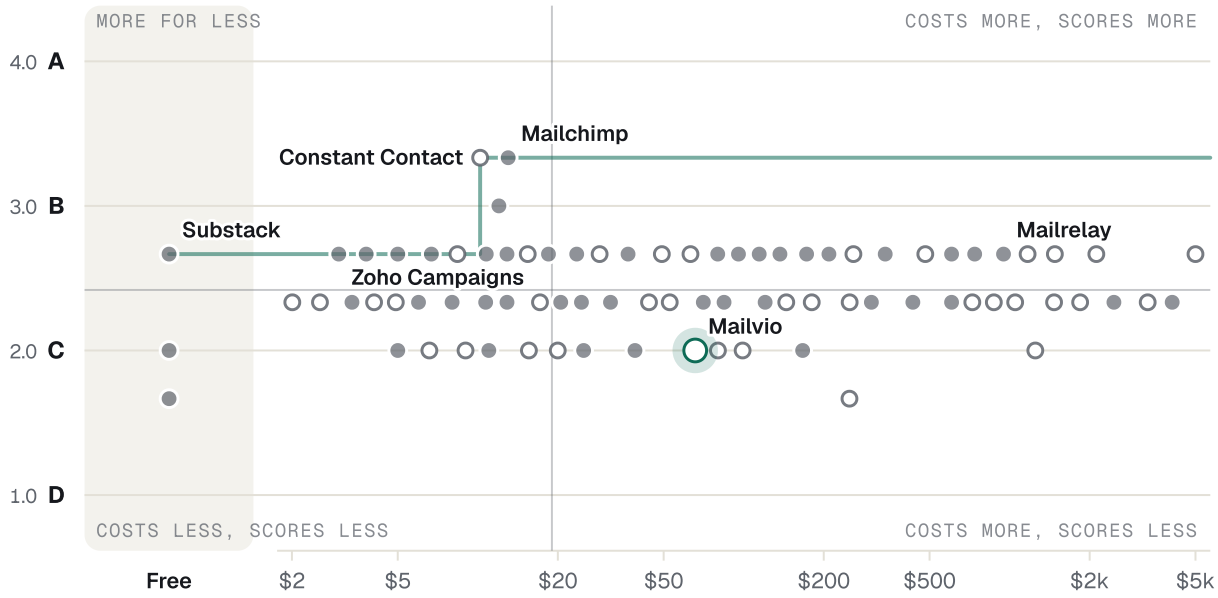
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Mailvio'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. Mailvio 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 Mailvio 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 $788 a year.

What you could not

- ✕ Newsletters sent to thousands of people that still reach the inbox.

- ✕ A network of real inboxes that open and answer your emails.
- ✕ Checking that an address exists without writing to it.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Mailvio'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



Mailchimp, Klaviyo, ActiveCampaign, Sendlane and Drip

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

2.8 GPA

Mailchimp

Free plan · from $13/mo

Email and SMS marketing with automations, priced by contact count.

- Mailchimp has a free plan. Mailvio does not.
- Only Mailchimp lists iOS and Android apps.
- Mailvio also covers email verification and inbox warm-up.

Mailvio and Mailchimp compared in full

2.4 GPA

Klaviyo

Free plan · from $20/mo

Email, text and push marketing built on online-store customer data.

- Klaviyo has a free plan. Mailvio does not.
- Mailvio also covers email verification and inbox warm-up.
- Klaviyo also covers marketing automation, forms and reports.

Mailvio and Klaviyo compared in full



2.4
GPA

ActiveCampaign

Free trial · from $15/mo

Email marketing and multi-step automation priced by contacts.

- Mailvio also covers email verification and inbox warm-up.
- ActiveCampaign also covers sales pipeline, marketing automation, forms and reports.

Mailvio and ActiveCampaign compared in full



2.2
GPA

Sendlane

Free trial · from $100/mo

Email and SMS marketing for online stores, priced by sends.

- Mailvio also covers email verification and inbox warm-up.
- Sendlane also covers marketing automation, sMS marketing, a/B testing and popups.

Mailvio and Sendlane compared in full



2.0
GPA

Drip

Free trial · from $39/mo

Email automation and pop-ups for online stores.

- Mailvio also covers email verification and inbox warm-up.
- Drip also covers marketing automation and forms.

Mailvio and Drip 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 Mailvio free?

No. Mailvio is a paid product, starting at $197 per quarter for up to 5,000 contacts.

How much does Mailvio cost?

Mailvio lists one plan. Mailvio 5K: $197 per quarter for up to 5,000 contacts.

What platforms does Mailvio work on?

Mailvio is available on Web.

Does Mailvio offer any discounts?

Mailvio publicly lists the following: About two months free with yearly billing.

Does Mailvio have an Android app?

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

Does Mailvio have an iPhone app?

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

Is Mailvio open source?

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

Who makes Mailvio?

Mailvio is made by a company of the same name.

What are the alternatives to Mailvio?

The closest alternatives to Mailvio in our directory are Mailchimp, Klaviyo, ActiveCampaign, Sendlane and Drip.

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

Mailvio'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 Mailvio good value for money?

ToolGPA grades Mailvio C for value for money. Its paid plans start at $65.67 a month, against a middle price of $19 for the category: 61 of the 78 others that charge start lower.

Could I make my own version of Mailvio?

To replace Mailvio 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 Mailvio'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 Mailvio'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 Mailvio. Prices change, so check mailvio.com before you buy.

mailvio.com/pricing

mailvio.com

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

Mailvio, kept up to date

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

toolgpa.com/tools/mailvio

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Mailvio, 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 Mailvio'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. Mailvio is a trademark of its owner, and this guide is not made, paid for or approved by Mailvio. Prices and plans change: check mailvio.com before you buy.