ToolGPA

NOVEMBER 2026

MailWizz

The Insider's Guide

Self-hosted email marketing software sold as a license



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

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

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ToolGPA put this guide together from MailWizz's own pages, its app-store listings and our grades. Every fact in it is on MailWizz'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 42 of the 102 other email marketing and newsletter tools we grade

MailWizz is email marketing software that you install on your own server. Administrators manage customers, user groups, delivery and bounce servers, sending domains and templates, while customers create email lists, segments, campaigns, autoresponders and surveys. It sends through SMTP servers or providers such as Amazon SES, SendGrid and Mailgun. The vendor sells annual subscriptions or lifetime licenses with no fees based on subscribers, lists or messages, and an Extended license for running it as a paid service.

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

"

You install and host it yourself, so a D.

From our grade for ease of use

1 **Best for self-hosted email marketing on a $79 lifetime licence**

MailWizz is email marketing software you run on your own server, with no fees by subscriber, list or message.

2 **Paid plans start at $4.92 a month when paid by the year**

As its pricing page puts it: $59 per year (Regular license); lifetime license $79 once.

3 **It runs on Web**

Web.

4 **Lists, segments and campaigns**

Unlimited email lists, segments, subscribers and recurring campaigns, plus autoresponder (follow-up) campaigns and surveys.

5 **Template builders**

Several drag-and-drop template builders to choose from, including Basic, GrapesJS and Stripo, and uploads of existing email templates.

6 **Delivery and bounce handling**

Multiple delivery servers (SMTP or email providers), bounce servers, feedback loop servers, sending and tracking domains with DKIM signatures.

7 **A 2.2 GPA, above 42 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 MailWizz 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.

MailWizz at a glance

PRICING
Paid, from $59 per year (Regular license); lifetime license $79 once

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
MailWizz, since 2013

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.2 GPA, fair

The report card

Best for self-hosted email marketing on a $79 lifetime licence

MailWizz is email marketing software you run on your own server, with no fees by subscriber, list or message. The lifetime licence is $79, but sending and deliverability are separate, and the annual version goes offline after a grace period if it lapses.

TOOLGPA REPORT CARD — **MailWizz** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	The Regular lifetime licence is $79 once, well under a year of this category's middle price of $20 a month. Servers and sending are extra.
Free plan and trial	F	Nothing free: no trial is offered, only a demo.

SUBJECT	GRADE	COMMENT
Features	B	Lists, segments, campaigns, autoresponders, surveys, bounce handling and customer groups. We found no gap named in the listing for the core job.
Ease of use	D	No store rating on record. You install and host it yourself, so a D.
Platforms and integrations	B	Web only, on your server. It connects to Amazon SES, SendGrid and Mailgun among others.
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 MailWizz is for

- ✓ Fits if you can host it and want to avoid per-subscriber fees
- ✓ Works for agencies that want to resell it, using the Extended licence

Who it is not for

- ✗ Not for you if you want to try it free, as there is no trial
- ✗ Skip it if you don't want to run a server, since the licence doesn't include servers, sending or deliverability
- ✗ Watch out: annual subscriptions go offline after a 5-day grace period if they lapse
- ✗ Watch out: each licence includes only 1 month of premium support
- ✗ Not for you if you want to charge customers on the Regular licence, which is personal use only

Good to know

Good for

- ✓ Teams that can run a PHP application and want one flat license instead of per-subscriber fees
- ✓ Developers and agencies reselling email marketing under an Extended license

Worth knowing

- ⓘ You host it yourself; the license does not include servers, sending or deliverability, and the vendor's hosted MailWizz is a separate service.
- ⓘ Subscriptions last one year. If one lapses, the vendor says the application goes offline after a 5-day grace period, though the data stays untouched.
- ⓘ Each license includes 1 month of premium support; longer support is sold separately.
- ⓘ The Regular license is for personal use only; charging customers for access requires the Extended license.

PART 02 · PRICING

What it costs

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

$4.92

A month to start, paid by the year

MailWizz is a paid product, starting at $59 per year (Regular license); lifetime license $79 once.

"

Nothing free: no trial is offered, only a demo.

From our grade for free plan and trial

REGULAR SUBSCRIPTION

$59

per year for 1 license

For managing your own lists and campaigns. Includes updates and 1 month of premium support. 3 licenses cost $159 a year, 5 licenses $239.

EXTENDED SUBSCRIPTION

$219

per year for 1 license

Adds the right to run MailWizz as a paid service for customers. 3 licenses cost $589 a year, 5 licenses $879. Includes 1 month of premium support.

REGULAR LIFETIME LICENSE

$79

one-time

Personal-use license valid for the life of the product, with 1 month of premium support. Extra support is sold in separate support packs.

EXTENDED LIFETIME LICENSE

$275

one-time

Lifetime license that allows using MailWizz as a SaaS business and charging customers, with 1 month of premium support.

Read from mailwizz.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

Self-hosted email marketing software sold as a license. Here is what it does, as its own site describes it, and what it covers: self-hostable, one-time purchase, public API, templates, marketing automation, email campaigns.

> **Lists, segments, campaigns, autoresponders, surveys, bounce handling and customer groups.**
>
> From our grade for features

Lists, segments and campaigns

Unlimited email lists, segments, subscribers and recurring campaigns, plus autoresponder (follow-up) campaigns and surveys.

Template builders

Several drag-and-drop template builders to choose from, including Basic, GrapesJS and Stripo, and uploads of existing email templates.

Delivery and bounce handling

Multiple delivery servers (SMTP or email providers), bounce servers, feedback loop servers, sending and tracking domains with DKIM signatures.

Customer groups and limits

Customers and administrators sit in groups with fine-grained permissions and limits, so one install can serve many accounts.

SaaS features

With an Extended license: price plans, payment gateways (PayPal and offline included), orders, promo codes, currencies and taxes.

Extensions and themes

Extensions, themes and language packs can be added; the vendor mentions backup managers and list cleaning services as examples.

Where it runs

Web

What it works with

Amazon SES
SendGrid
Mailgun
Stripo
GrapesJS
PayPal

MailWizz is made by MailWizz, and has been around since 2013.

Where it stands

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

42/102

Other email marketing and newsletter tools it is graded above

MailWizz's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

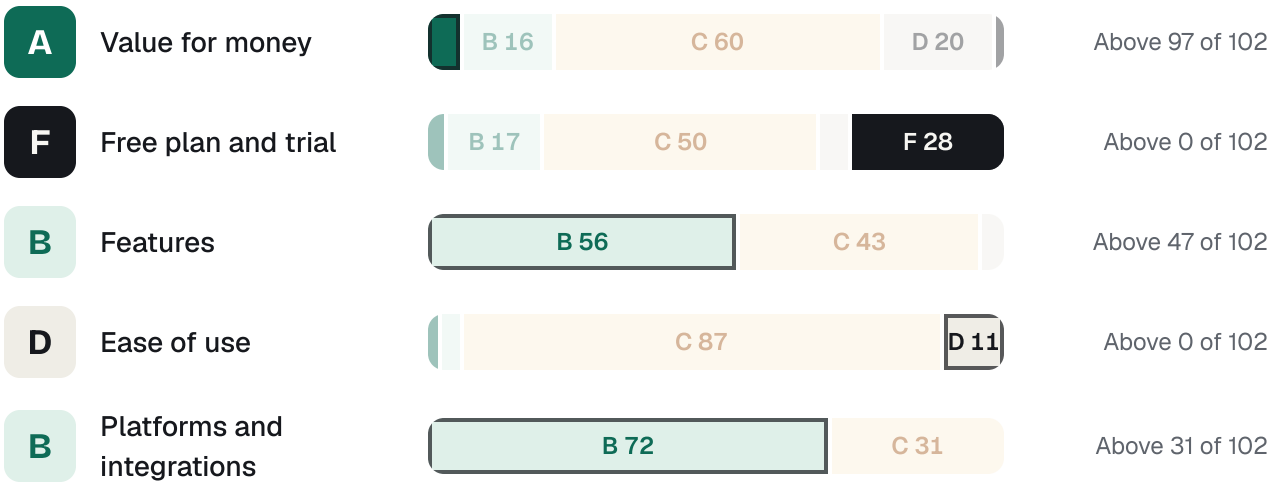
It stands best on value for money (A, above 97 of 102) and worst on free plan and trial (F, above 0).

Its paid plans start at $4.92 a month when paid by the year, against a middle price of $19 for the category: 1 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

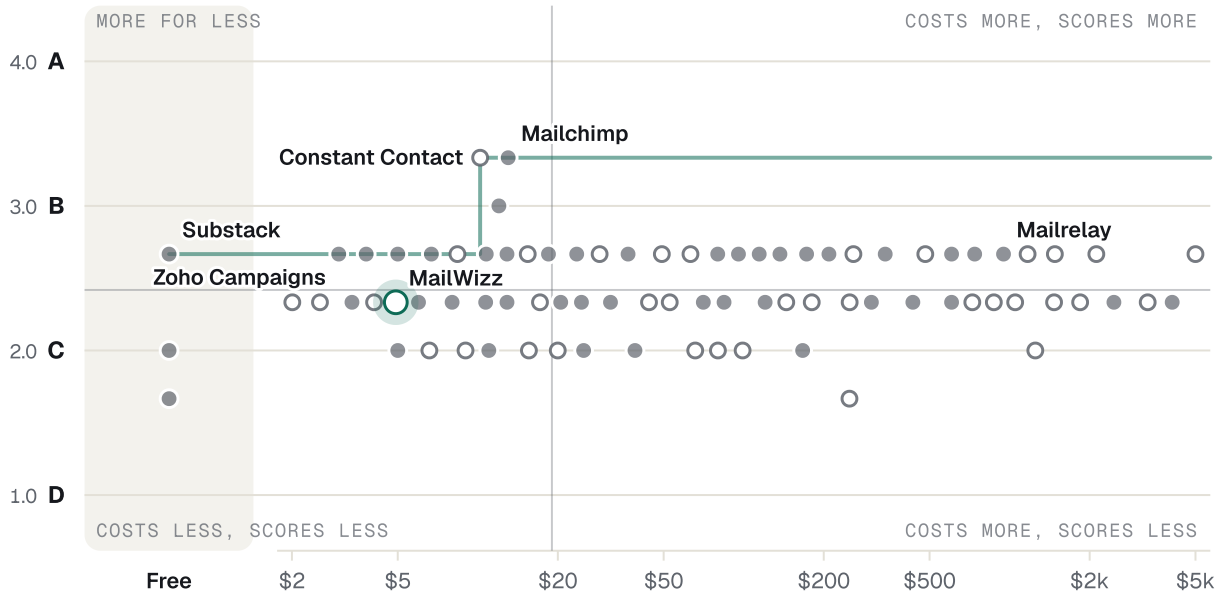
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. MailWizz'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. MailWizz 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 MailWizz 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 costs $59 a year.

What you could make

- Templates: 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.
- It plugs into other products, Amazon SES, SendGrid and Mailgun among them, and has an API.
- What a company asks for before it lets staff use something: roles and permissions.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. MailWizz'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



AcelleMail, Sendy, Interspire Email Marketer, Mailcoach and Mumara

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

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AcelleMail

From $80 one-time

Self-hosted email marketing software sold as a one-time license.

- MailWizz also covers templates.
- AcelleMail also covers forms.

MailWizz and AcelleMail compared in full

2.0 GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- MailWizz also covers templates.

MailWizz and Sendy compared in full



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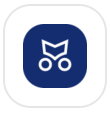
Interspire Email Marketer

From $495 one-time

Self-hosted email marketing software with a one-time license.

- MailWizz also covers templates.
- Interspire Email Marketer also covers forms and a/B testing.

MailWizz and Interspire Email Marketer compared in full



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Mailcoach

Free trial · from $9.99/mo

Email campaigns priced by emails sent, hosted or self-hosted.

- MailWizz can be bought with a one-time purchase.
- MailWizz also covers templates.

MailWizz and Mailcoach compared in full



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GPA

Mumara

Free plan · from $5/mo

Email marketing and sending platform, cloud-hosted or self-hosted.

- Mumara has a free plan. MailWizz does not.
- MailWizz can be bought with a one-time purchase.
- MailWizz also covers templates.

MailWizz and Mumara compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 MailWizz free?

No. MailWizz is a paid product, starting at $59 per year (Regular license); lifetime license $79 once.

How much does MailWizz cost?

MailWizz lists 4 plans. Regular subscription: $59 per year for 1 license.

What platforms does MailWizz work on?

MailWizz is available on Web.

Does MailWizz have an Android app?

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

Does MailWizz have an iPhone app?

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

Is MailWizz open source?

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

Can MailWizz be self-hosted?

Yes. MailWizz's own site says it can be run on a server of your own.

Does MailWizz have an API?

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

What does MailWizz integrate with?

MailWizz's listing names Amazon SES, SendGrid, Mailgun, Stripo, GrapesJS and PayPal.

Who makes MailWizz?

MailWizz is made by a company of the same name. It dates from 2013.

What are the alternatives to MailWizz?

The closest alternatives to MailWizz in our directory are AcelleMail, Sendy, Interspire Email Marketer, Mailcoach and Mumara.

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

MailWizz's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

Is MailWizz good value for money?

ToolGPA grades MailWizz A for value for money. Its paid plans start at $4.92 a month when paid by the year, against a middle price of $19 for the category: 1 of the 78 others that charge start lower.

Could I make my own version of MailWizz?

To replace MailWizz 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 MailWizz'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 MailWizz'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 MailWizz. Prices change, so check mailwizz.com before you buy.

mailwizz.com/pricing/
mailwizz.com/features/
mailwizz.com/
mailwizz.com/integrations/

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

MailWizz, kept up to date

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

toolgpa.com/tools/mailwizz

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

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