ToolGPA

NOVEMBER 2026

Maropost

The Insider's Guide

Ecommerce platform with email and SMS marketing and a helpdesk



Every plan, grade, refund rule and rival among CRM tools, read from Maropost's own pages.

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

2.0
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 Maropost's own pages, its app-store listings and our grades. Every fact in it is on Maropost'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

2.0

GPA, above 37 of the 116 other CRM tools we grade

Maropost sells separate cloud products for ecommerce businesses: Commerce Cloud for the storefront and inventory, Marketing Cloud for email and SMS, Service Cloud for support tickets, plus retail and merchandising products. Each has four tiers, Build, Essentials, Professional and Enterprise, sized by sales volume, contacts or tickets. The plans below are Marketing Cloud, the contact-based product.

> "
>
> **You set up lists, journeys and an SMS number.**
>
> From our grade for ease of use

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

1 **Best for email and SMS marketing inside an ecommerce suite**

Maropost sells email and SMS marketing, a helpdesk and an ecommerce platform.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month for up to 50K contacts (Marketing Cloud Build).

3 **You can try it first**

Free trial of Marketing Cloud, Service Cloud and Commerce Cloud; length not stated

4 **It runs on Web**

Web.

5 **Email campaigns and journeys**

Email campaigns with dynamic content, A/B experimentation and automated customer journeys; concurrent journeys are capped by tier.

6 **SMS marketing**

SMS is a separate add-on with a setup fee and prepaid monthly tiers, billed per message segment.

7 **Segmentation and forms**

Lists and segments, smart forms and landing pages, with eRFM reporting from the Essentials tier.

8 **A 2.0 GPA, above 37 of 116**

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

9 **Keep it**

To replace Maropost you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Maropost at a glance

PRICING
Free trial, from $29 per month for up to 50K contacts (Marketing Cloud Build)

FREE PLAN
No

FREE TRIAL
Free trial of Marketing Cloud, Service Cloud and Commerce Cloud; length not stated

RUNS ON
Web

MADE BY
Maropost

CATEGORY
CRM Software

OUR GRADE
2.0 GPA, fair

The report card

Best for email and SMS marketing inside an ecommerce suite

Maropost sells email and SMS marketing, a helpdesk and an ecommerce platform. Marketing Cloud Build is $29 a month for up to 50K contacts, but SMS is billed separately and the plans are shaped for ecommerce stores. The free trial's length is not stated.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Build is $29 a month for 50K contacts, equal to the category's middle, and the next tier is $240 a month billed annually. SMS and the other clouds are priced on top.
Free plan and trial	C	A free trial of Marketing Cloud, Service Cloud and Commerce Cloud, with no length or card detail on record. There is no free plan.
Features	C	Email campaigns and journeys, SMS, segmentation and forms, plus Commerce and Service Clouds. Build has 5 lists, 5 journeys and 1 landing page, and SMS has its own fees.
Ease of use	C	No store rating on record. You set up lists, journeys and an SMS number.
Platforms and integrations	C	Web only on the pages read, with no integrations listed.

Grade point average — Fair, out of 4.0 **2.0**

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 Maropost is for

- ✓ Fits if you run an online store and want email, SMS and a helpdesk from one vendor
- ✓ Works for lists up to 50K contacts on the Build plan

Who it is not for

- ✕ Tight if you pick Build: 5 lists, 5 journeys and 1 landing page
- ✕ Pricey if you want SMS, which has a $250 US setup fee and a monthly tier from $75
- ✕ Watch out: the vendor says the plans are for ecommerce, and others should contact sales
- ✕ Watch out: Build gets no annual discount, and the trial length is not stated

Good to know

Good for

- ✓ Online stores that want email and SMS marketing tied to their store data
- ✓ Merchants with large contact lists, since Build covers 50K contacts for $29 a month
- ✓ Businesses that would also run a storefront or helpdesk with the same vendor

Worth knowing

- ⓘ SMS is not in the subscription: it has a one-time setup fee ($250 in the US) and a prepaid monthly tier starting at $75 for 5,000 segments.
- ⓘ The Build tier gets no annual discount; the other tiers are 20% less on annual billing.
- ⓘ Commerce Cloud costs $29 to $1,999 a month and Service Cloud $29 to $899 a month at monthly billing, scaling with sales and ticket volume.
- ⓘ The vendor says the plans shown are designed for ecommerce businesses and asks other users, such as affiliate marketers, to contact sales.

What it costs

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

$29

A month to start

Maropost is a paid product with a free trial, starting at $29 per month for up to 50K contacts (Marketing Cloud Build).

> "
>
> **SMS and the other clouds are priced on top.**
>
> From our grade for value for money

MARKETING CLOUD BUILD

$29

per month for up to 50K contacts and 300K emails

Email campaigns, A/B tests, 5 lists, 5 concurrent journeys, 2 smart forms and 1 landing page. No annual discount on this tier.

MARKETING CLOUD ESSENTIALS

$240

per month for up to 250K contacts, billed annually ($299 monthly)

Everything in Build plus 2M emails, eRFM reporting, unlimited lists and 10 journeys.

MARKETING CLOUD PROFESSIONAL

$720

per month for up to 1M contacts, billed annually ($899 monthly)

Everything in Essentials plus 10M emails, unlimited forms and pages, 15 journeys.

MARKETING CLOUD ENTERPRISE

$1,440

per month for up to 5M contacts, billed annually ($1,799 monthly)

Everything in Professional plus 50M emails, relational tables, SQL queries, unlimited journeys.

Trying it first

Free trial of Marketing Cloud, Service Cloud and Commerce Cloud; length not stated

Read from maropost.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Black Friday: 30% off the first year

The pricing page shows 30% off the first year on an annual contract, or 30% off the first 3 months on monthly billing, with free onboarding. No end date is shown and the offer is claimed by booking a demo.

Stated on maropost.com

ANNUAL DISCOUNT

20% off with annual billing

Annual billing is 20% off the Essentials, Professional and Enterprise tiers.

Stated on maropost.com

What it does

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

1

Place it runs: Web

Ecommerce platform with email and SMS marketing and a helpdesk. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, help desk, sMS marketing, online store.

> **Email campaigns and journeys, SMS, segmentation and forms, plus Commerce and Service Clouds.**
>
> From our grade for features

Email campaigns and journeys

Email campaigns with dynamic content, A/B experimentation and automated customer journeys; concurrent journeys are capped by tier.

SMS marketing

SMS is a separate add-on with a setup fee and prepaid monthly tiers, billed per message segment.

Segmentation and forms

Lists and segments, smart forms and landing pages, with eRFM reporting from the Essentials tier.

Commerce Cloud

A separate storefront, catalog and checkout product whose plans scale with monthly sales (GMV).

Service Cloud

An ecommerce helpdesk where tickets carry order history, priced by monthly ticket volume with unlimited agents.

Where it runs

Web

What it works with

Its own pages name no integrations.

Maropost is made by Maropost.

PART 04 · STANDING

Where it stands

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

37/116

Other CRM tools it is graded above

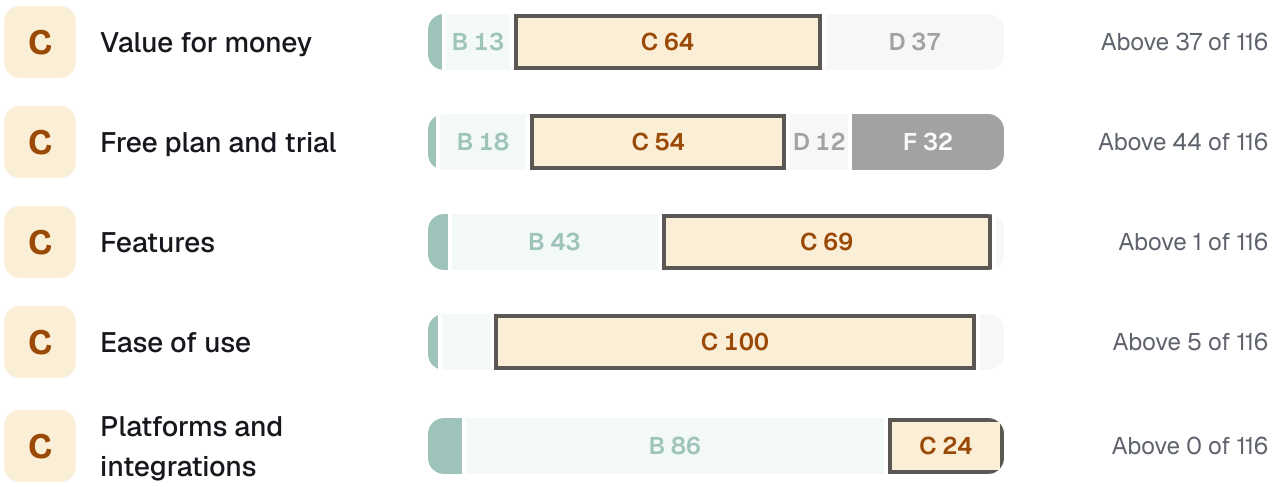
Maropost's GPA of 2.0 is higher than 37 of the 116 other CRM tools we grade, and level with 12.

Its paid plans start at $29 a month, against a middle price of $29 for the category: 43 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 38 tools score higher and cost less.

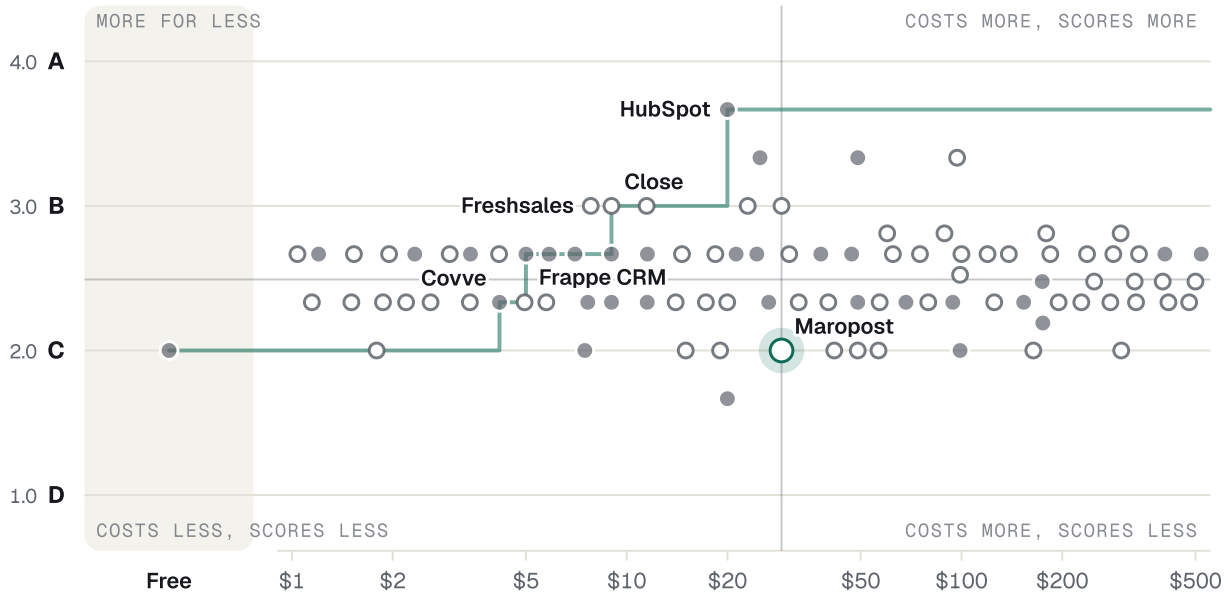
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Maropost's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Maropost 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 Maropost you would be making email sent in volume that still reaches 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: 67 of the 116 other CRM tools grade higher. It costs $348 a year.

What you could make

- Help desk: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.

- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- Checkout, card payments and sales tax handled for you.
- An API that other software can build on.

What this rests on. Maropost'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



HubSpot, Keap, Ontraport, EngageBay and Ortto

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

3.2 GPA

HubSpot

Free plan · from $20/mo

Free CRM at the center of a marketing, sales and service suite.

- HubSpot has a free plan. Maropost does not, though it has a free trial.
- Only HubSpot lists iOS and Android apps.
- Only HubSpot lists a browser extension.

Maropost and HubSpot compared in full

2.2 GPA

Keap

Free trial · from $299/mo

CRM with sales and marketing automation for small businesses.

- Only Keap lists iOS and Android apps.
- Maropost also covers email campaigns, help desk, sMS marketing and online store.
- Keap also covers booking links, sales pipeline, workflow automation, forms and invoicing.

Maropost and Keap compared in full



2.4
GPA

Ontraport

Free trial

CRM with marketing automation, payments and membership sites.

- Only Ontraport lists iOS and Android apps.
- Maropost also covers email campaigns, help desk, sMS marketing and online store.
- Ontraport also covers booking links, shared inbox, sales pipeline, workflow automation and forms.

Maropost and Ontraport compared in full



2.4
GPA

EngageBay

Free plan · from $13.79/mo

All-in-one marketing, sales and support CRM for small teams.

- EngageBay has a free plan. Maropost does not, though it has a free trial.
- Only EngageBay lists iOS and Android apps.
- Maropost also covers email campaigns, help desk, sMS marketing and online store.

Maropost and EngageBay compared in full



2.4
GPA

Ortto

Free trial

Customer data, marketing automation and analytics in one platform.

- Maropost also covers help desk and online store.
- Ortto also covers forms, live chat and help center.

Maropost and Ortto compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Maropost free?

No, Maropost is a paid product, but you can try it first. Free trial of Marketing Cloud, Service Cloud and Commerce Cloud; length not stated.

How much does Maropost cost?

Maropost lists 4 plans. Marketing Cloud Build: $29 per month for up to 50K contacts and 300K emails.

What platforms does Maropost work on?

Maropost is available on Web.

Does Maropost offer any discounts?

Maropost publicly lists the following: Black Friday: 30% off the first year; 20% off with annual billing.

Does Maropost have an Android app?

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

Does Maropost have an iPhone app?

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

Is Maropost open source?

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

Does Maropost have an API?

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

Who makes Maropost?

Maropost is made by a company of the same name.

What are the alternatives to Maropost?

The closest alternatives to Maropost in our directory are HubSpot, Keap, Ontraport, EngageBay and Ortto.

How does Maropost compare with other CRM tools?

Maropost's GPA of 2.0 is higher than 37 of the 116 other CRM tools we grade, and level with 12.

Is Maropost good value for money?

ToolGPA grades Maropost C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Maropost?

To replace Maropost you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Maropost'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 Maropost'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 Maropost. Prices change, so check maropost.com before you buy.

maropost.com

maropost.com/pricing

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

Maropost, kept up to date

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

toolgpa.com/tools/maropost

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, "Maropost: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/maropost
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Know someone choosing between CRM tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Maropost, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

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