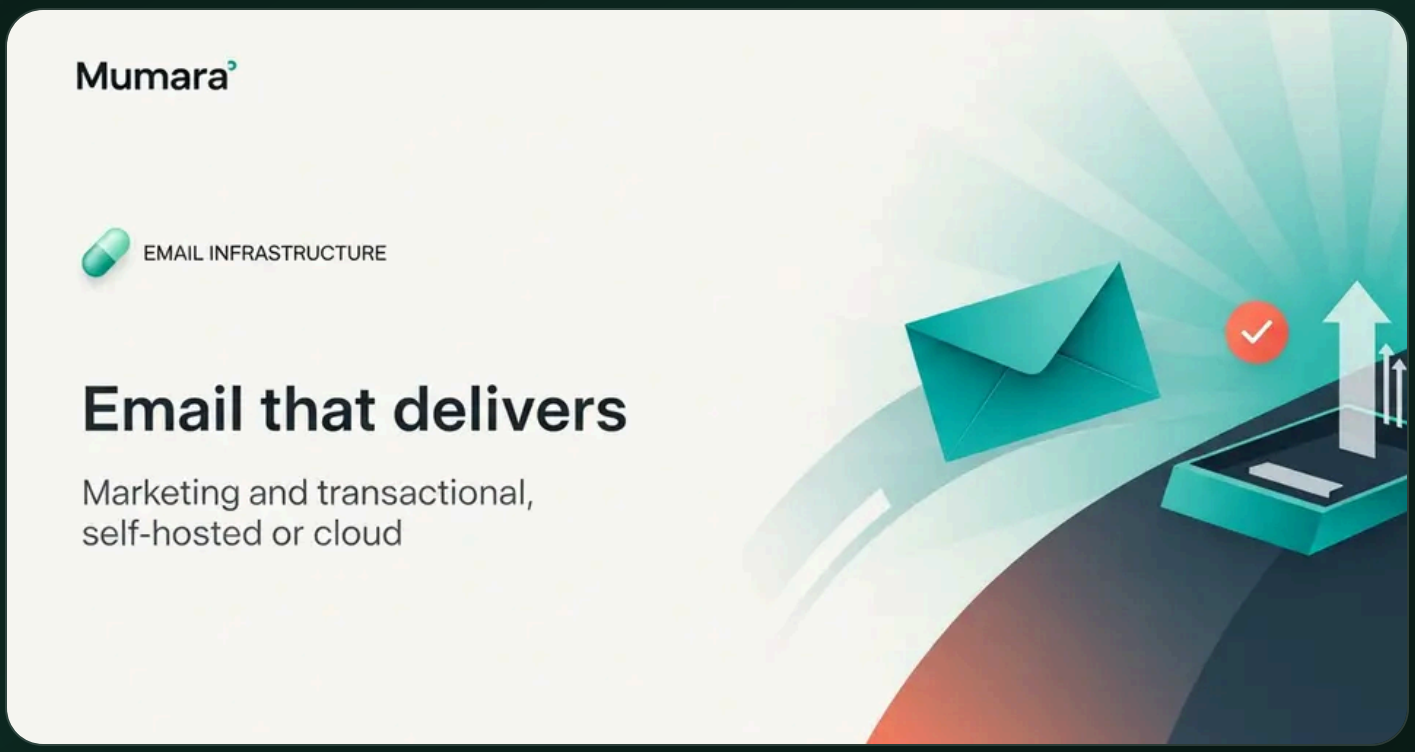
ToolGPA

NOVEMBER 2026

Mumara

The Insider's Guide

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



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

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

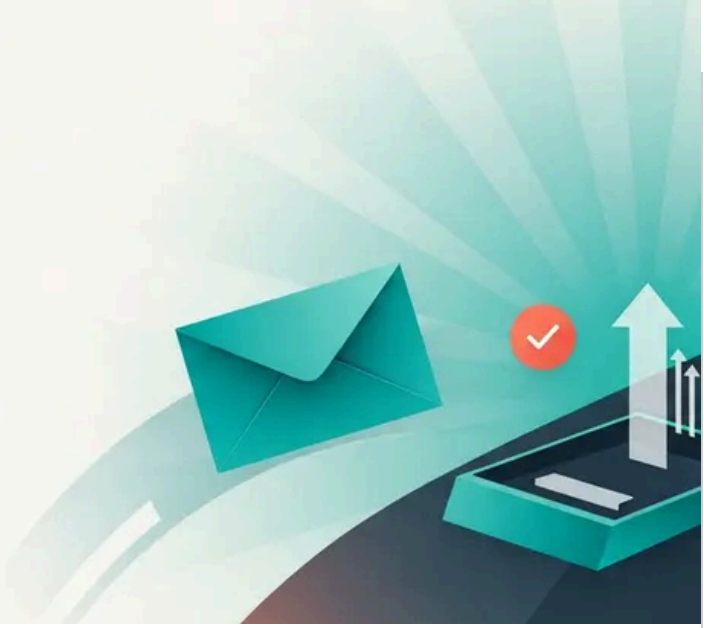
2.6
GPA

Mumara

EMAIL INFRASTRUCTURE

Email that delivers

Marketing and transactional, self-hosted or cloud



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What it is, who it suits, its grades and the ten things to know first

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

2.6

GPA, above 85 of the 102 other email marketing and newsletter tools we grade

Mumara sells two products. Mumara ONE is a cloud email service for newsletters and transactional email, with dedicated IPs, bounce analysis and webhooks. Mumara Campaigns is campaign software you license and run on your own server, or have the vendor deploy as a managed Mumara Machine, and it connects to sending services such as Amazon SES, Mailgun, Mailjet, SendGrid and SparkPost. Both include a chat-based AI email composer.

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

> **Two products with several plan ladders take working out, and the self-hosted one needs setup.**
>
> From our grade for ease of use

1 **Best for cloud email from $5 a month or campaign software you host**

Mumara sells a cloud email service from $5 a month and campaign software you host.

2 **Paid plans start at $5 a month**

As its pricing page puts it: $5 per month at the entry volume (Mumara ONE Essential, billed monthly).

3 There is a free plan

The pricing overview mentions a free tier of 100 emails a day for the Mumara ONE cloud service; the plan page shows paid plans from $5 a month.

4 It runs on Web

Web.

5 Newsletter and transactional email

Mumara ONE prices newsletters by contacts and transactional email by volume, with broadcasts, drip campaigns, triggers, split tests and a transactional API.

6 Dedicated IPs and pools

Professional and Business cloud plans add dedicated IPs, dedicated pools and bridges from SMTP or API senders to a pool.

7 Self-hosted campaign software

Mumara Campaigns runs on your own server and connects to sending services such as Amazon SES, Mailgun, Mailjet, SendGrid and SparkPost.

8 A 2.6 GPA, above 85 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 Mumara 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.

Mumara at a glance

PRICING
Free plan, from $5 per month at the entry volume (Mumara ONE Essential, billed monthly)

FREE PLAN
Yes

FREE TRIAL
Mumara Machine, the managed server option, has a 14-day trial that includes all add-ons.

RUNS ON
Web

MADE BY
Mumara, since 2012

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.6 GPA, good

The report card

Best for cloud email from $5 a month or campaign software you host

Mumara sells a cloud email service from $5 a month and campaign software you host. The $5 to $15 prices don't say what volume they cover, the cheap cloud plans have a hard cap, and the managed server runs $47 to $6,397 a month.

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

SUBJECT	GRADE	COMMENT
Value for money	B	Mumara ONE starts at $5 a month for 4,000 credits, under 60% of the cheapest quarter. But prices rise with contacts, the page doesn't say which volume the headline applies to, and the managed server is $47 to $6,397.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	The overview mentions a free tier of 100 emails a day, but the plan page shows paid plans from $5. Mumara Machine has a 14-day trial. The two pages differ.
Features	B	Newsletters, transactional mail, dedicated IPs, bounce analysis, webhooks and self-hosted campaigns. Essential has a hard cap with no overages.
Ease of use	C	No store rating on record. Two products with several plan ladders take working out, and the self-hosted one needs setup.
Platforms and integrations	B	Web with an API and Amazon SES, Mailgun, Mailjet, SendGrid and SparkPost. No apps.
Grade point average		Good, out of 4.0 **2.6**

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 Mumara is for

- ✓ Fits if you want a cheap cloud sender or your own hosted campaign software
- ✓ Works for resellers, as the site lists reseller packages

Who it is not for

- ✗ Skip it if you need a clear price, since the page doesn't say which volume $5 buys
- ✗ Tight if you send in bursts: Essential has a hard cap with no overages
- ✗ Pricey if you want Mumara Machine, from $47 to $6,397 a month
- ✗ Watch out: the free tier mentioned on the overview isn't on the plan page
- ✗ Watch out: the White Labeling add-on is only described as on the way

Good to know

Good for

- ✓ Senders who want to run campaign software on their own server and connect their own sending service
- ✓ Agencies reselling email service to clients under the Commercial plan
- ✓ SaaS teams needing marketing and transactional email with dedicated IPs

Worth knowing

- ⓘ Mumara ONE prices rise with contacts or emails, with tiers from 1,000 to 5,000,000 contacts; the page does not say which volume the $5 to $15 headline prices apply to.
- ⓘ Essential cloud plans have a hard cap with no overages; the self-hosted prices shown are monthly, and annual billing is advertised as saving up to 44%.
- ⓘ Mumara Machine, the managed server option, runs from $47 to $6,397 a month, and add-ons such as Google Analytics ($10 a month) cost extra.
- ⓘ A White Labeling add-on to remove Mumara branding is described as on the way.

PART 02 · PRICING

What it costs

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

$5

A month to start. There is a free plan too

Mumara has a free plan. Paid plans start at $5 per month at the entry volume (Mumara ONE Essential, billed monthly).

MUMARA ONE ESSENTIAL

$5

per month for 4,000 emailing credits, billed monthly

Cloud service with a hard cap and no overages. Price rises with contacts or volume; the page lists tiers up to 5,000,000 contacts. AI composer, DKIM, SMTP and API.

MUMARA ONE PROFESSIONAL

$10

per month for 8,000 emailing credits, billed monthly

Adds dedicated IPs and pools, deeper bounce analysis, webhooks and live chat support. Extra emails cost $0.005 each. Price rises with contacts or volume.

MUMARA ONE BUSINESS

$15

per month for 12,000 emailing credits, billed monthly

Adds workflows, RSS and AI content tags, realtime engagement tracking, 30-day logs and an SLA. Extra emails cost $0.005625 each. Price rises with contacts.

CAMPAIGNS PERSONAL (SELF-HOSTED)

$7

per month for 1 user, billed monthly

License you install yourself: unlimited contacts, lists and sending nodes, broadcast editor, bounce processing, DKIM and lifetime updates. Community support.

CAMPAIGNS PROFESSIONAL (SELF-HOSTED)

$17

per month for 1 user, billed monthly

Adds segments, drip campaigns, triggers, staff management and a helpdesk. Lifetime updates.

CAMPAIGNS COMMERCIAL (SELF-HOSTED)

$27

per month for 10 users, billed monthly

For agencies and resellers: user management, Packages for selling to clients, premium support. Tiers of 25, 100 and unlimited users cost more.

The free plan

The pricing overview mentions a free tier of 100 emails a day for the Mumara ONE cloud service; the plan page shows paid plans from $5 a month.

Trying it first

Mumara Machine, the managed server option, has a 14-day trial that includes all add-ons.

Read from mumara.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves up to 44%

Mumara Campaigns offers annual billing that the page says saves up to 44% against monthly billing.

Stated on mumara.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 and sending platform, cloud-hosted or self-hosted. Here is what it does, as its own site describes it, and what it covers: self-hostable, public API, AI features, marketing automation, email campaigns, transactional email.

> **Newsletters, transactional mail, dedicated IPs, bounce analysis, webhooks and self-hosted campaigns.**
>
> From our grade for features

Newsletter and transactional email

Mumara ONE prices newsletters by contacts and transactional email by volume, with broadcasts, drip campaigns, triggers, split tests and a transactional API.

Dedicated IPs and pools

Professional and Business cloud plans add dedicated IPs, dedicated pools and bridges from SMTP or API senders to a pool.

Self-hosted campaign software

Mumara Campaigns runs on your own server and connects to sending services such as Amazon SES, Mailgun, Mailjet, SendGrid and SparkPost.

Reseller packages

The Commercial self-hosted plan lets agencies create packages and sell email service to their own clients.

AI email builder

A chat-based composer with three quality tiers; self-hosted plans include a starter quota of AI credits that can be topped up.

Analytics and monitoring

Realtime delivery status, complaints workspace, reputation and blacklist monitoring, and bounce classification on the cloud plans.

Where it runs

Web

What it works with

Amazon SES · Mailgun · Mailjet · SendGrid · SparkPost · Google Analytics

Mumara is made by Mumara, and has been around since 2012.

Where it stands

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

85/102

Other email marketing and newsletter tools it is graded above

Mumara's GPA of 2.6 is higher than 85 of the 102 other email marketing and newsletter tools we grade, and level with 9.

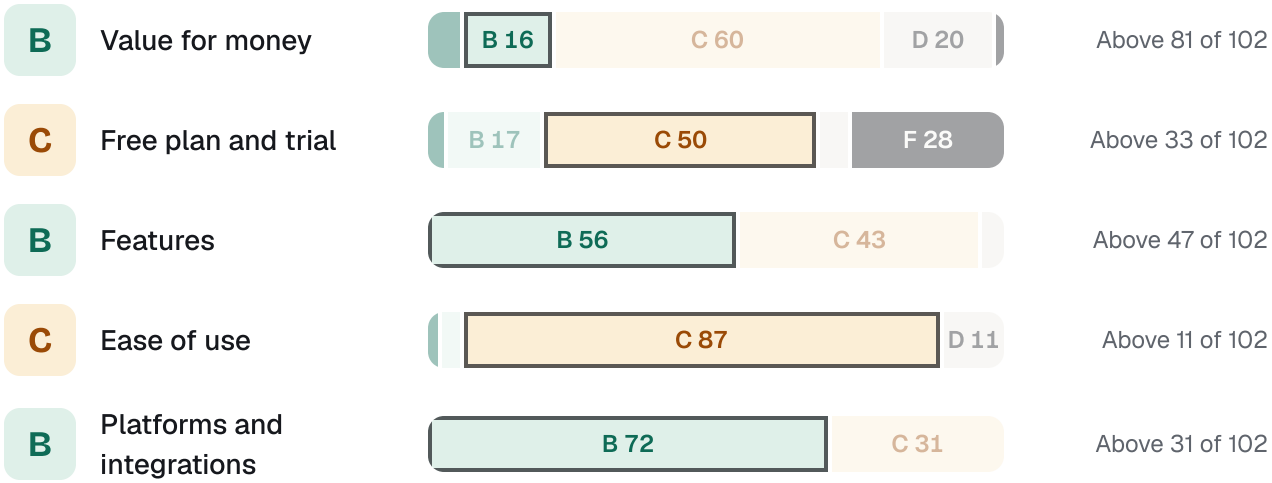
It stands best on value for money (B, above 81 of 102) and worst on ease of use (C, above 11).

Its paid plans start at $5 a month, against a middle price of $19 for the category: 2 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

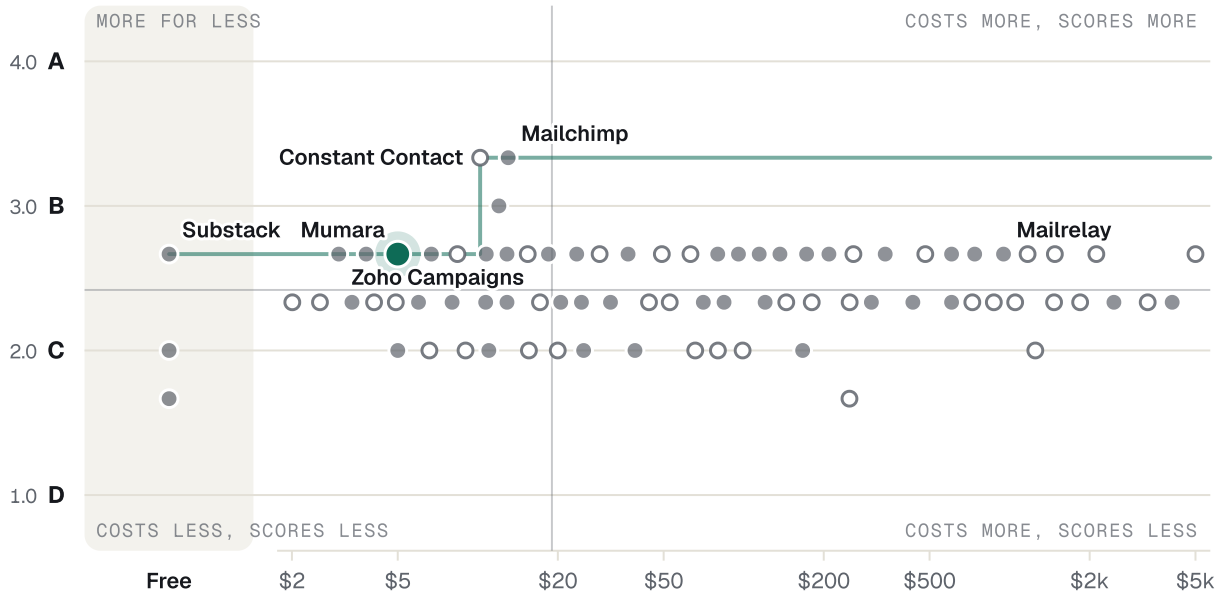
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Mumara'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. Mumara 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 Mumara 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 2.6 is higher than 85 of the 102 other email marketing and newsletter tools we grade. It costs $60 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.

- ✕ Mail servers with a good name among inbox providers.
- ✕ It plugs into other products, Amazon SES, Mailgun and Mailjet among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Mumara'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



MailWizz, AcelleMail, Sendy, Mailcoach and Mautic

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

M

2.2 GPA

MailWizz

From $59/yr

Self-hosted email marketing software sold as a license.

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

Mumara and MailWizz compared in full

2.2 GPA

AcelleMail

From $80 one-time

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

- Mumara has a free plan. AcelleMail does not.
- AcelleMail can be bought with a one-time purchase.
- Mumara also covers transactional email.

Mumara and AcelleMail compared in full

2.0
GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- Mumara has a free plan. Sendy does not.
- Sendy can be bought with a one-time purchase.
- Mumara also covers transactional email.

Mumara and Sendy compared in full

2.2
GPA

Mailcoach

Free trial · from $9.99/mo

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

- Mumara has a free plan. Mailcoach does not, though it has a free trial.
- Mumara also covers transactional email.

Mumara and Mailcoach compared in full

2.4
GPA

Mautic

Free plan · from €247.50/mo

Open source marketing automation you can self-host.

- Mautic is open source, according to its own site.
- Mumara also covers transactional email.

Mumara and Mautic compared in full

PART 06 · QUESTIONS

Quick answers

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

16

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 Mumara free?

Mumara has a free plan. The pricing overview mentions a free tier of 100 emails a day for the Mumara ONE cloud service; the plan page shows paid plans from $5 a month.

How much does Mumara cost?

Mumara lists 6 plans. Mumara ONE Essential: $5 per month for 4,000 emailing credits, billed monthly.

What platforms does Mumara work on?

Mumara is available on Web.

Does Mumara offer any discounts?

Mumara publicly lists the following: Annual billing saves up to 44%.

Does Mumara have an Android app?

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

Does Mumara have an iPhone app?

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

Is Mumara open source?

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

Can Mumara be self-hosted?

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

Does Mumara have an API?

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

What does Mumara integrate with?

Mumara's listing names Amazon SES, Mailgun, Mailjet, SendGrid, SparkPost and Google Analytics.

Does Mumara have a free trial?

Yes. Mumara Machine, the managed server option, has a 14-day trial that includes all add-ons.

Who makes Mumara?

Mumara is made by a company of the same name. It dates from 2012.

What are the alternatives to Mumara?

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

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

Mumara's GPA of 2.6 is higher than 85 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Is Mumara good value for money?

ToolGPA grades Mumara B for value for money. Its paid plans start at $5 a month, against a middle price of $19 for the category: 2 of the 78 others that charge start lower.

Could I make my own version of Mumara?

To replace Mumara 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 Mumara'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 Mumara'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 Mumara. Prices change, so check mumara.com before you buy.

mumara.com/pricing/
mumara.com/campaigns/pricing/
mumara.com/about/
mumara.com/one/pricing/
mumara.com/

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

Mumara, kept up to date

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

toolgpa.com/tools/mumara

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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