ToolGPA

NOVEMBER 2026

NewsMAN

The Insider's Guide

Email, SMS and WhatsApp marketing priced by subscriber count



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

Made by Dazoot Software · checked Nov 13, 2026 · toolgpa.com

2.8
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 NewsMAN's own pages, its app-store listings and our grades. Every fact in it is on NewsMAN'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

2.8

GPA, above 95 of the 102 other email marketing and newsletter tools we grade

NewsMAN is an email marketing and automation service that also sends SMS and WhatsApp campaigns to the same subscriber segments. Plans are priced in euros by the number of subscribers, and it offers shop integrations for platforms such as Magento, WooCommerce and PrestaShop.

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

> **A web app where you build templates, automations and shop connections.**
>
> From our grade for ease of use

1 **Best for email, SMS and WhatsApp for shops**

NewsMAN does email, SMS and WhatsApp with automation and shop plugins, free for 1,000 subscribers and from €5 a month above that.

2 **Paid plans start at about $5.59 a month**

As its pricing page puts it: €5 per month for up to 1,000 subscribers, billed monthly.

3 **There is a free plan**

Free for up to 1,000 subscribers with a limited feature set and up to 5,000 emails a month.

4 **It runs on Web**

Web.

5 **Editor and templates**

A drag-and-drop responsive editor, a custom HTML editor, a template library and a photo editor for campaign design.

6 **Automation**

A scenario builder with event triggers, shop automation and tracking, A/B or multivariate tests and send-time optimization.

7 **SMS and WhatsApp**

SMS and WhatsApp campaigns use the same segments as email; SMS is sold by package at about €0.03 to €0.035 each.

8 **A 2.8 GPA, above 95 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 NewsMAN 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.

NewsMAN at a glance

PRICING Free plan, from €5 per month for up to 1,000 subscribers, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Dazoot Software	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.8 GPA, good	

The report card

Best for email, SMS and WhatsApp for shops

NewsMAN does email, SMS and WhatsApp with automation and shop plugins, free for 1,000 subscribers and from €5 a month above that. The free plan has a limited feature set, SMS and prepaid email packs cost extra, and the steps above 7,500 subscribers weren't readable.

TOOLGPA REPORT CARD	NewsMAN	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	€5 a month for up to 1,000 subscribers, €12.50 to 2,500 and €20 to 5,000, which is inside the cheaper quarter at the start and ordinary by 5,000.
Free plan and trial	B	Free for up to 1,000 subscribers and 5,000 emails a month, with a limited feature set. One person could live on that.
Features	B	Editor, automation, SMS and WhatsApp, transactional email, segments, forms and shop integrations. Nothing in the listing shows a gap.
Ease of use	C	No store rating on record. A web app where you build templates, automations and shop connections.
Platforms and integrations	B	Web with Magento, Opencart, PrestaShop, WooCommerce, Zapier and Microsoft Dynamics 365.
Grade point average		Good, out of 4.0 **2.8**

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 NewsMAN is for

- ✓ Fits if you run a small shop on WooCommerce, PrestaShop or Magento
- ✓ Works for lists under 5,000 where the published steps are clear

Who it is not for

- ✗ Tight if you stay free: limited features and 5,000 emails a month
- ✗ Skip it if your list is over 7,500, since we couldn't read those steps
- ✗ Watch out: SMS, SMTP credits and prepaid email packs are billed apart from the plans
- ✗ Watch out: prices are in euros and the annual column wasn't readable

Good to know

Good for

- ✓ Small online shops in Europe on common open-source carts
- ✓ Senders who want email, SMS and WhatsApp in one tool
- ✓ Very small lists that fit the free plan

Worth knowing

- ⓘ Prices are in euros; the steps above 7,500 subscribers were not readable and are not listed here.
- ⓘ The free plan is limited in features and in monthly emails.
- ⓘ A 20% saving is shown for annual billing; the yearly price column was not readable.
- ⓘ SMS, SMTP credits and prepaid email packs are billed separately from the plans.

PART 02 · PRICING

What it costs

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

~$5.59

A month to start. There is a free plan too

NewsMAN has a free plan. Paid plans start at €5 per month for up to 1,000 subscribers, billed monthly.

FREE

€0

Up to 1,000 subscribers and 5,000 emails a month, with a limited feature set.

1-1,000 SUBSCRIBERS

€5

per month for up to 1,000 subscribers, billed monthly

Unlimited emails and the full feature set. Price rises with the list.

2,501-5,000 SUBSCRIBERS

€20

per month for up to 5,000 subscribers, billed monthly

Same features as smaller tiers. The 1,001-2,500 step is €12.50; 5,001-7,500 is €30.

The free plan

Free for up to 1,000 subscribers with a limited feature set and up to 5,000 emails a month.

Read from newsman.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with annual billing

The pricing page offers an Annually option marked as 20% off the monthly price.

Stated on newsman.com

What it does

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

1

Place it runs: Web

Email, SMS and WhatsApp marketing priced by subscriber count. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, sMS marketing, whatsApp messaging, transactional email, a/B testing.

> **Editor, automation, SMS and WhatsApp, transactional email, segments, forms and shop integrations.**
>
> From our grade for features

Editor and templates

A drag-and-drop responsive editor, a custom HTML editor, a template library and a photo editor for campaign design.

Automation

A scenario builder with event triggers, shop automation and tracking, A/B or multivariate tests and send-time optimization.

SMS and WhatsApp

SMS and WhatsApp campaigns use the same segments as email; SMS is sold by package at about €0.03 to €0.035 each.

Transactional email

SMTP is sold as prepaid credits, for example 50,000 emails for €10, separate from the newsletter plans.

Segmentation and forms

Segments by custom fields and behavior, plus embedded, pop-up and landing page subscribe forms.

Shop integrations

Lists integrations with Magento, Opencart, PrestaShop, CS-Cart and WooCommerce, plus Zapier and an API.

Where it runs

Web

What it works with

Magento
Opencart
PrestaShop
WooCommerce
Zapier
Microsoft Dynamics 365

NewsMAN is made by Dazoot Software.

Where it stands

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

95/102

Other email marketing and newsletter tools it is graded above

NewsMAN's GPA of 2.8 is higher than 95 of the 102 other email marketing and newsletter tools we grade, and level with 3.

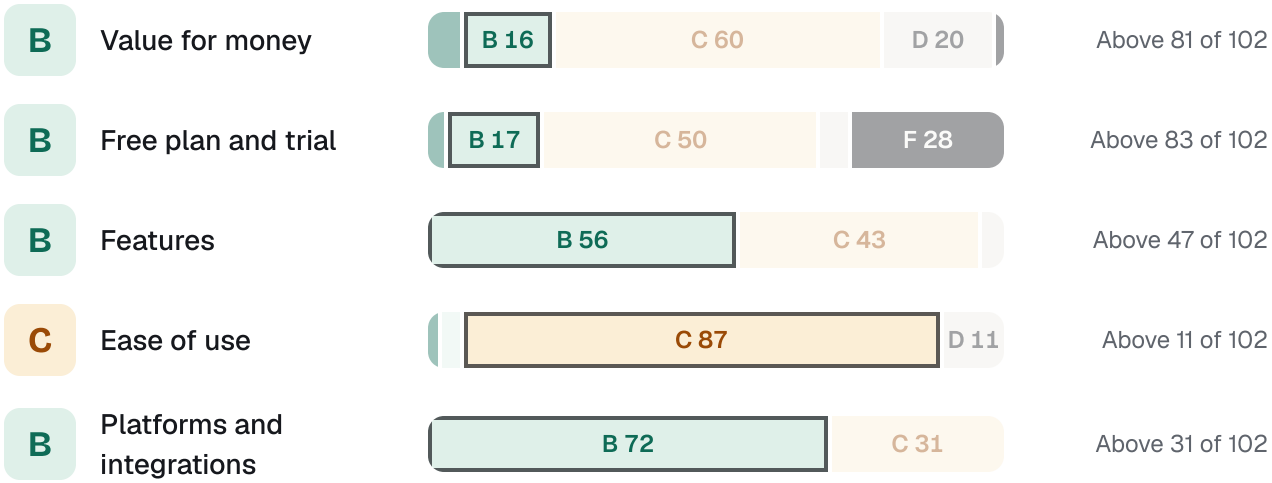
It stands best on free plan and trial (B, above 83 of 102) and worst on ease of use (C, above 11).

Its paid plans start at about $5.59 a month, against a middle price of $19 for the category: 5 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.

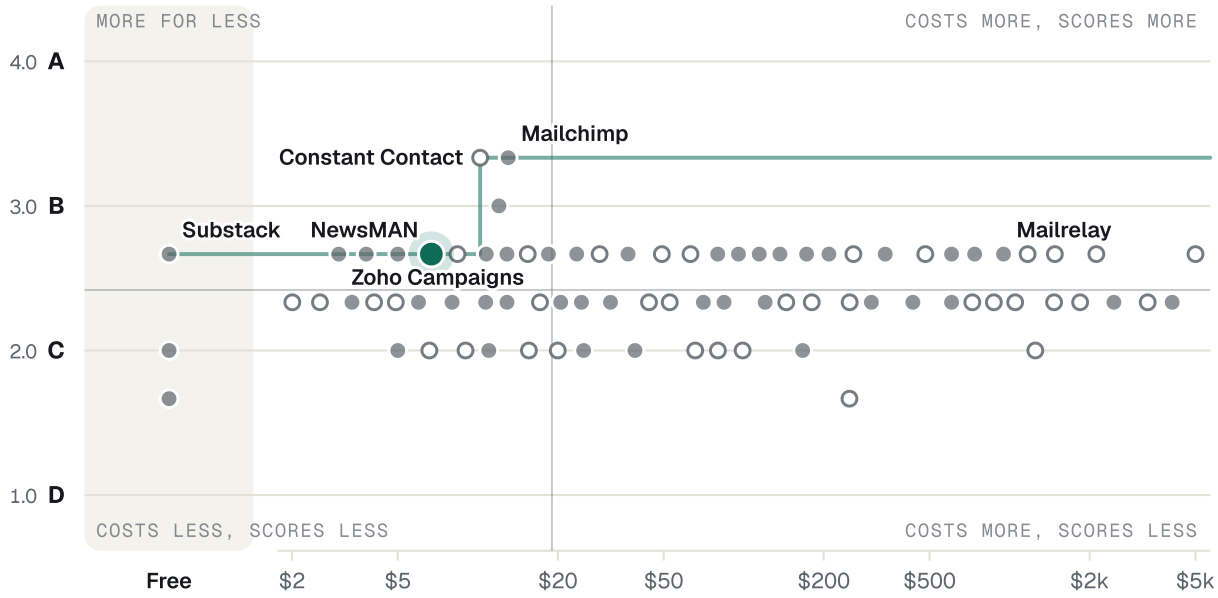
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. NewsMAN'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. NewsMAN 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 NewsMAN 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 2.8 is higher than 95 of the 102 other email marketing and newsletter tools we grade. It costs $67.03 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.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Mail servers with a good name among inbox providers.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ It plugs into other products, Magento, Opencart and PrestaShop among them, and has an API.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. NewsMAN'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



SendPulse, MailerLite, Brevo, CleverReach and Acumbamail

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

SendPulse

2.6 GPA

Free plan · from $9.60/mo

Email campaigns and automation in a wider multichannel suite.

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

NewsMAN and SendPulse compared in full

MailerLite

2.6 GPA

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

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

NewsMAN and MailerLite compared in full

2.6 GPA

Brevo

Free plan · from $9/mo

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

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

NewsMAN and Brevo compared in full

2.2 GPA

CleverReach

Free plan · from €15/mo

Newsletter and email automation tool from Germany with a free plan.

- NewsMAN also covers sMS marketing and whatsApp messaging.
- CleverReach also covers forms.

NewsMAN and CleverReach compared in full

2.2 GPA

Acumbamail

Free plan · from $35/mo

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

- NewsMAN also covers whatsApp messaging.
- Acumbamail also covers surveys.

NewsMAN and Acumbamail 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 NewsMAN free?

NewsMAN has a free plan. Free for up to 1,000 subscribers with a limited feature set and up to 5,000 emails a month.

How much does NewsMAN cost?

NewsMAN lists 3 plans. Free: €0.

What platforms does NewsMAN work on?

NewsMAN is available on Web.

Does NewsMAN offer any discounts?

NewsMAN publicly lists the following: Save 20% with annual billing.

Does NewsMAN have an Android app?

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

Does NewsMAN have an iPhone app?

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

Is NewsMAN open source?

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

Does NewsMAN have an API?

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

What does NewsMAN integrate with?

NewsMAN's listing names Magento, Opencart, PrestaShop, WooCommerce, Zapier and Microsoft Dynamics 365.

Who makes NewsMAN?

NewsMAN is made by Dazoot Software.

What are the alternatives to NewsMAN?

The closest alternatives to NewsMAN in our directory are SendPulse, MailerLite, Brevo, CleverReach and Acumbamail.

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

NewsMAN's GPA of 2.8 is higher than 95 of the 102 other email marketing and newsletter tools we grade, and level with 3.

Is NewsMAN good value for money?

ToolGPA grades NewsMAN B for value for money. Its paid plans start at about $5.59 a month, against a middle price of $19 for the category: 5 of the 78 others that charge start lower.

Could I make my own version of NewsMAN?

To replace NewsMAN 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 NewsMAN'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 NewsMAN'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 Dazoot Software. Prices change, so check newsman.com before you buy.

newsman.com/

newsman.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

NewsMAN, kept up to date

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

toolgpa.com/tools/newsman

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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