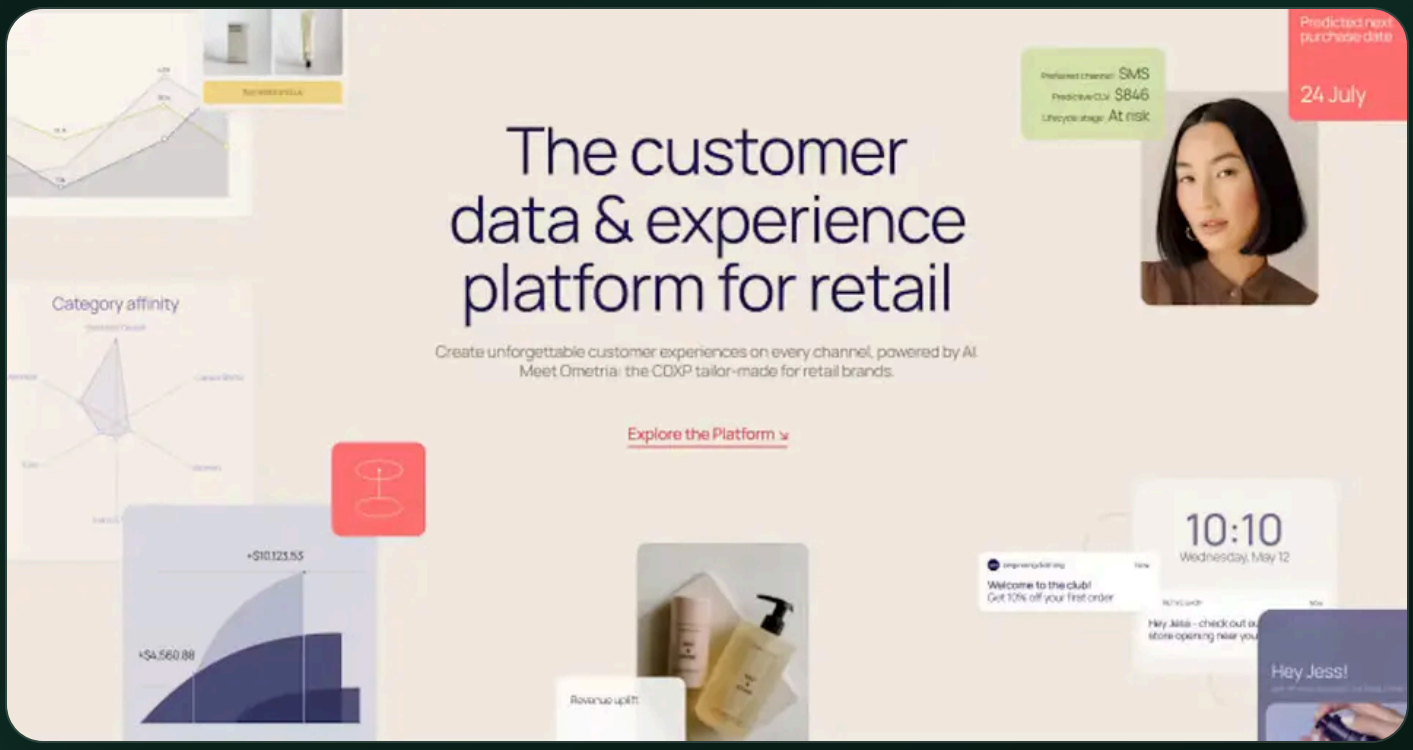
ToolGPA

NOVEMBER 2026

Ometria

The Insider's Guide

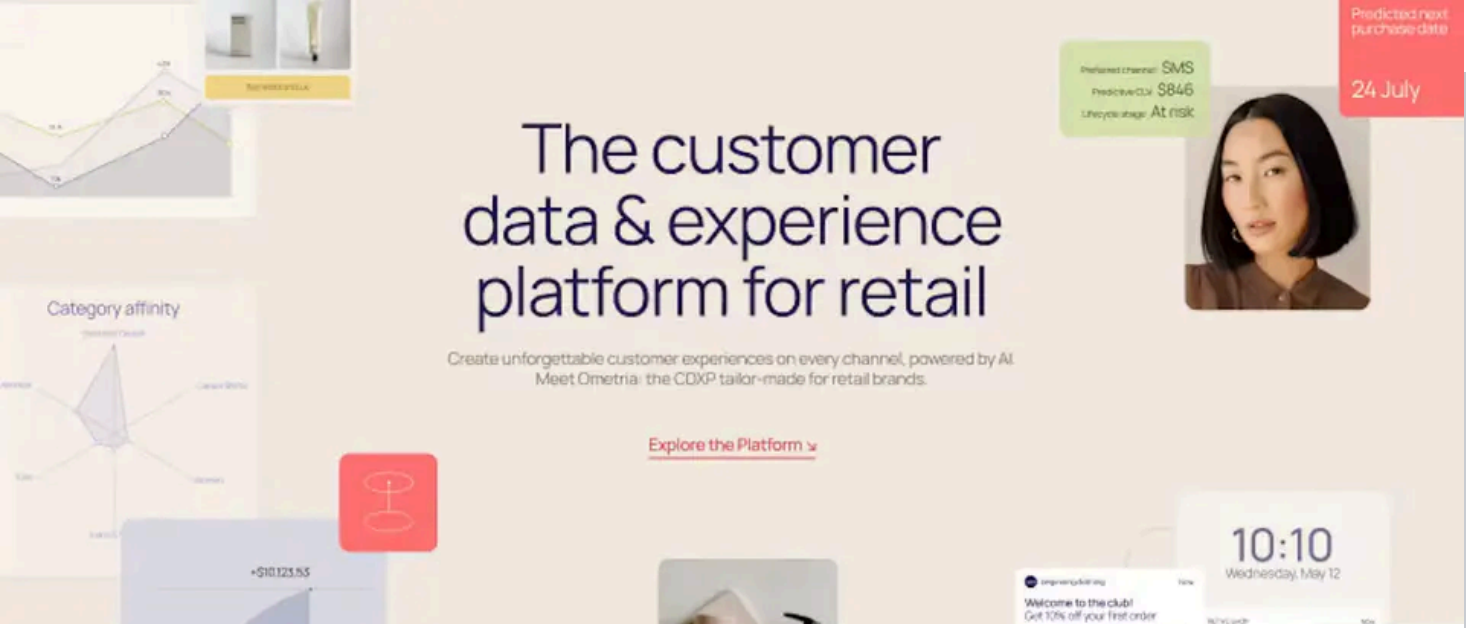
Customer data and cross-channel marketing platform for retail brands



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

Made by Ometria Ltd · checked Nov 13, 2026 · toolgpa.com

1.8
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 Ometria's own pages, its app-store listings and our grades. Every fact in it is on Ometria'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

1.8

GPA, above 12 of the 102 other email marketing and newsletter tools we grade

Ometria is a customer data and experience platform aimed at retail brands. It pulls customer data from stores, websites and other systems into profiles and segments, and uses it to run email, SMS, mobile push and ad audiences from one place. It is sold through sales rather than self-serve.

To get you started, here are **7 things to know about Ometria**, taken from its own pages and our grades.

> **It is aimed at retail brands, publishes no prices and has no free plan or self-serve trial.**
>
> From our report card of Ometria

1 **Best for customer data and campaigns for retail brands**

Ometria pulls shop and website data into customer profiles and runs email, SMS, push and ad audiences from them.

2 **It runs on Web**

Web.

3 **Customer data platform**

Ingests data from ecommerce platforms, data warehouses, websites, apps and point-of-sale systems into customer profiles, with identity resolution and consent management.

4 **Segmentation and insight**

Advanced segmentation, customer analytics, predictive insight and marketing reporting built on the stored profiles.

5 **Journey builder**

A cross-channel journey builder and a broadcast builder, with personalization and dynamic content.

6 **A 1.8 GPA, above 12 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.

7 **Keep it**

To replace Ometria 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.

Ometria at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Ometria Ltd, since 2013	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.8 GPA, weak	

The report card

Best for customer data and campaigns for retail brands

Ometria pulls shop and website data into customer profiles and runs email, SMS, push and ad audiences from them. It is aimed at retail brands, publishes no prices and has no free plan or self-serve trial.

TOOLGPA REPORT CARD	Ometria	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices are published; the site sends you to a demo request. With nothing on record it is a C.
Free plan and trial	F	Nothing free: no free plan or self-serve trial is described on the pages read.
Features	B	A customer data platform with segments, a journey builder, several channels and AI features. We found no gap named in the listing for retail work.
Ease of use	C	No store rating on record. Connecting your shop data and building journeys takes setup.
Platforms and integrations	C	Web only. The listing names no apps and no integrations list, only a partners page.
Grade point average		Weak, out of 4.0 **1.8**

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 Ometria is for

- ✓ Fits if you are a retail brand that wants customer data and campaigns in one place
- ✓ Works for teams that can handle a sales call and onboarding

Who it is not for

- ✕ Skip it if you want to see a price, because none is published
- ✕ Not for you if you want to try it free, as there is no plan or trial
- ✕ Too much for a small list-based newsletter
- ✕ Watch out: it is sold through sales only, so costs are unknown until you ask

Good to know

Good for

- ✓ Retail and ecommerce brands that want customer data and messaging in one platform
- ✓ Marketing teams with several data sources to combine, such as stores, web and apps

Worth knowing

- ⓘ No prices are published; the site points visitors to a demo request, so pricing is through sales.
- ⓘ Positioned for retail brands, so it may be more than a small list-based newsletter needs.
- ⓘ No free plan or self-serve trial is described on the pages read.

What it costs

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

Ometria's current pricing could not be confirmed from its own site.

> **No prices are published; the site sends you to a demo request.**
>
> From our grade for value for money

We could not confirm Ometria's current prices from its own site, so this guide lists no plans. ometria.com has them.

What it does

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

1

Place it runs: Web

Customer data and cross-channel marketing platform for retail brands. Here is what it does, as its own site describes it, and what it covers: marketing automation, reports, email campaigns, sMS marketing.

> **A customer data platform with segments, a journey builder, several channels and AI features.**
>
> From our grade for features

Customer data platform

Ingests data from ecommerce platforms, data warehouses, websites, apps and point-of-sale systems into customer profiles, with identity resolution and consent management.

Segmentation and insight

Advanced segmentation, customer analytics, predictive insight and marketing reporting built on the stored profiles.

Journey builder

A cross-channel journey builder and a broadcast builder, with personalization and dynamic content.

Channels

Delivery by email, SMS, mobile push, ads and retargeting, website, direct mail, and in-store or customer service touchpoints.

AI features

Describes an agentic AI layer called Architect AI, and a decisioning layer called ATLAS, for personalization.

Where it runs

Web

What it works with

Its own pages name no integrations.

Ometria is made by Ometria Ltd, and has been around since 2013.

PART 04 · STANDING

Where it stands

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

12/102

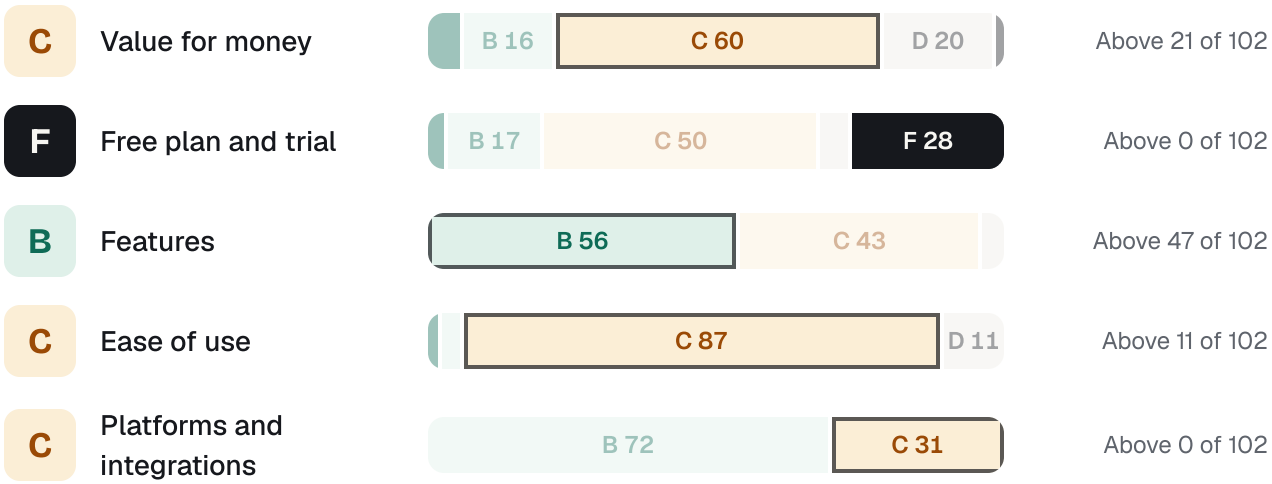
Other email marketing and newsletter tools it is graded above

Ometria's GPA of 1.8 is higher than 12 of the 102 other email marketing and newsletter tools we grade, and level with 12.

It stands best on features (B, above 47 of 102) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Ometria's own letter is outlined.



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 Ometria 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: 78 of the 102 other email marketing and newsletter tools grade higher.

What you could make

- Reports: 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.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Ometria'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



Klaviyo, Bloomreach, Braze and Dotdigital

The 4 tools Ometria is most often weighed against, with where each one differs from it.

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. Ometria does not.
- Ometria also covers sMS marketing.
- Klaviyo also covers forms.

Ometria and Klaviyo compared in full

1.6 GPA

Bloomreach

From $60,000/yr

Enterprise email, marketing automation and commerce search suite.

- Ometria also covers reports.
- Bloomreach also covers whatsApp messaging and a/B testing.

Ometria and Bloomreach compared in full

2.0
GPA

Braze

Free trial

Customer engagement platform for email, push, SMS and in-app.

- Ometria also covers reports.
- Braze also covers whatsApp messaging and a/B testing.

Ometria and Braze compared in full

2.0
GPA

Dotdigital

Paid

Cross-channel marketing automation for ecommerce and B2B teams.

- Ometria also covers reports.
- Dotdigital also covers whatsApp messaging.

Ometria and Dotdigital compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Ometria free?

No. Ometria is a paid product.

What platforms does Ometria work on?

Ometria is available on Web.

Does Ometria have an Android app?

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

Does Ometria have an iPhone app?

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

Is Ometria open source?

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

Who makes Ometria?

Ometria is made by Ometria Ltd. It dates from 2013.

What are the alternatives to Ometria?

The closest alternatives to Ometria in our directory are Klaviyo, Bloomreach, Braze and Dotdigital.

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

Ometria's GPA of 1.8 is higher than 12 of the 102 other email marketing and newsletter tools we grade, and level with 12.

Could I make my own version of Ometria?

To replace Ometria 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 Ometria'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 Ometria'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 Ometria Ltd. Prices change, so check ometria.com before you buy.

ometria.com/
ometria.com/page/partners

ometria.com/about

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

Ometria, kept up to date

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

toolgpa.com/tools/ometria

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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