ToolGPA

NOVEMBER 2026

Optimove

The Insider's Guide

Multichannel journey and campaign platform sold through sales



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

Made by Optimove Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
GPA

OPTIMOVE

The creator of Positionless Marketing

Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Optimove's own pages, its app-store listings and our grades. Every fact in it is on Optimove'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

Optimove is a customer marketing platform for building and running multichannel journeys and campaigns. It covers email, SMS, mobile, web, WhatsApp and ad networks, with add-ons for loyalty, promotions and gamification. Its site names iGaming, retail and ecommerce, online trading and financial services among the industries it serves.

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

> **No prices are published, loyalty, promotions and minigames are listed as add-ons, and it is sold through a demo request.**
>
> From our report card of Optimove

1 **Best for multichannel journeys for retail and iGaming**

Optimove builds journeys and campaigns across email, SMS, mobile, web, WhatsApp and ad networks.

2 **It runs on Web**

Web.

3 **Orchestrate**

Builds and optimizes multichannel journeys, with AI deciding what each customer receives.

4 **Engage**

Creates and delivers personalized campaigns across email, SMS, mobile, ad networks, web and WhatsApp.

5 **Personalize**

Serves dynamic content and recommendations on a website or app.

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 Optimove 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.

Optimove at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Optimove Inc.	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.8 GPA, weak	

The report card

Best for multichannel journeys for retail and iGaming

Optimove builds journeys and campaigns across email, SMS, mobile, web, WhatsApp and ad networks. No prices are published, loyalty, promotions and

minigames are listed as add-ons, and it is sold through a demo request.

TOOLGPA REPORT CARD **Optimove** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices on the site; it directs you to a demo request. With nothing published it is a C.
Free plan and trial	F	No free plan or trial is listed on the pages read, so getting in means a demo request.
Features	B	Orchestrate, engage, personalise, plus loyalty, promotions and gamification add-ons, across many channels. Those add-ons are listed apart from the core platform.
Ease of use	C	No store rating on record. A journey platform for teams with data to connect, so there is setup to do.
Platforms and integrations	C	Web only. The listing has a developer hub but names no apps or integrations list.

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 Optimove is for

- ✓ Fits if you run retail, ecommerce or iGaming and want one place for journeys
- ✓ Works for marketing teams with a person to run a large platform

Who it is not for

- ✗ Skip it if you want a price, as none is shown
- ✗ Pricey if you want loyalty, promotions or minigames, which are listed as add-ons
- ✗ Not for you if you want a free plan or trial
- ✗ Watch out: Optimove Ignite+ for iGaming startups says its pricing fits your stage but shows no figures

Good to know

Good for

- ✓ Marketing teams at larger consumer brands that run many campaigns across channels
- ✓ iGaming, retail, trading and financial services marketers, the industries the site highlights

Worth knowing

- ⓘ No prices are published; the site directs visitors to a demo request, so pricing is through sales.
- ⓘ Add-ons such as loyalty, promotions and minigames are listed separately from the core platform.
- ⓘ A separate program called Optimove Ignite+ for iGaming startups is described as having pricing that fits your stage, but no figures are shown.

What it costs

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

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

> **No prices on the site; it directs you to a demo request.**
>
> From our grade for value for money

We could not confirm Optimove's current prices from its own site, so this guide lists no plans. optimove.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

Multichannel journey and campaign platform sold through sales. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, email campaigns, sMS marketing, whatsApp messaging.

> **Orchestrate, engage, personalise, plus loyalty, promotions and gamification add-ons, across many channels.**
>
> From our grade for features

Orchestrate

Builds and optimizes multichannel journeys, with AI deciding what each customer receives.

Engage

Creates and delivers personalized campaigns across email, SMS, mobile, ad networks, web and WhatsApp.

Personalize

Serves dynamic content and recommendations on a website or app.

Gamify and loyalty add-ons

Add-ons cover loyalty, promotions, minigames and affiliate marketing.

Developer hub

APIs, SDKs and documentation for connecting data and building journeys in code.

Where it runs

Web

What it works with

Its own pages name no integrations.

Optimove is made by Optimove Inc.

PART 04 · STANDING

Where it stands

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

12/102

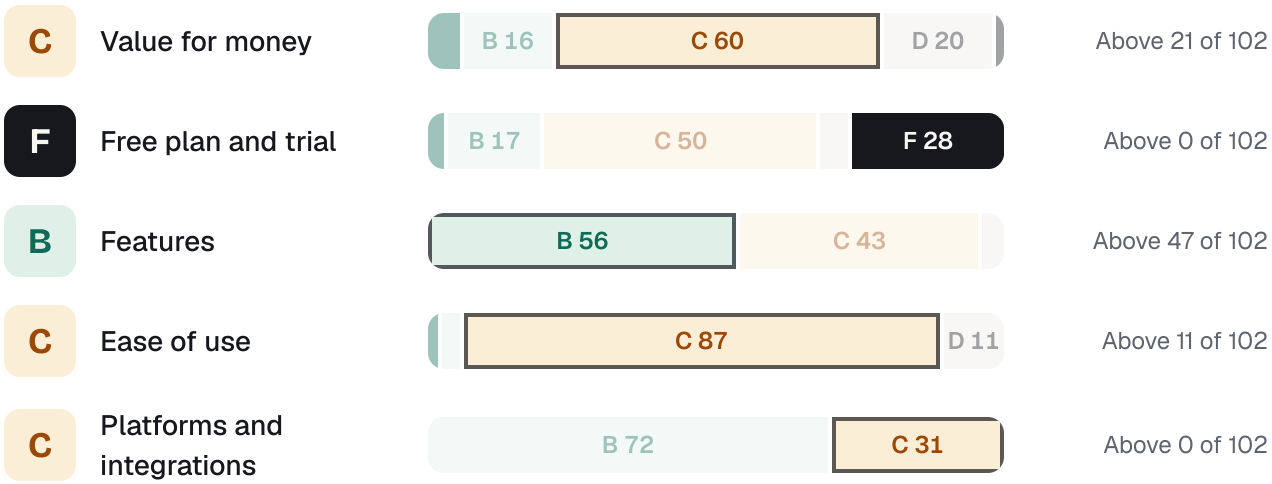
Other email marketing and newsletter tools it is graded above

Optimove'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. Optimove'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 Optimove 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 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 WhatsApp Business API, which Meta opens only through approved partners.
- ✕ An API that other software can build on.
- ✕ 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. Optimove'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



Braze, Bloomreach, Iterable and Zeta Global

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

2.0 GPA

Braze

Free trial

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

- Braze also covers a/B testing.

Optimove and Braze compared in full

1.6 GPA

Bloomreach

From $60,000/yr

Enterprise email, marketing automation and commerce search suite.

- Bloomreach also covers a/B testing.

Optimove and Bloomreach compared in full

1.8 GPA

Iterable

Paid

Cross-channel customer engagement platform for large brands.

- Optimove also covers whatsApp messaging.

Optimove and Iterable compared in full

Z

1.8
GPA

Zeta Global

Paid

Enterprise email and mobile messaging on a customer data platform.

- Optimove also covers whatsApp messaging.
- Zeta Global also covers reports.

Optimove and Zeta Global compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Optimove free?

No. Optimove is a paid product.

What platforms does Optimove work on?

Optimove is available on Web.

Does Optimove have an Android app?

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

Does Optimove have an iPhone app?

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

Is Optimove open source?

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

Does Optimove have an API?

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

Who makes Optimove?

Optimove is made by Optimove Inc.

What are the alternatives to Optimove?

The closest alternatives to Optimove in our directory are Braze, Bloomreach, Iterable and Zeta Global.

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

Optimove'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 Optimove?

To replace Optimove 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 Optimove'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 Optimove'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 Optimove Inc. Prices change, so check optimove.com before you buy.

optimove.com/

optimove.com/about-us

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

Optimove, kept up to date

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

toolgpa.com/tools/optimove

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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