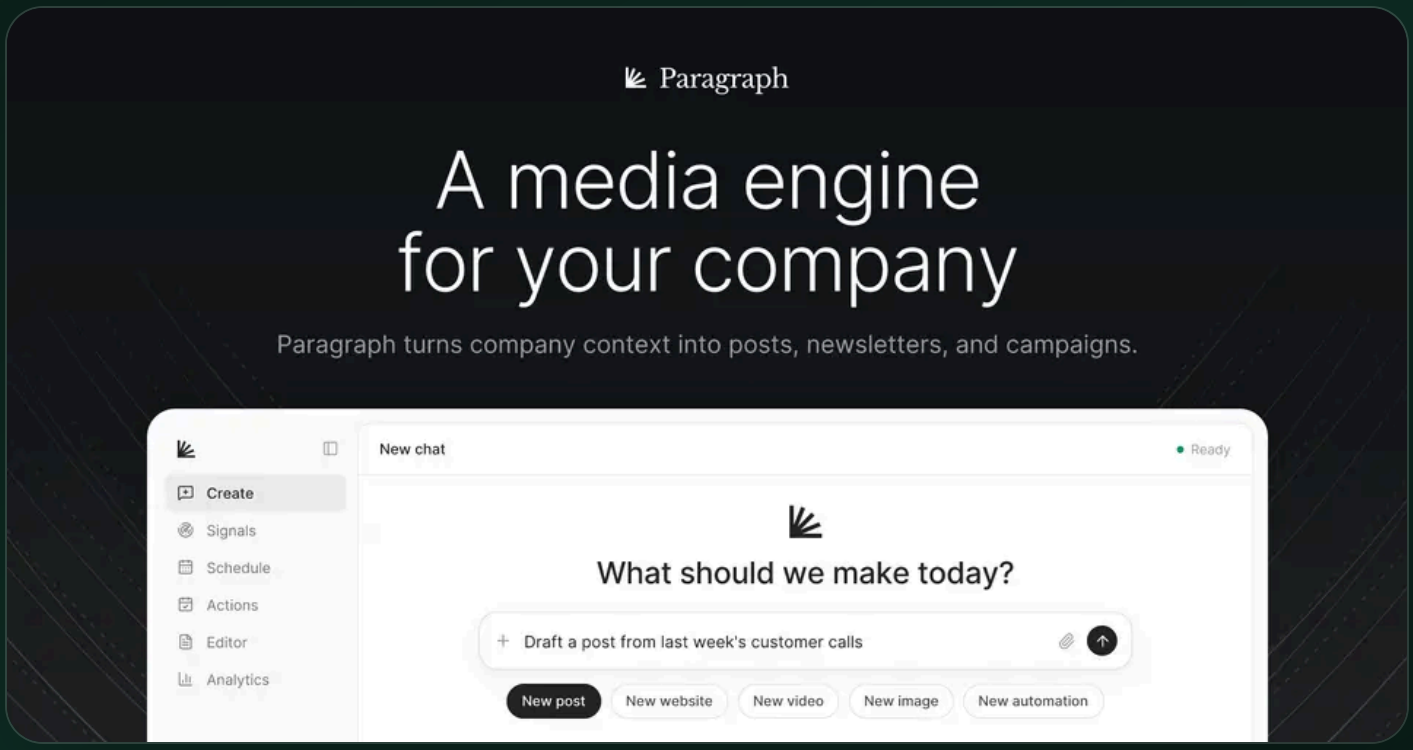
ToolGPA

NOVEMBER 2026

Paragraph

The Insider's Guide

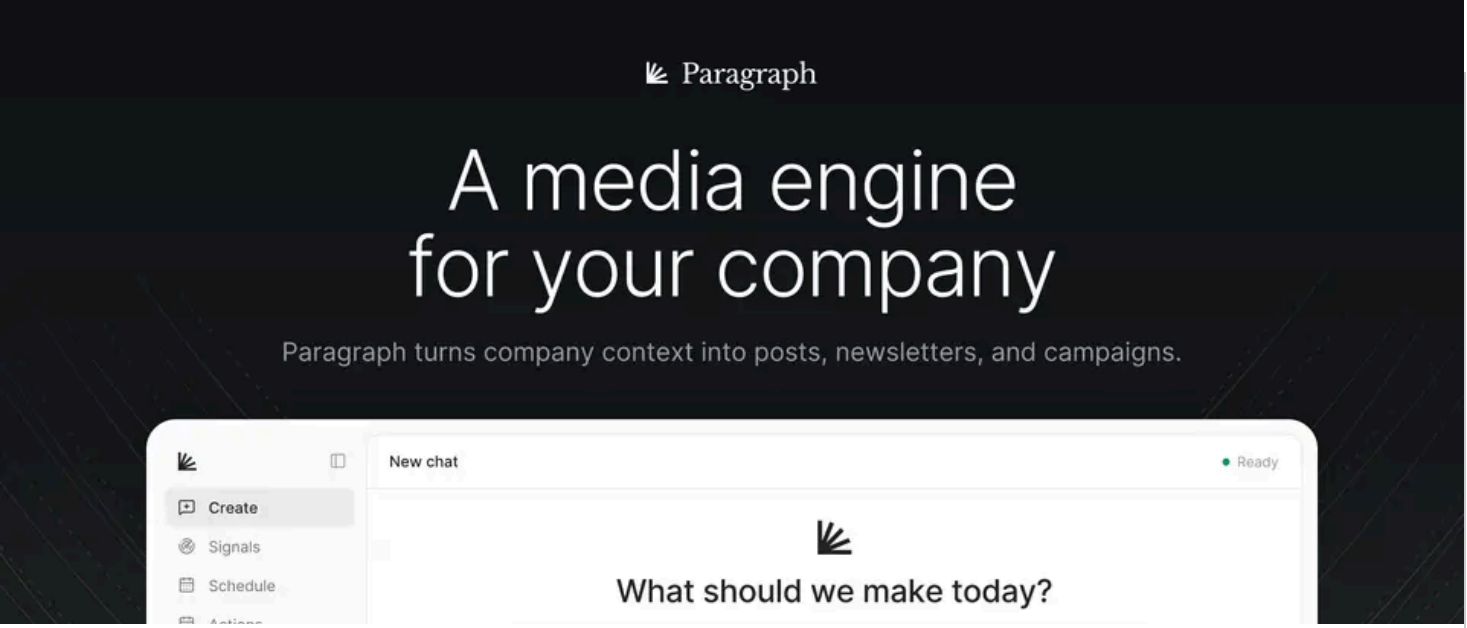
AI agents that draft and publish posts, newsletters and social



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

Made by Paragraph · 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 Paragraph's own pages, its app-store listings and our grades. Every fact in it is on Paragraph'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 25 of the 102 other email marketing and newsletter tools we grade

Paragraph hosts a blog and newsletter and adds AI agents that draft posts, newsletters, social posts and release notes from a company's own context, such as connected tools and past writing. Nothing publishes until the user approves it. Plans differ by monthly agent credits, newsletter sends, connected tools and team seats.

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

> "
>
> **You connect tools, set up the agents and review every draft before it goes out.**
>
> From our grade for ease of use

1 **Best for a hosted blog and newsletter with AI drafting**

Paragraph hosts a blog and newsletter and adds agents that draft posts, newsletters and social posts, with nothing published until you approve it.

2 **Paid plans start at $167 a month**

As its pricing page puts it: $167 per month, billed annually ($199 billed monthly).

3 **There is a free plan**

500 agent credits a month (two agent runs), a hosted blog and newsletter, 2,500 newsletter emails a month and 3 connected tools.

4 **It runs on Web**

Web.

5 **Approval before publishing**

New posts, newsletters, campaigns and visible site changes come to you to approve, edit or reject.

6 **Agents**

Agents for release notes written from commits, cited SEO and AEO articles, thought leadership posts, customer stories and content repurposing.

7 **Hosted blog and newsletter**

A site, archive, signup forms and basic email sending are included free; custom domains start on Launch.

8 **A 2.0 GPA, above 25 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 Paragraph 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.

Paragraph at a glance

PRICING
Free plan, from $167 per month, billed annually ($199 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Paragraph

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.0 GPA, fair

The report card

Best for a hosted blog and newsletter with AI drafting

Paragraph hosts a blog and newsletter and adds agents that draft posts, newsletters and social posts, with nothing published until you approve it. Everything runs on monthly credits, the free plan allows two agent runs, and the first paid plan is $167 a month.

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

SUBJECT	GRADE	COMMENT
Value for money	D	$167 a month on yearly billing ($199 monthly) for Launch. Email marketing's dearest tenth starts at $149, so this is up there, and Team is $417.
Free plan and trial	C	Free forever, with 500 credits, a hosted blog and newsletter, and 2,500 emails a month. That's two agent runs, and agent work pauses until credits refill.

SUBJECT	GRADE	COMMENT
Features	C	Hosted blog and newsletter, agents that draft, approval before publishing, an API, MCP server and CLI. Search indexing, llms.txt and Markdown copies are left out of free publications.
Ease of use	C	No store rating on record. You connect tools, set up the agents and review every draft before it goes out.
Platforms and integrations	B	Web only, but with an API, MCP server and CLI, and connections to Slack, Linear, Notion, GitHub, Stripe, HubSpot and Mailchimp.
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 Paragraph is for

- ✓ Fits if you want a blog and newsletter in one place and have the agents draft the first version
- ✓ Makes sense if you publish for a startup and need several connected tools feeding the drafts

Who it is not for

- ✗ Tight if you stay on free: 500 credits is about two agent runs, with 2,500 emails a month
- ✗ Pricey if you need a custom domain or your own website, which start on Launch at $167 a month
- ✗ Not for you if you send a lot: Launch stops at 25,000 emails a month and Team at 100,000
- ✗ Watch out: free publications don't get search indexing, llms.txt or Markdown copies
- ✗ Watch out: the Managed plan starts at $2,500 a month, booked through a call

Good to know

Good for

- ✓ Startups that want a steady flow of posts, newsletters and social from an approved draft queue
- ✓ Teams that want a blog and newsletter on their own subdomain

Worth knowing

- ⓘ Work is metered in monthly credits; on the Free plan, agent work pauses until credits refill.
- ⓘ Free publications do not get search indexing, llms.txt or Markdown copies; those start on paid plans.
- ⓘ Newsletter sending is capped per month: 2,500 on Free, 25,000 on Launch and 100,000 on Team.
- ⓘ Managed starts at $2,500 a month and is booked through a call.

PART 02 · PRICING

What it costs

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

$167

A month to start. There is a free plan too

Paragraph has a free plan. Paid plans start at $167 per month, billed annually ($199 billed monthly).

> **That's two agent runs, and agent work pauses until credits refill.**

From our grade for free plan and trial

FREE

$0

500 credits a month, hosted blog and newsletter, 2,500 emails a month, 3 connected tools and 1 team member; no custom domain.

LAUNCH

$167

per month, billed annually ($199 billed monthly)

15,000 credits a month, custom domain, own website, 25,000 newsletter emails a month, video generation, 10 connected tools and 2 team members.

TEAM

$417

per month, billed annually ($499 billed monthly)

40,000 credits a month, 100,000 newsletter emails a month, unlimited connected tools, 10 team members and priority support.

MANAGED

$2,500

per month and up

Paragraph's team sets up and runs it with you and reviews every draft; 3-month minimum, or 20% off for a year paid upfront.

The free plan

500 agent credits a month (two agent runs), a hosted blog and newsletter, 2,500 newsletter emails a month and 3 connected tools.

Read from paragraph.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 16% with annual billing

The pricing page states a 16% saving on Launch and Team when billed yearly: for example $1,999 a year against $199 a month for Launch.

Stated on paragraph.com

What it does

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

1

Place it runs: Web

AI agents that draft and publish posts, newsletters and social. Here is what it does, as its own site describes it, and what it covers: public API, AI features, AI agents, long-form writing, email campaigns.

> **Hosted blog and newsletter, agents that draft, approval before publishing, an API, MCP server and CLI.**
>
> From our grade for features

Approval before publishing

New posts, newsletters, campaigns and visible site changes come to you to approve, edit or reject.

Agents

Agents for release notes written from commits, cited SEO and AEO articles, thought leadership posts, customer stories and content repurposing.

Hosted blog and newsletter

A site, archive, signup forms and basic email sending are included free; custom domains start on Launch.

Credits

A social post takes about 25 credits, a cited article about 100, a launch about 300 and a launch video about 150.

Search and AI visibility

Paid plans are indexed by Google and Bing and publish an llms.txt and a Markdown copy of each post.

API, MCP server and CLI

A REST API, MCP server and CLI are listed on every plan, along with traffic, post and subscriber analytics.

Where it runs

Web

What it works with

Slack · Linear · Notion · GitHub · Stripe · HubSpot · Mailchimp · Shopify

Paragraph is made by Paragraph.

Where it stands

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

25/102

Other email marketing and newsletter tools it is graded above

Paragraph's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

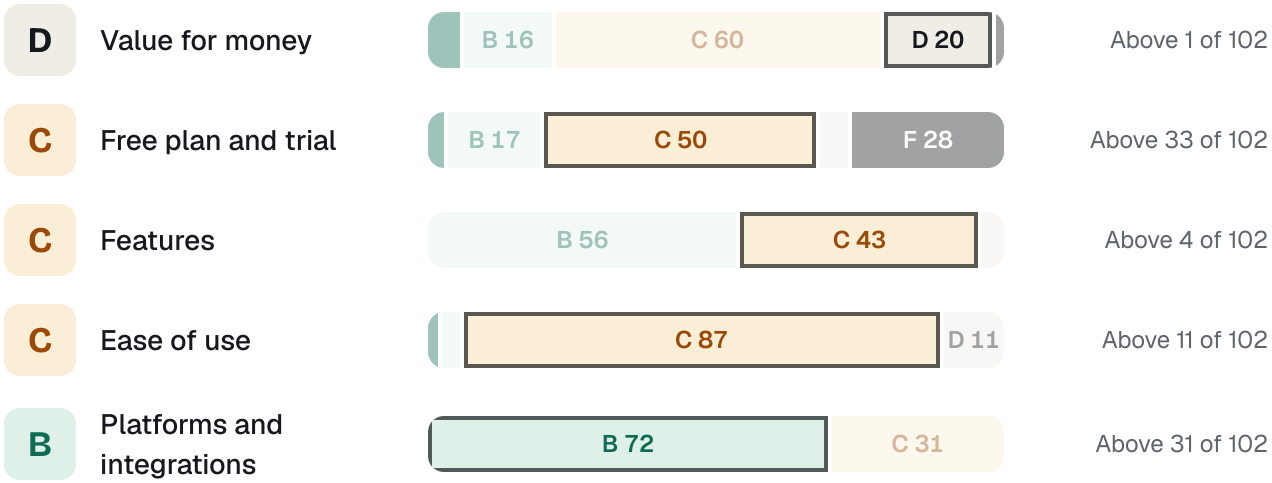
It stands best on platforms and integrations (B, above 31 of 102) and worst on value for money (D, above 1).

Its paid plans start at $167 a month, against a middle price of $19 for the category: 71 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 33 tools score higher and cost less.

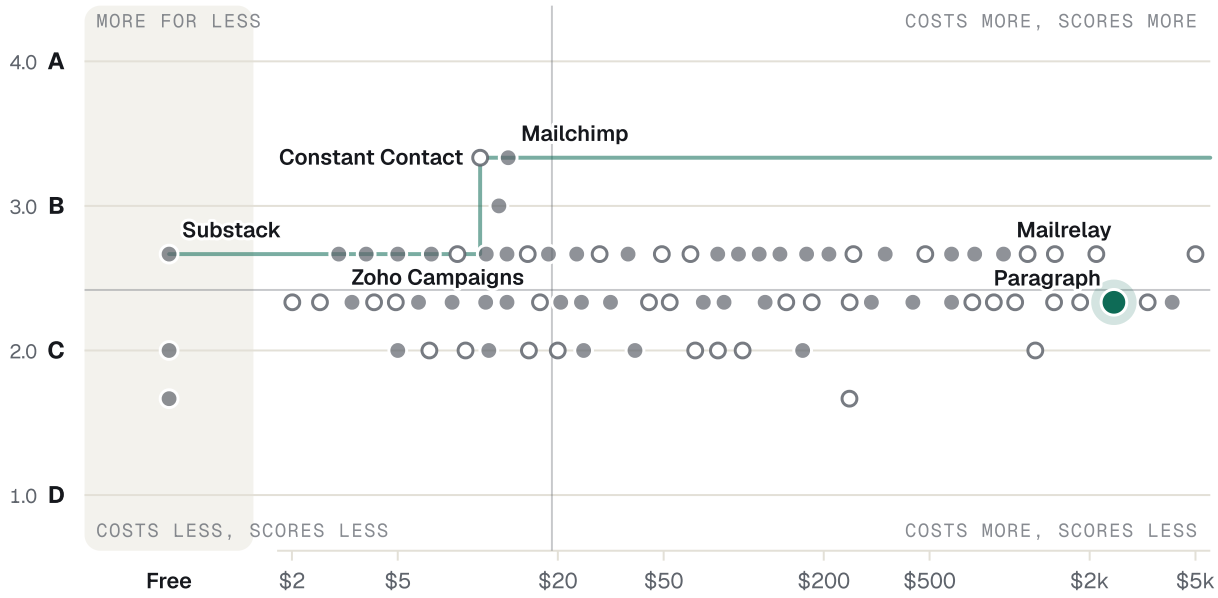
Each grade against the category

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

That makes this kind of software worth paying for, not this one in particular: 61 of the 102 other email marketing and newsletter tools grade higher. It costs $2,004 a year.

What you could make

- Long-form writing: an app builder makes this well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- An AI agent, with the models and the safeguards behind it.
- It plugs into other products, Slack, Linear and Notion among them, and has an API.

What this rests on. Paragraph'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



beehiiv, Substack, Ghost, Kit and Buttondown

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

2.4 GPA

beehiiv

Free plan · from $49/mo

Newsletter platform with paid subscriptions, ads, website and podcast.

- Paragraph also covers AI agents and long-form writing.
- beehiiv also covers marketing automation, forms and paid newsletters.

Paragraph and beehiiv compared in full

3.2 GPA

Substack

Free

Newsletter, podcast and video publishing with paid subscriptions.

- Only Substack lists iOS and Android apps.
- Paragraph also covers AI agents and long-form writing.
- Substack also covers paid newsletters and community.

Paragraph and Substack compared in full



2.2
GPA

Ghost

Free trial · from $15/mo

Open source publishing with newsletters and paid memberships.

- Paragraph has a free plan. Ghost does not, though it has a free trial.
- Ghost is open source, according to its own site.
- Paragraph also covers AI agents and long-form writing.

Paragraph and Ghost compared in full



2.6
GPA

Kit

Free plan · from $33/mo

Email marketing and paid newsletters for creators.

- Paragraph also covers AI agents and long-form writing.
- Kit also covers marketing automation, forms and paid newsletters.

Paragraph and Kit compared in full



2.4
GPA

Buttondown

Free plan · from $9/mo

Newsletter software priced by active subscribers, with add-ons.

- Paragraph also covers AI agents and long-form writing.
- Buttondown also covers marketing automation and paid newsletters.

Paragraph and Buttondown compared in full

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 Paragraph free?

Paragraph has a free plan. 500 agent credits a month (two agent runs), a hosted blog and newsletter, 2,500 newsletter emails a month and 3 connected tools.

How much does Paragraph cost?

Paragraph lists 4 plans. Free: $0.

What platforms does Paragraph work on?

Paragraph is available on Web.

Does Paragraph offer any discounts?

Paragraph publicly lists the following: Save 16% with annual billing.

Does Paragraph have an Android app?

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

Does Paragraph have an iPhone app?

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

Is Paragraph open source?

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

Does Paragraph have an API?

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

What does Paragraph integrate with?

Paragraph's listing names Slack, Linear, Notion, GitHub, Stripe, HubSpot, Mailchimp and Shopify.

Who makes Paragraph?

Paragraph is made by a company of the same name.

What are the alternatives to Paragraph?

The closest alternatives to Paragraph in our directory are beehiiv, Substack, Ghost, Kit and Buttondown.

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

Paragraph's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

Is Paragraph good value for money?

ToolGPA grades Paragraph D for value for money. Its paid plans start at $167 a month, against a middle price of $19 for the category: 71 of the 78 others that charge start lower.

Could I make my own version of Paragraph?

To replace Paragraph 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 Paragraph'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 Paragraph'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 Paragraph. Prices change, so check paragraph.com before you buy.

paragraph.com/pricing

paragraph.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

Paragraph, kept up to date

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

toolgpa.com/tools/paragraph

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, "Paragraph: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/paragraph
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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