ToolGPA

NOVEMBER 2026

Pinpointe

The Insider's Guide

Email marketing service for permission-based campaigns



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

Made by Pinpointe On Demand, Inc. · 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 Pinpointe's own pages, its app-store listings and our grades. Every fact in it is on Pinpointe'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

Pinpointe is an email marketing service from a California company, sold in a Professional and an Enterprise edition. It covers list management, a WYSIWYG email editor, drip campaigns and autoresponders, spam score checking and inbox previews, with prices that follow list size.

> **A web service where you build the campaigns.**
>
> From our grade for ease of use

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

1 **Best for permission-based email to larger lists**

Pinpointe is an email service with a WYSIWYG editor, drips, spam scoring and inbox previews.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for a 15,000-contact list, billed monthly.

3 **You can try it first**

Free trial, no credit card needed

4 **It runs on Web**

Web.

5 **WYSIWYG email editor**

A visual editor for building campaigns, with personalization of each email.

6 **Drip marketing and autoresponders**

Virtually unlimited drip campaigns are listed as part of every account.

7 **Spam score and inbox previews**

A spam score checker and an email inbox previewer are listed among the features.

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 Pinpointe 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.

Pinpointe at a glance

PRICING Free trial, from $99 per month for a 15,000-contact list, billed monthly	FREE PLAN No
FREE TRIAL Free trial, no credit card needed	RUNS ON Web
MADE BY Pinpointe On Demand, Inc.	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.0 GPA, fair	

The report card

Best for permission-based email to larger lists

Pinpointe is an email service with a WYSIWYG editor, drips, spam scoring and inbox previews. The cheapest plan is $99 a month for a 15,000-contact list, accounts are reviewed before approval, and the site footer shows 2023.

TOOLGPA REPORT CARD

Pinpointe

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$99 a month for a 15,000-contact list, with smaller lists not shown. That's the floor, and it sits well above the $20 middle, though it covers a big list.
Free plan and trial	C	A free trial with no card, but its length isn't stated and there's no free plan.
Features	C	Editor, drips, spam score and inbox previews, Google Analytics and a multi-account structure. Nothing shows social or SMS.
Ease of use	C	No store rating on record. A web service where you build the campaigns.
Platforms and integrations	C	Web only, with Google Analytics as the single integration.

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 Pinpointe is for

- ✓ Fits if you have a list near 15,000 and send with permission
- ✓ Works for agencies that want several accounts under one roof

Who it is not for

- ✕ Pricey if your list is small, because the cheapest listed plan is $99 a month for 15,000
- ✕ Not for you if you want to sign up at once, as accounts are reviewed before approval
- ✕ Skip it if your list is bought, since only permission-based sending is allowed
- ✕ Watch out: a dedicated IP is $50 a month, and the site footer shows a 2023 copyright

Good to know

Good for

- ✓ Mid-size lists of 15,000 contacts or more
- ✓ Agencies that need separate accounts per client
- ✓ Senders who want no long-term contract

Worth knowing

- ⓘ The cheapest listed plan is for a 15,000-contact list; smaller lists are not shown on the pricing page.
- ⓘ Accounts are reviewed before approval, and only permission-based sending is allowed; purchased lists are not permitted.
- ⓘ A dedicated IP address is $50 a month, suggested for senders over 100,000 emails a month.
- ⓘ Enterprise is sold on an annual agreement; the site footer shows a 2023 copyright date.

What it costs

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

$99

A month to start

Pinpointe is a paid product with a free trial, starting at $99 per month for a 15,000-contact list, billed monthly.

> **A free trial with no card, but its length isn't stated and there's no free plan.**
>
> From our grade for free plan and trial

PROFESSIONAL EDITION

$99

per month for a list of 15,000, billed monthly

1 primary account with 5 team members, 20 more optional. Price rises with list size, 6-month prepay is 10% off.

ENTERPRISE EDITION

$490

per month for a list of 75,000, billed monthly

Annual agreement, can pay monthly. Unlimited team members, 5 dedicated accounts, dedicated cloud and custom URL.

Trying it first

Free trial, no credit card needed

Read from pinpointe.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

10% off with 6-month prepay

The Professional Edition pricing toggle shows a 6-month prepay option marked 10% off the monthly price.

Stated on pinpointe.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 service for permission-based campaigns. Here is what it does, as its own site describes it, and what it covers: marketing automation, reports, email campaigns, a/B testing.

> **Editor, drips, spam score and inbox previews, Google Analytics and a multi-account structure.**
>
> From our grade for features

WYSIWYG email editor

A visual editor for building campaigns, with personalization of each email.

Drip marketing and autoresponders

Virtually unlimited drip campaigns are listed as part of every account.

Spam score and inbox previews

A spam score checker and an email inbox previewer are listed among the features.

Google Analytics integration

Campaign tracking can connect to Google Analytics alongside the real-time analytics view.

Multi-account structure

Enterprise adds separate dedicated accounts that can expand to 250, with brand control and a custom URL.

Support included

All accounts get email, live chat, a knowledge base and training videos; phone support is for Enterprise customers.

Where it runs

Web

What it works with

Google Analytics

Pinpointe is made by Pinpointe On Demand, Inc.

PART 04 · STANDING

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

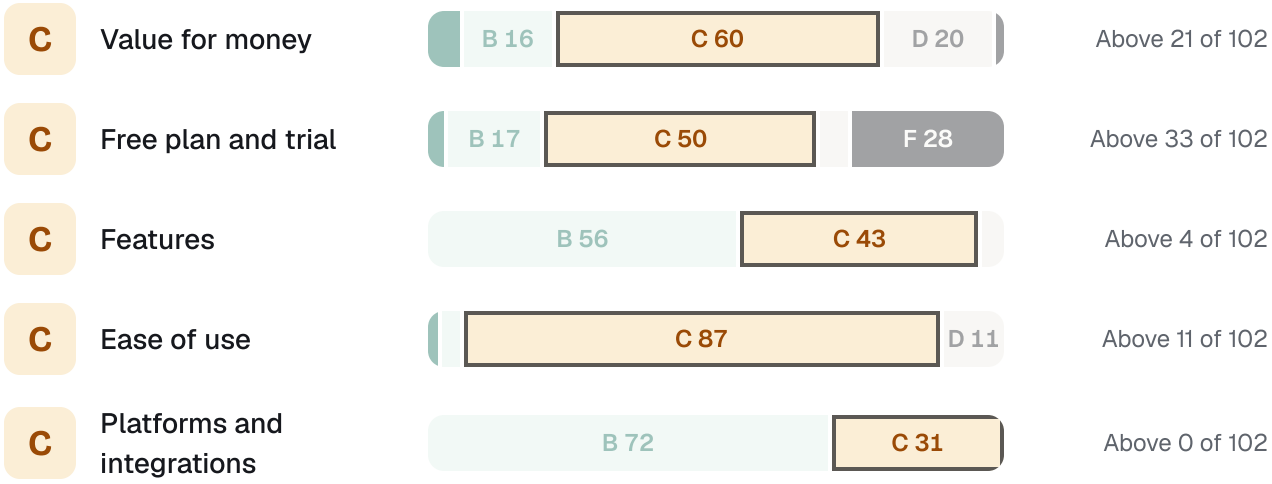
Pinpointe's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

Its paid plans start at $99 a month, against a middle price of $19 for the category: 65 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 56 tools score higher and cost less.

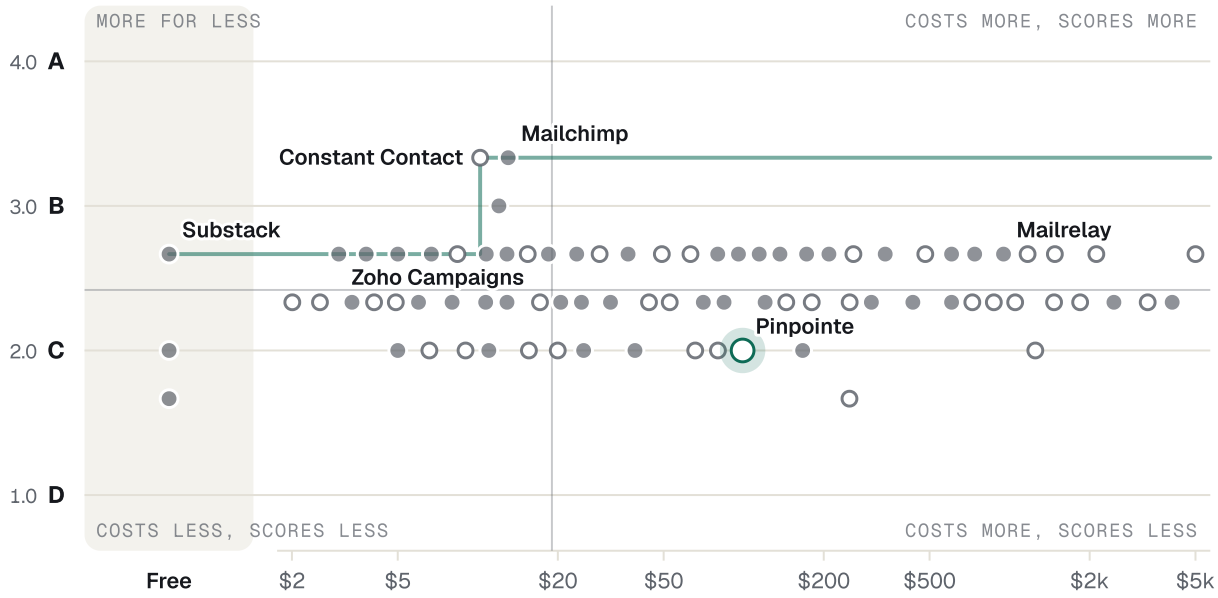
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Pinpointe'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. Pinpointe 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 Pinpointe 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 $1,188 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- Email sent in volume that still reaches the inbox.
- Splitting visitors between versions and telling you which won.

What this rests on. Pinpointe'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



Campaigner, iContact, Constant Contact, Benchmark Email and VerticalResponse

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

2.4 GPA

Campaigner

Free trial · from $14/mo

Email marketing with multi-path workflows and audience insights.

- Pinpointe also covers reports and a/B testing.
- Campaigner also covers forms.

Pinpointe and Campaigner compared in full

2.6 GPA

iContact

Free trial · from $9/mo

Email marketing for small businesses, with social posting built in.

- Pinpointe also covers reports and a/B testing.
- iContact also covers templates and forms.

Pinpointe and iContact compared in full

2.6 GPA

Constant Contact

Free trial · from $10.20/mo

Email, SMS and social marketing for small businesses.

- Only Constant Contact lists an iOS app.
- Pinpointe also covers reports and a/B testing.
- Constant Contact also covers forms and business texting.

Pinpointe and Constant Contact compared in full

2.2 GPA

Benchmark Email

Free plan · from $10/mo

Straightforward email campaigns with every feature on every plan.

- Benchmark Email has a free plan. Pinpointe does not, though it has a free trial.
- Pinpointe also covers marketing automation, reports and a/B testing.
- Benchmark Email also covers forms.

Pinpointe and Benchmark Email compared in full

2.0 GPA

VerticalResponse

Free trial · from $13/mo

Email marketing for small businesses, priced by list size.

- Pinpointe also covers reports.
- VerticalResponse also covers templates, surveys and popups.

Pinpointe and VerticalResponse compared in full

Quick answers

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

13

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 Pinpointe free?

No, Pinpointe is a paid product, but you can try it first. Free trial, no credit card needed.

How much does Pinpointe cost?

Pinpointe lists 2 plans. Professional Edition: $99 per month for a list of 15,000, billed monthly.

What platforms does Pinpointe work on?

Pinpointe is available on Web.

Does Pinpointe offer any discounts?

Pinpointe publicly lists the following: 10% off with 6-month prepay.

Does Pinpointe have an Android app?

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

Does Pinpointe have an iPhone app?

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

Is Pinpointe open source?

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

What does Pinpointe integrate with?

Pinpointe's listing names Google Analytics. A listing names up to eight integrations, so it may connect to more.

Who makes Pinpointe?

Pinpointe is made by Pinpointe On Demand, Inc.

What are the alternatives to Pinpointe?

The closest alternatives to Pinpointe in our directory are Campaigner, iContact, Constant Contact, Benchmark Email and VerticalResponse.

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

Pinpointe'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 Pinpointe good value for money?

ToolGPA grades Pinpointe C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Pinpointe?

To replace Pinpointe 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 Pinpointe'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 Pinpointe'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 Pinpointe On Demand, Inc. Prices change, so check pinpointe.com before you buy.

pinpointe.com/
pinpointe.com/about

pinpointe.com/get-started

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

Pinpointe, kept up to date

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

toolgpa.com/tools/pinpointe

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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