ToolGPA

NOVEMBER 2026

rapidmail

The Insider's Guide

German newsletter tool with recipient-based monthly plans



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

Made by Positive Group Deutschland GmbH · checked Nov 13, 2026 · toolgpa.com

2.0
GPA

rapidmail



ToolGPA

Contents
Overview
Pricing
Features
Standing
Alternatives
Questions
About

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

rapidmail is a newsletter and email marketing service from a German company, with servers in Germany. It offers a drag-and-drop editor, templates, sign-up forms, automations and delivery statistics. Plans are priced by the number of recipients, with a pay-as-you-go option for occasional senders.

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

"

A web app where you build the newsletters and automations.

From our grade for ease of use

1 **Best for German newsletters priced by recipients**

rapidmail is a German newsletter tool priced by recipients, from €15 a month for 500.

2 **Paid plans start at about $16.76 a month**

As its pricing page puts it: €15 per month for up to 500 recipients (Essential), or €20 for a single send to 500.

3 **There is a free plan**

The first mailing to up to 2,000 recipients is free of charge; this is a one-time trial of a single send, not a recurring plan.

4 **It runs on Web**

Web.

5 **Drag-and-drop newsletter editor**

Build mailings from more than 250 templates; the 1-click design feature builds a template in your brand style on paid plans.

6 **Automations**

Send automated email sequences for set occasions. The number of automations depends on the plan, from 1 to unlimited.

7 **Sign-up forms**

Forms for subscribing and unsubscribing, with automatic double opt-in, can be embedded on a website.

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 rapidmail 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.

rapidmail at a glance

PRICING
Free plan, from €15 per month for up to 500 recipients (Essential), or €20 for a single send to 500

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Positive Group Deutschland GmbH

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.0 GPA, fair

The report card

Best for German newsletters priced by recipients

rapidmail is a German newsletter tool priced by recipients, from €15 a month for 500. The free offer is one mailing to up to 2,000 people, not a plan, and A/B tests and scheduled sending aren't in the entry plan.

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

SUBJECT	GRADE	COMMENT
Value for money	C	€15 a month for up to 500 recipients on Essential, €25 on Performance and €35 on Unlimited, rising with the list. That's ordinary against a $20 middle.
Free plan and trial	D	The free offer is one mailing to up to 2,000 recipients, once. There's no recurring plan and no trial.
Features	C	Editor, automations, forms, reporting and transactional email. A/B tests, scheduled delivery and 1-click design aren't in Essential.
Ease of use	C	No store rating on record. A web app where you build the newsletters and automations.
Platforms and integrations	B	Web app with Shopware and WooCommerce plugins and an API for other systems. No phone or desktop app.

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 rapidmail is for

- ✓ Fits if you want a German-run tool with phone support
- ✓ Makes sense if you run Shopware or WooCommerce and send to a few hundred people

Who it is not for

- ✗ Not for you if you want a free plan, since you get one mailing, once
- ✗ Tight if you want A/B tests or scheduled sending, as those start on Performance at €25
- ✗ Watch out: monthly prices rise with the recipient count and the steps above 500 weren't readable
- ✗ Watch out: prices are in euros and the page doesn't say whether VAT is included

Good to know

Good for

- ✓ German and European senders who want GDPR-focused hosting in Germany
- ✓ Small lists that send a few newsletters a month
- ✓ Occasional senders who prefer paying per send

Worth knowing

- ⓘ Prices are shown in euros; the page does not state whether VAT is included.
- ⓘ Monthly prices rise with the recipient count; the steps above 500 recipients were not readable on the page as fetched.
- ⓘ A/B tests, scheduled delivery and 1-click design are not in Essential.
- ⓘ Shop plugins are listed for Shopware and WooCommerce; other systems connect through the API.

PART 02 · PRICING

What it costs

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

~$16.76

A month to start. There is a free plan too

rapidmail has a free plan. Paid plans start at €15 per month for up to 500 recipients (Essential), or €20 for a single send to 500.

ESSENTIAL

€15

per month for up to 500 recipients, billed monthly

1 automation, 3 sender addresses, 3 recipient lists, 250 templates. Price rises with the recipient count.

PERFORMANCE

€25

per month for up to 500 recipients, billed monthly

5 automations, 10 sender addresses, 10 lists, 2 extra users, A/B tests and scheduled delivery.

UNLIMITED

€35

per month for up to 500 recipients, billed monthly

Unlimited automations, sender addresses, lists and extra users, plus the Performance features.

PAY AS YOU GO

€20

single delivery of 500 emails, no contract term

No subscription: you pay per send. 1 automation, 3 sender addresses and 3 lists.

The free plan

The first mailing to up to 2,000 recipients is free of charge; this is a one-time trial of a single send, not a recurring plan.

Read from rapidmail.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

German newsletter tool with recipient-based monthly plans. Here is what it does, as its own site describes it, and what it covers: marketing automation, forms, reports, email campaigns, transactional email, a/B testing.

> **Editor, automations, forms, reporting and transactional email.**

From our grade for features

Drag-and-drop newsletter editor

Build mailings from more than 250 templates; the 1-click design feature builds a template in your brand style on paid plans.

Automations

Send automated email sequences for set occasions. The number of automations depends on the plan, from 1 to unlimited.

Sign-up forms

Forms for subscribing and unsubscribing, with automatic double opt-in, can be embedded on a website.

Reporting

Delivery statistics, a click map, device and location analysis and Google Analytics tracking are listed in the feature table.

Transactional email

SMTP sending for transactional messages is offered as a separate feature of the service.

Phone, email and ticket support

The vendor says all customers get free support by phone, email and ticket, whatever the package.

Where it runs

Web

What it works with

Shopware

WooCommerce

rapidmail is made by Positive Group Deutschland GmbH.

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

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

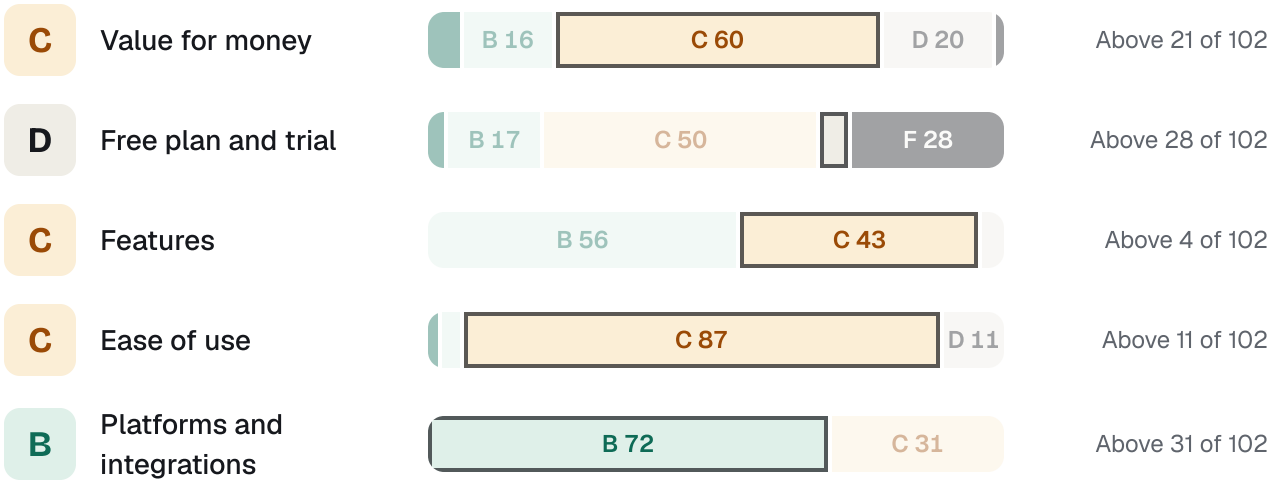
It stands best on platforms and integrations (B, above 31 of 102) and worst on free plan and trial (D, above 28).

Its paid plans start at about $16.76 a month, against a middle price of $19 for the category: 34 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 18 tools score higher and cost less.

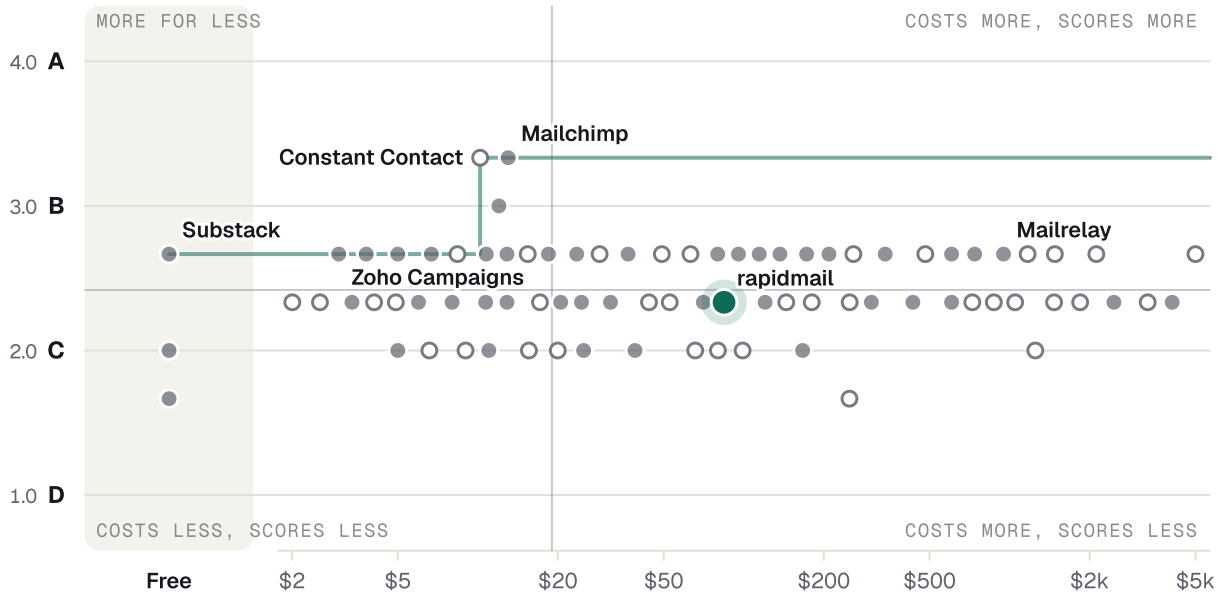
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. rapidmail'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. rapidmail 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 rapidmail 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 $201.10 a year.

What you could make

- Forms and reports: an app builder makes these 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.
- Mail servers with a good name among inbox providers.
- Splitting visitors between versions and telling you which won.

What this rests on. rapidmail'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



CleverReach, Brevo, MailerLite and Inxmail

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

2.2 GPA

CleverReach

Free plan · from €15/mo

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

- rapidmail also covers reports.

rapidmail and CleverReach compared in full

2.6 GPA

Brevo

Free plan · from $9/mo

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

- rapidmail also covers reports, transactional email and a/B testing.
- Brevo also covers sales pipeline and live chat.

rapidmail and Brevo compared in full

2.6
GPA

MailerLite

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- Only MailerLite lists an iOS app.
- rapidmail also covers reports, transactional email and a/B testing.
- MailerLite also covers paid newsletters.

rapidmail and MailerLite compared in full

1.6
GPA

Inxmail

From €200/mo

German email marketing platform billed by sending volume.

- rapidmail has a free plan. Inxmail does not.
- rapidmail also covers forms.

rapidmail and Inxmail compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 rapidmail free?

rapidmail has a free plan. The first mailing to up to 2,000 recipients is free of charge; this is a one-time trial of a single send, not a recurring plan.

How much does rapidmail cost?

rapidmail lists 4 plans. Essential: €15 per month for up to 500 recipients, billed monthly.

What platforms does rapidmail work on?

rapidmail is available on Web.

Does rapidmail have an Android app?

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

Does rapidmail have an iPhone app?

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

Is rapidmail open source?

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

What does rapidmail integrate with?

rapidmail's listing names Shopware and WooCommerce. A listing names up to eight integrations, so it may connect to more.

Who makes rapidmail?

rapidmail is made by Positive Group Deutschland GmbH.

What are the alternatives to rapidmail?

The closest alternatives to rapidmail in our directory are CleverReach, Brevo, MailerLite and Inxmail.

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

rapidmail'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 rapidmail good value for money?

ToolGPA grades rapidmail C for value for money. Its paid plans start at about $16.76 a month, against a middle price of $19 for the category: 34 of the 78 others that charge start lower.

Could I make my own version of rapidmail?

To replace rapidmail 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 rapidmail'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 rapidmail'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 Positive Group Deutschland GmbH. Prices change, so check rapidmail.com before you buy.

rapidmail.com/

rapidmail.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

rapidmail, kept up to date

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

toolgpa.com/tools/rapidmail

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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