ToolGPA

NOVEMBER 2026

Robly

The Insider's Guide

Email marketing with send-time and resend tools for opens



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

Made by Robly · checked Nov 13, 2026 · toolgpa.com

2.2

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

2.2

GPA, above 42 of the 102 other email marketing and newsletter tools we grade

Robly is an email marketing service sold by contact count, with unlimited sends on each plan. It adds machine-timed delivery (Robly AI), automatic resends to non-openers (OpenGen) and a targeting tool called Engage, alongside templates, segmentation, forms and A/B testing. SMS is an add-on.

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

> "
>
> **It's a web app where you set up lists, templates and tests.**
>
> From our grade for ease of use

1 **Best for email that resends to people who didn't open**

Robly sends email with send-time and resend-to-unopened tools, plus segments, A/B tests and forms.

2 **Paid plans start at $15 a month**

As its pricing page puts it: $15 per month for up to 500 contacts, billed annually.

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 **Robly AI**

Delivers a campaign at the time the vendor's model picks as best for each subscriber.

6 **OpenGen**

Resends a campaign to those who did not open the first time, to add opens.

7 **Robly Engage**

Targets non-openers and removes them, which the vendor says may lower the bill.

8 **A 2.2 GPA, above 42 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 Robly 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.

Robly at a glance

PRICING
Free trial, from $15 per month for up to 500 contacts, billed annually

FREE PLAN
No

FREE TRIAL
14-day free trial

RUNS ON
Web

MADE BY
Robly

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.2 GPA, fair

The report card

Best for email that resends to people who didn't open

Robly sends email with send-time and resend-to-unopened tools, plus segments, A/B tests and forms. It costs $15 a month for 500 contacts on annual billing and rises with the list, SMS is an extra, and the page prices only up to 5,000 contacts.

TOOLGPA REPORT CARD	Robly	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$15 a month for 500 contacts on annual billing ($19 monthly), $29 at 2,500 and $49 at 5,000. That's right at the category middle of $20.
Free plan and trial	C	14-day free trial and no free plan. The listing doesn't say whether a card is needed.
Features	B	Unlimited emails, templates, segments, forms, A/B tests, reports and an API. SMS is a separate add-on.
Ease of use	C	No store rating on record. It's a web app where you set up lists, templates and tests.
Platforms and integrations	C	Web only, with an API and support. No integrations are listed.
Grade point average		Fair, out of 4.0 **2.2**

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 Robly is for

- ✓ Fits if you want unopened emails resent automatically
- ✓ Works for lists under 5,000 where the monthly steps are published

Who it is not for

- ✕ Not for you if you want a free plan, because it's a 14-day trial then paid
- ✕ Skip it if your list is over 5,000, since larger steps are by slider or sales quote
- ✕ Pricey if you want SMS, which starts at $9 a month for up to 500 messages
- ✕ Watch out: a custom-branded template costs $99, and above 50,000 contacts there are sending limits

Good to know

Good for

- ✓ Small lists that want sends timed for them
- ✓ Teams that like phone support
- ✓ Organizations that also want SMS from the same account

Worth knowing

- ⓘ The page shows steps only to 5,000 contacts; larger lists use a slider or a sales quote.
- ⓘ SMS is an add-on to an email subscription, from $9 a month for up to 500 messages.
- ⓘ A custom-branded template costs $99.
- ⓘ Above 50,000 contacts, plans have sending limits of ten times the contact count.

What it costs

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

$15
A month to start

Robly is a paid product with a free trial, starting at $15 per month for up to 500 contacts, billed annually.

> **The listing doesn't say whether a card is needed.**
>
> From our grade for free plan and trial

UP TO 500 CONTACTS

$15

per month, billed annually ($19 billed monthly)

Unlimited emails, templates, segmentation, forms, A/B tests and reports.

501 TO 2,500 CONTACTS

$29

per month, billed annually ($35 billed monthly)

Same features; the price rises with the list.

2,500 TO 5,000 CONTACTS

$49

per month, billed annually ($58 billed monthly)

Same features; the price rises with the list.

Trying it first

14-day free trial

Read from robly.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Lower price with annual billing

The pricing page has a monthly and an annual toggle; annual is $4 to $9 a month cheaper on the steps shown.

Stated on robly.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 with send-time and resend tools for opens. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, sMS marketing, a/B testing, popups.

"

Unlimited emails, templates, segments, forms, A/B tests, reports and an API.

From our grade for features

Robly AI

Delivers a campaign at the time the vendor's model picks as best for each subscriber.

OpenGen

Resends a campaign to those who did not open the first time, to add opens.

Robly Engage

Targets non-openers and removes them, which the vendor says may lower the bill.

Segments and A/B tests

Contact segmentation using behavior and tags, and tests that compare several versions of a campaign.

Forms and popups

Signup forms and exit-intent popups, and a landing page builder.

Support and API

Phone support in business hours Monday to Friday, email and chat support, and an API for custom integrations.

Where it runs

Web

What it works with

Its own pages name no integrations.

Robly is made by Robly.

PART 04 · STANDING

Where it stands

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

42/102

Other email marketing and newsletter tools it is graded above

Robly's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

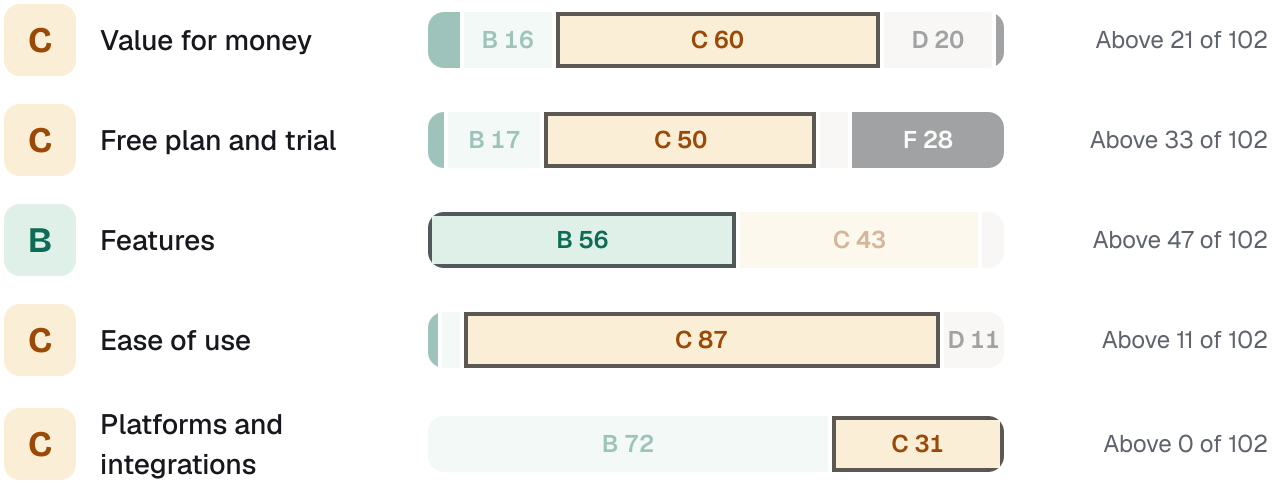
It stands best on features (B, above 47 of 102) and worst on platforms and integrations (C, above 0).

Its paid plans start at $15 a month, against a middle price of $19 for the category: 30 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 16 tools score higher and cost less.

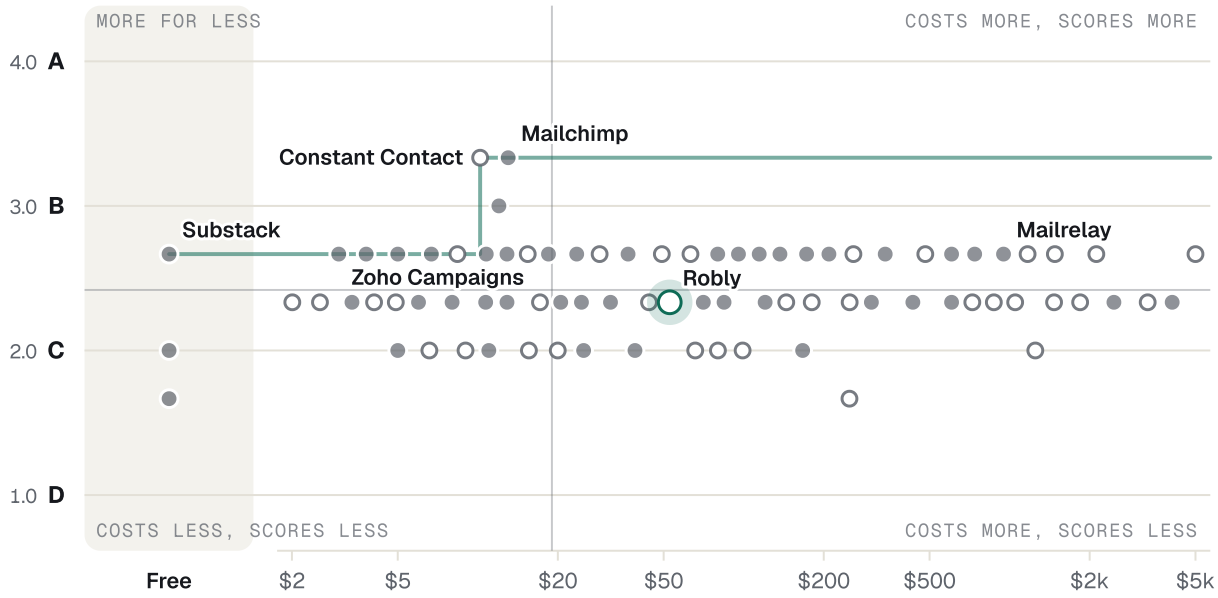
Each grade against the category

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

It costs $180 a year.

What you could make

- Popups: 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.
- Texts to thousands of numbers, registered with the carriers.
- Splitting visitors between versions and telling you which won.
- An API that other software can build on.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Robly'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



Constant Contact, Mailchimp, AWeber, Campaign Monitor and VerticalResponse

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

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Constant Contact

Free trial · from $10.20/mo

Email, SMS and social marketing for small businesses.

- Only Constant Contact lists an iOS app.
- Robly also covers sMS marketing, a/B testing and popups.
- Constant Contact also covers forms and business texting.

Robly and Constant Contact compared in full

2.8 GPA

Mailchimp

Free plan · from $13/mo

Email and SMS marketing with automations, priced by contact count.

- Mailchimp has a free plan. Robly does not, though it has a free trial.
- Only Mailchimp lists iOS and Android apps.
- Robly also covers sMS marketing, a/B testing and popups.

Robly and Mailchimp compared in full



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AWeber

Free plan · from $12.50/mo

Email marketing for small businesses, with landing pages and a store.

- AWeber has a free plan. Robly does not, though it has a free trial.
- Robly also covers sMS marketing, a/B testing and popups.
- AWeber also covers forms.

Robly and AWeber compared in full



2.4
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Campaign Monitor

Free trial · from $11.70/mo

Email marketing for small businesses, nonprofits and agencies.

- Robly also covers sMS marketing, a/B testing and popups.
- Campaign Monitor also covers forms.

Robly and Campaign Monitor compared in full



2.0
GPA

VerticalResponse

Free trial · from $13/mo

Email marketing for small businesses, priced by list size.

- Robly also covers sMS marketing.
- VerticalResponse also covers templates and surveys.

Robly and VerticalResponse compared in full

PART 06 · QUESTIONS

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 Robly free?

No, Robly is a paid product, but you can try it first. 14-day free trial.

How much does Robly cost?

Robly lists 3 plans. Up to 500 contacts: $15 per month, billed annually ($19 billed monthly).

What platforms does Robly work on?

Robly is available on Web.

Does Robly offer any discounts?

Robly publicly lists the following: Lower price with annual billing.

Does Robly have an Android app?

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

Does Robly have an iPhone app?

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

Is Robly open source?

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

Does Robly have an API?

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

Who makes Robly?

Robly is made by a company of the same name.

What are the alternatives to Robly?

The closest alternatives to Robly in our directory are Constant Contact, Mailchimp, AWeber, Campaign Monitor and VerticalResponse.

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

Robly's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

Is Robly good value for money?

ToolGPA grades Robly C for value for money. Its paid plans start at $15 a month, against a middle price of $19 for the category: 30 of the 78 others that charge start lower.

Could I make my own version of Robly?

To replace Robly 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 Robly'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 Robly'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 Robly. Prices change, so check robly.com before you buy.

robly.com/pricing

robly.com/

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

Robly, kept up to date

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

toolgpa.com/tools/robly

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Robly, 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

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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 Robly'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. Robly is a trademark of its owner, and this guide is not made, paid for or approved by Robly. Prices and plans change: check robly.com before you buy.