ToolGPA

NOVEMBER 2026

Seguno

The Insider's Guide

Email marketing, pop-ups and reviews built inside Shopify



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

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

2.2
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ToolGPA put this guide together from Seguno's own pages, its app-store listings and our grades. Every fact in it is on Seguno'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

Seguno is a Shopify app that adds email marketing, automations, pop-ups and forms, back-in-stock alerts and product reviews to a store. It is billed through Shopify, with plans set by the number of subscribers, which it counts from the store's customers who agreed to marketing email.

> "
>
> **It installs inside the Shopify account you already have.**
>
> From our grade for ease of use

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

1 **Best for email and pop-ups inside Shopify**

Seguno does email, pop-ups and reviews inside Shopify, free for 250 subscribers and $35 a month for 2,500.

2 **Paid plans start at $35 a month**

As its pricing page puts it: $35 per month for up to 2,500 subscribers, billed through Shopify.

3 **There is a free plan**

Starter plan is free for stores with 250 or fewer subscribers; paid features can be tried for 10 days.

4 **It runs on Web**

Web.

5 Email campaigns and automations

Pre-built and custom multi-email automations, browse and cart abandonment emails and unique discount codes.

6 AI email drafting

Seguno Assist AI and Shopify Sidekick help create and refine on-brand emails inside the Shopify admin.

7 Pop-ups and forms

Pop-ups and sign-up forms collect subscribers, and the pricing page lists them with product reviews.

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 Seguno 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.

Seguno at a glance

PRICING
Free plan, from $35 per month for up to 2,500 subscribers, billed through Shopify

FREE PLAN
Yes

FREE TRIAL
10-day free trial of the Standard plan, all features available

RUNS ON
Web

MADE BY
Seguno Software, Inc.

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.2 GPA, fair

The report card

Best for email and pop-ups inside Shopify

Seguno does email, pop-ups and reviews inside Shopify, free for 250 subscribers and $35 a month for 2,500. It runs only on Shopify, is billed every 30 days through Shopify, and the page doesn't make clear which features belong to which plan.

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

SUBJECT	GRADE	COMMENT
Value for money	C	$35 per 30 days for up to 2,500 subscribers and $215 for 25,000. Inside the middle of the category, billed through Shopify.
Free plan and trial	C	Free for stores with 250 subscribers or fewer, and a 10-day trial of the Standard plan with no card. 250 is a cap a shop passes quickly.
Features	C	Campaigns, automations, AI drafting, pop-ups, reviews and back-in-stock alerts. Which features belong to which plan wasn't fully readable.
Ease of use	B	No store rating on record. It installs inside the Shopify account you already have.
Platforms and integrations	C	Shopify only, with Canva for design. No other platform is supported.
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 Seguno is for

- ✓ Fits if your store is on Shopify and you want email, pop-ups and reviews from one app
- ✓ Works for new stores with under 250 subscribers

Who it is not for

- ✗ Not for you if you don't use Shopify, as it runs only there
- ✗ Tight if you stay free: 250 subscribers
- ✗ Watch out: charges are every 30 days through Shopify, with prorated increases and template purchases on the bill
- ✗ Watch out: Professional is a demo button, not a self-serve trial, and the plan features weren't fully readable

Good to know

Good for

- ✓ Shopify merchants who want marketing inside the admin
- ✓ Small stores that fit the free 250-subscriber tier
- ✓ Stores that prefer charges on their Shopify bill

Worth knowing

- ⓘ Seguno runs only on Shopify, and counts subscribers from the store's customers who opted into marketing.
- ⓘ Charges are billed every 30 days through Shopify; prorated increases and template purchases are added to that bill.
- ⓘ Which features belong to which plan was not fully readable on the page, so check before buying.
- ⓘ Professional is listed with a demo button rather than a self-serve trial.

PART 02 · PRICING

What it costs

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

$35

A month to start. There is a free plan too

Seguno has a free plan. Paid plans start at $35 per month for up to 2,500 subscribers, billed through Shopify.

> **Inside the middle of the category, billed through Shopify.**
>
> From our grade for value for money

STARTER

$0

Free for up to 250 subscribers. Some features are limited to paid plans.

STANDARD

$35

per 30 days for up to 2,500 subscribers, via Shopify

Unlimited sending with automations and templates. Price rises with the subscriber count.

PROFESSIONAL

$215

per 30 days for up to 25,000 subscribers, via Shopify

Listed with a demo option, plus onboarding support, a customer success manager and priority support.

The free plan

Starter plan is free for stores with 250 or fewer subscribers; paid features can be tried for 10 days.

Trying it first

10-day free trial of the Standard plan, all features available

Read from seguno.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

Email marketing, pop-ups and reviews built inside Shopify. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, forms, email campaigns, popups, review collection.

> **Campaigns, automations, AI drafting, pop-ups, reviews and back-in-stock alerts.**

From our grade for features

Email campaigns and automations

Pre-built and custom multi-email automations, browse and cart abandonment emails and unique discount codes.

AI email drafting

Seguno Assist AI and Shopify Sidekick help create and refine on-brand emails inside the Shopify admin.

Pop-ups and forms

Pop-ups and sign-up forms collect subscribers, and the pricing page lists them with product reviews.

Product reviews

Review collection is offered as a separate tool in the suite, alongside email marketing.

Back-in-stock alerts

Alerts tell shoppers when a sold-out product returns; the pricing page groups this with the paid features.

Templates and Canva design

Design emails with Canva and use more than 200 templates, with a paid template store available.

Where it runs

Web

What it works with

Shopify

Canva

Seguno is made by Seguno Software, Inc.

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

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

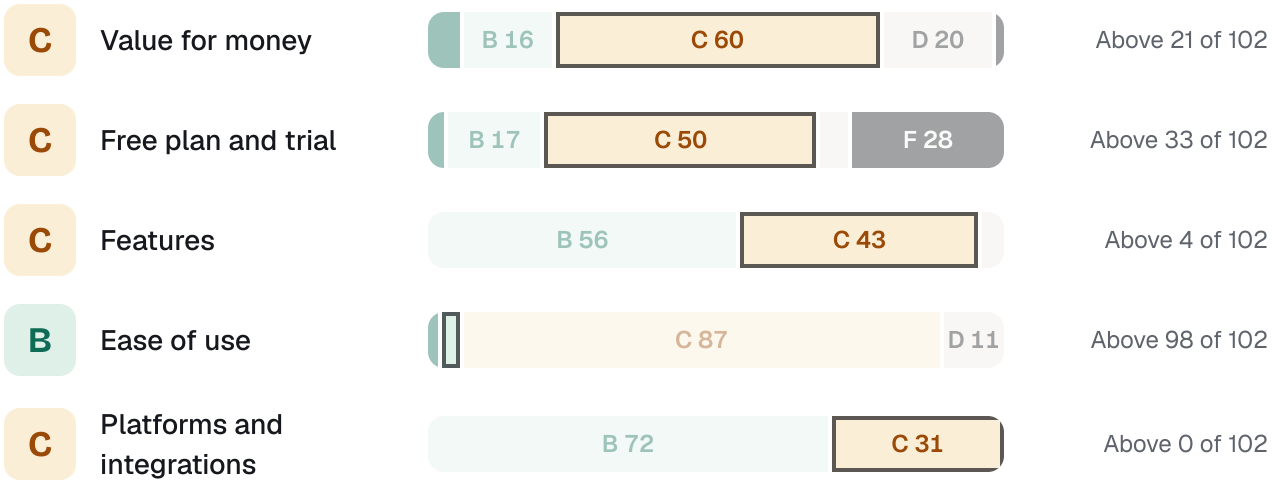
It stands best on ease of use (B, above 98 of 102) and worst on platforms and integrations (C, above 0).

Its paid plans start at $35 a month, against a middle price of $19 for the category: 51 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 26 tools score higher and cost less.

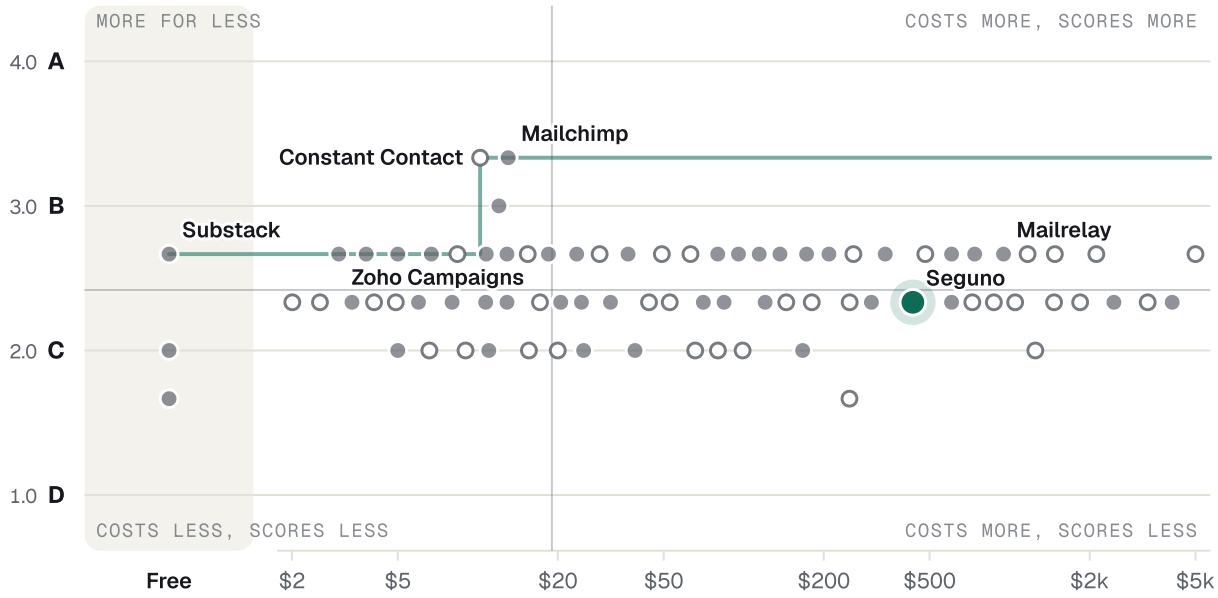
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Seguno'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. Seguno 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 Seguno 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 $420 a year.

What you could make

- Popups, review collection and forms: 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.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Seguno'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



Klaviyo, Omnisend, Mailchimp, Privy and Sendlane

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

2.4 GPA

Klaviyo

Free plan · from $20/mo

Email, text and push marketing built on online-store customer data.

- Seguno also covers popups and review collection.
- Klaviyo also covers reports.

Seguno and Klaviyo compared in full

2.4 GPA

Omnisend

Free plan · from $16/mo

Email, SMS and push marketing for online stores, priced by contacts.

- Seguno also covers popups and review collection.
- Omnisend also covers reports.

Seguno and Omnisend compared in full



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Mailchimp

Free plan · from $13/mo

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

- Only Mailchimp lists iOS and Android apps.
- Seguno also covers popups and review collection.
- Mailchimp also covers reports.

Seguno and Mailchimp compared in full



2.4
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Privy

Free trial · from $30/mo

Pop-ups, email and SMS for small online stores.

- Seguno has a free plan. Privy does not, though it has a free trial.
- Seguno also covers popups and review collection.
- Privy also covers business texting.

Seguno and Privy compared in full



2.2
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Sendlane

Free trial · from $100/mo

Email and SMS marketing for online stores, priced by sends.

- Seguno has a free plan. Sendlane does not, though it has a free trial.
- Seguno also covers forms and review collection.
- Sendlane also covers sMS marketing and a/B testing.

Seguno and Sendlane 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 Seguno free?

Seguno has a free plan. Starter plan is free for stores with 250 or fewer subscribers; paid features can be tried for 10 days.

How much does Seguno cost?

Seguno lists 3 plans. Starter: $0.

What platforms does Seguno work on?

Seguno is available on Web.

Does Seguno have an Android app?

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

Does Seguno have an iPhone app?

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

Is Seguno open source?

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

What does Seguno integrate with?

Seguno's listing names Shopify and Canva. A listing names up to eight integrations, so it may connect to more.

Does Seguno have a free trial?

Yes. 10-day free trial of the Standard plan, all features available.

Who makes Seguno?

Seguno is made by Seguno Software, Inc.

What are the alternatives to Seguno?

The closest alternatives to Seguno in our directory are Klaviyo, Omnisend, Mailchimp, Privy and Sendlane.

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

Seguno'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 Seguno good value for money?

ToolGPA grades Seguno C for value for money. Its paid plans start at $35 a month, against a middle price of $19 for the category: 51 of the 78 others that charge start lower.

Could I make my own version of Seguno?

To replace Seguno 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 Seguno'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 Seguno'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 Seguno Software, Inc. Prices change, so check seguno.com before you buy.

seguno.com/

seguno.com/pricing

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

Seguno, kept up to date

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

toolgpa.com/tools/seguno

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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