ToolGPA

NOVEMBER 2026

Selligent

The Insider's Guide

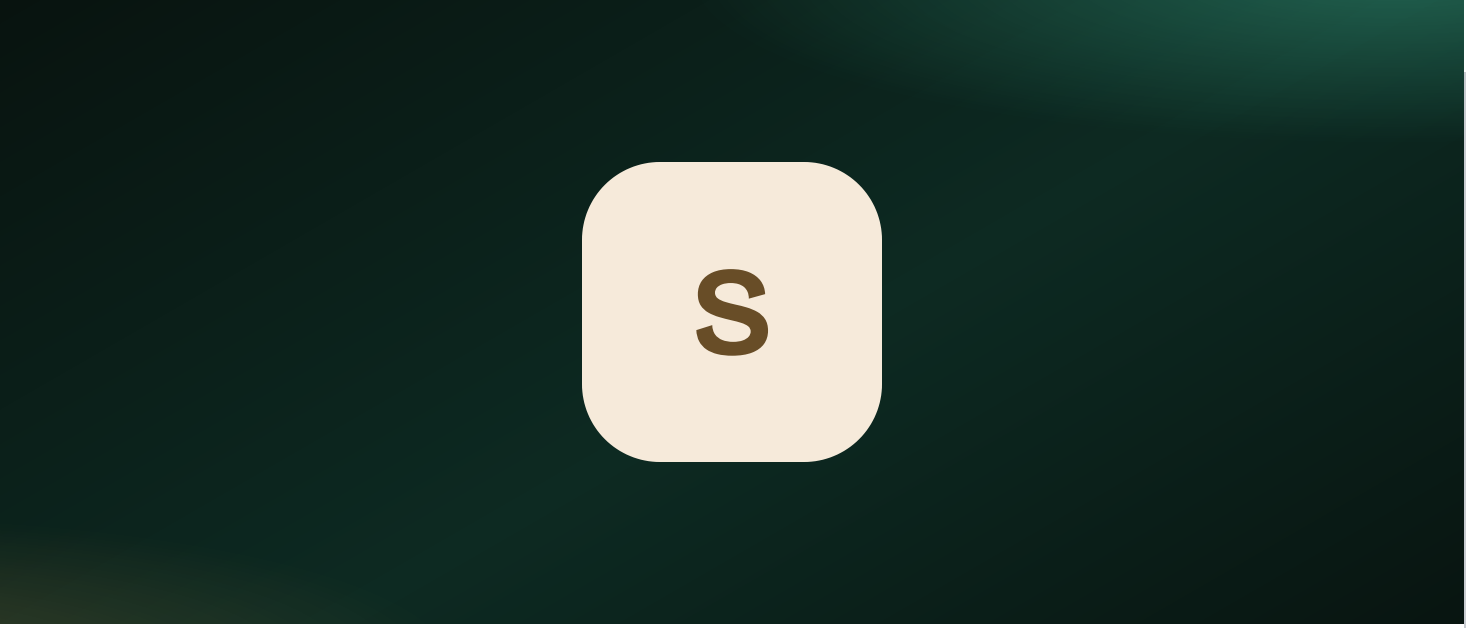
Multichannel marketing automation now sold by Zeta Global



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

Made by Zeta Global · checked Nov 13, 2026 · toolgpa.com

1.8
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 Selligent's own pages, its app-store listings and our grades. Every fact in it is on Selligent'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

1.8

GPA, above 12 of the 102 other email marketing and newsletter tools we grade

Selligent is a marketing automation platform for building audiences, multichannel journeys and reports. Its old website address now redirects to a Selligent page on Zeta Global's site, where it is presented as a Zeta product with a demo request form. It is sold through sales rather than self-serve.

To get you started, here are **7 things to know about Selligent**, taken from its own pages and our grades.

> **Implementation with in-house experts and partners means setup is not self-serve.**
>
> From our grade for ease of use

1 **Best for marketing automation now sold as a Zeta Global product**

Its old site now redirects to Zeta Global, no prices are published, and the product may be folded into Zeta's wider offering.

2 **It runs on Web**

Web.

3 **Audience building**

A visual interface for building audiences from customer data, with AI-driven recommendations.

4 **Multichannel journeys**

Block-based responsive content templates and custom journey flows across channels.

5 **Reporting**

Real-time reporting with drill-downs to spot trends across campaigns.

6 **A 1.8 GPA, above 12 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.

7 **Keep it**

To replace Selligent you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Selligent at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Zeta Global	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.8 GPA, weak	

The report card

Best for marketing automation now sold as a Zeta Global product

Selligent is a marketing automation platform for audiences, multichannel journeys and reports, with connectors for Salesforce, Dynamics, Shopify and Magento. Its old site now redirects to Zeta Global, no prices are published, and the product may be folded into Zeta's wider offering.

TOOLGPA REPORT CARD

Selligent

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price on record; the page offers a demo request form only. So a C.
Free plan and trial	F	No free plan or trial is listed on the page, only a demo request form.
Features	C	Audience building, multichannel journeys, reporting and connectors, with multi-brand use. Implementation is described as done with experts and partners.
Ease of use	C	No store rating on record. Implementation with in-house experts and partners means setup is not self-serve.
Platforms and integrations	B	Web only, with a real connector list: Salesforce, Microsoft Dynamics, Sugar CRM, Shopify and Magento.

Grade point average Weak, out of 4.0 **1.8**

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 Selligent is for

- ✓ Fits if you run a large multi-brand programme and want help from implementation experts
- ✓ Works for teams on Salesforce or Dynamics that need connectors

Who it is not for

- ✕ Skip it if you want a price, as none is published
- ✕ Not for you if you want a free plan or trial
- ✕ Watch out: the product sits on Zeta Global's site and may be folded into Zeta's wider offering
- ✕ Too heavy for a small team, since implementation is done with experts and partners

Good to know

Good for

- ✓ Brands operating in several countries and languages that need local support
- ✓ Teams that want privacy-focused automation and compliance support

Worth knowing

- ⓘ No prices are published; the page offers a demo request form only.
- ⓘ The product now sits on Zeta Global's website, so it may be folded into Zeta's wider offering over time.
- ⓘ Implementation is described as done with in-house experts and partners.

What it costs

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

Selligent's current pricing could not be confirmed from its own site.

> **No price on record; the page offers a demo request form only.**

From our grade for value for money

We could not confirm Selligent's current prices from its own site, so this guide lists no plans. zetaglobal.com has them.

What it does

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

1

Place it runs: Web

Multichannel marketing automation now sold by Zeta Global. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, workflow automation, reports, email campaigns.

> **Audience building, multichannel journeys, reporting and connectors, with multi-brand use.**
>
> From our grade for features

Audience building

A visual interface for building audiences from customer data, with AI-driven recommendations.

Multichannel journeys

Block-based responsive content templates and custom journey flows across channels.

Reporting

Real-time reporting with drill-downs to spot trends across campaigns.

Connectors

Connectors listed for Salesforce CRM, Microsoft Dynamics CRM, Sugar CRM, Shopify and Magento.

Multi-brand and regional use

Multi-brand management, multiple geographies and languages, and user rights management.

Where it runs

- Web

What it works with

- Salesforce
- Microsoft Dynamics
- Sugar CRM
- Shopify
- Magento

Selligent is made by Zeta Global.

Where it stands

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

12/102

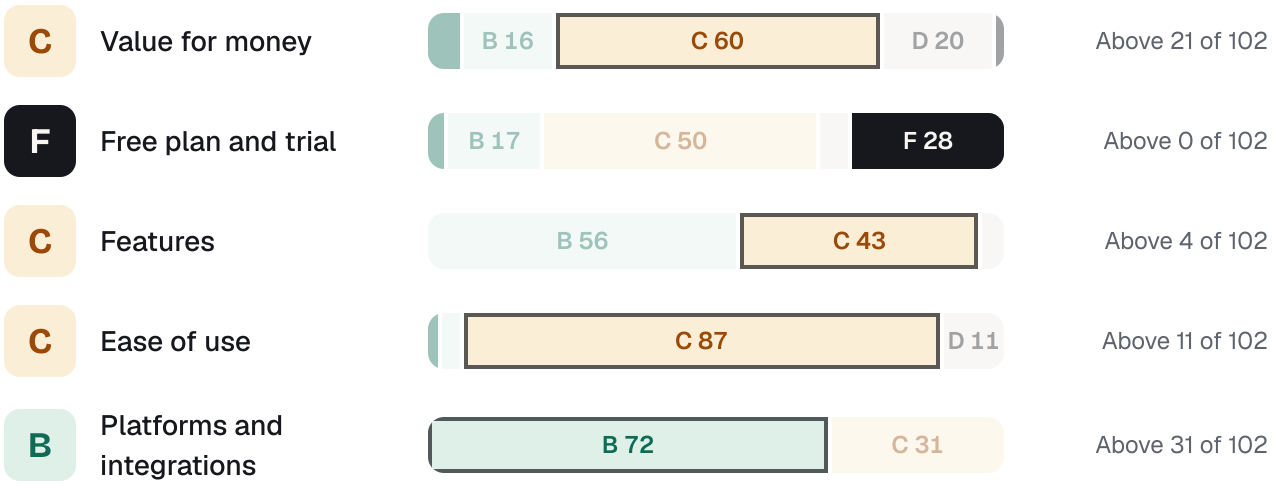
Other email marketing and newsletter tools it is graded above

Selligent's GPA of 1.8 is higher than 12 of the 102 other email marketing and newsletter tools we grade, and level with 12.

It stands best on platforms and integrations (B, above 31 of 102) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Selligent you would be making email sent in volume that still reaches 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: 78 of the 102 other email marketing and newsletter tools grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- Newsletters sent to thousands of people that still reach the inbox.
- Connections to other products, each kept working as those products change.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Selligent'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



Zeta Global, Dotdigital and Acoustic

The 3 tools Selligent is most often weighed against, with where each one differs from it.

1.8 GPA

Zeta Global

Paid

Enterprise email and mobile messaging on a customer data platform.

- Selligent also covers workflow automation.
- Zeta Global also covers sMS marketing.

Selligent and Zeta Global compared in full

2.0 GPA

Dotdigital

Paid

Cross-channel marketing automation for ecommerce and B2B teams.

- Selligent also covers workflow automation and reports.
- Dotdigital also covers sMS marketing and whatsApp messaging.

Selligent and Dotdigital compared in full

1.6
GPA

Acoustic

Paid

Real-time customer engagement platform across email, SMS and push.

- Selligent also covers workflow automation and reports.
- Acoustic also covers sMS marketing, whatsApp messaging and session replay.

Selligent and Acoustic compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Selligent free?

No. Selligent is a paid product.

What platforms does Selligent work on?

Selligent is available on Web.

Does Selligent have an Android app?

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

Does Selligent have an iPhone app?

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

Is Selligent open source?

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

What does Selligent integrate with?

Selligent's listing names Salesforce, Microsoft Dynamics, Sugar CRM, Shopify and Magento.

Who makes Selligent?

Selligent is made by Zeta Global.

What are the alternatives to Selligent?

The closest alternatives to Selligent in our directory are Zeta Global, Dotdigital and Acoustic.

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

Selligent's GPA of 1.8 is higher than 12 of the 102 other email marketing and newsletter tools we grade, and level with 12.

Could I make my own version of Selligent?

To replace Selligent you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Selligent'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 Selligent'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 Zeta Global. Prices change, so check zetaglobal.com before you buy.

zetaglobal.com/selligent/

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

Selligent, kept up to date

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

toolgpa.com/tools/selligent

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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