ToolGPA

NOVEMBER 2026

SendFox

The Insider's Guide

Email newsletters and list building for creators on a budget

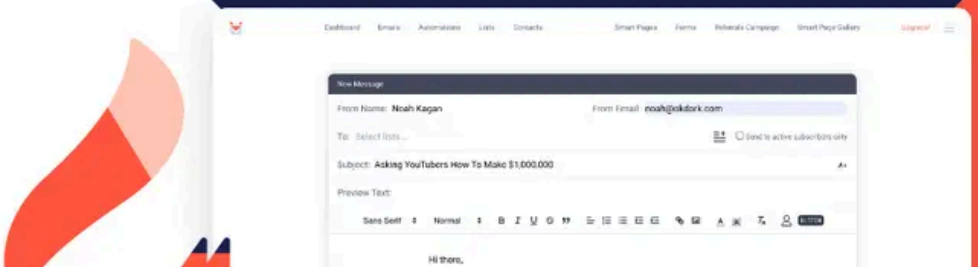


Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from SendFox's own pages.

Made by Sumo Group, Inc. · checked Nov 12, 2026 · toolgpa.com

3.0
GPA

SendFox



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 SendFox's own pages, its app-store listings and our grades. Every fact in it is on SendFox's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

3.0

GPA, above 55 of the 57 other email marketing and newsletter tools we grade

SendFox is an email marketing tool aimed at creators and small newsletter publishers. It covers a drag-and-drop email editor, hosted signup pages and forms, automations and a list that can be sold as a paid newsletter through Stripe. Besides monthly Pro plans it sells a one-time Lifetime deal through AppSumo.

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

> "
>
> **You build lists, forms and automations yourself.**
>
> From our grade for ease of use

1 **Best for small creators on a budget, even one-time**

Free and Lifetime both keep SendFox branding on your emails.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month for up to 5,000 contacts, billed monthly.

3 **There is a free plan**

1,000 contacts and 3,000 sends a month, with 1 smart page, 1 form and 1 automation. SendFox branding stays on emails.

4 **It runs on Web**

Web.

5 **Drag-and-drop email editor**

Emails are built in a visual editor with merge tags and test sends, and Pro adds a full HTML editor.

6 **Smart pages and forms**

SendFox hosts landing pages and embeddable signup forms, so a list can be started without a separate website.

7 **Automations and smart campaigns**

Welcome sequences run when someone joins, and smart campaigns turn new posts from a connected blog feed into scheduled newsletters.

8 **A 3.0 GPA, above 55 of 57**

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 SendFox 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.

SendFox at a glance

PRICING Free plan, from $19 per month for up to 5,000 contacts, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Sumo Group, Inc.	CATEGORY Email Marketing & Newsletters
OUR GRADE 3.0 GPA, very good	

The report card

Best for small creators on a budget, even one-time

SendFox is a simple email tool with a free plan for 1,000 contacts, a Pro plan at $19 a month and a one-time Lifetime deal at $29 through AppSumo. Free and Lifetime both keep SendFox branding on your emails. Pro is the only plan that removes it.

TOOLGPA REPORT CARD — **SendFox** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	The $29 one-time Lifetime deal for 5,000 contacts and 300,000 sends is under a year of this category's $15 middle price. Pro is $19 a month at 5,000 contacts, rising to $79 at 50,000.
Free plan and trial	B	A free plan for 1,000 contacts and 3,000 sends a month, with 1 automation, 1 form and 1 smart page, no card needed. SendFox branding stays on emails.
Features	B	Drag-and-drop editor, smart pages and forms, automations, paid newsletters through Stripe, an AI writer and a transactional email API. The limits are on the free plan, not the core job.
Ease of use	C	A web app with no rating on record. You build lists, forms and automations yourself.
Platforms and integrations	B	Web only, with Stripe and Resend, and an API with MCP access.

Grade point average — Very good, out of 4.0 **3.0**

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 SendFox is for

- ✓ Fits if you are a small creator who wants one payment instead of a subscription
- ✓ Works for lists under 5,000 contacts, where the Lifetime plan applies

Who it is not for

- ✗ Tight if you stay free: 3,000 sends a month, 1 automation, 1 form and a SendFox badge
- ✗ Watch out: Lifetime comes through AppSumo with 300,000 sends in total, and a footer stays
- ✗ Pricey if your list grows: Pro is $79 a month at 50,000 contacts and $399 at 250,000
- ✗ Skip it if you want branding gone without paying: only Pro removes it
- ✗ Not for you if you want a phone or desktop app, as it is web only

Good to know

Good for

- ✓ Creators and newsletter writers starting a list on a small budget
- ✓ People who prefer paying once for a capped number of sends
- ✓ Small lists that fit inside the free plan's 1,000 contacts

Worth knowing

- ⓘ SendFox branding appears on Free emails and a smaller footer stays on Lifetime; only Pro removes it.
- ⓘ Free allows 1 automation, 1 smart page and 1 form; unlimited automations need Lifetime or Pro.
- ⓘ Lifetime covers 5,000 contacts and 300,000 sends in total, and is bought through AppSumo.
- ⓘ Pro steps billed monthly: $39 at 15,000 contacts, $79 at 50,000, $149 at 100,000, $399 at 250,000; above that is sold through sales.

PART 02 · PRICING

What it costs

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

$19

A month to start. There is a free plan too

SendFox has a free plan. Paid plans start at $19 per month for up to 5,000 contacts, billed monthly.

FREE

$0

1,000 contacts, 3,000 sends a month, 1 smart page, 1 form, 1 automation and 2 AI email drafts. SendFox branding on your emails.

PRO

$19

per month for up to 5,000 contacts, billed monthly

100,000 sends a month, white label, full HTML editor, AI writer, Stripe paid newsletters. $190 a year billed annually. $79 a month at 50,000 contacts.

LIFETIME

$29

one-time, for up to 5,000 contacts

A one-time purchase through AppSumo with 300,000 lifetime sends, unlimited automations, smart pages and forms. A small SendFox footer stays on emails.

The free plan

1,000 contacts and 3,000 sends a month, with 1 smart page, 1 form and 1 automation. SendFox branding stays on emails.

Read from sendfox.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing

Pro billed annually costs $190 a year at 5,000 contacts, which the page sets against $19 a month billed monthly.

Stated on sendfox.com

OTHER SAVINGS

Black Friday: 40% off the first year of Pro

Up to 40% off the first year of annual Pro, shown as $114 for year one and then $190 a year, through Dec 3.

Stated on sendfox.com

What it does

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

1

Place it runs: Web

Email newsletters and list building for creators on a budget. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, email campaigns, paid newsletters, transactional email.

> **Drag-and-drop editor, smart pages and forms, automations, paid newsletters through Stripe, an AI writer and a transactional email API.**
>
> From our grade for features

Drag-and-drop email editor

Emails are built in a visual editor with merge tags and test sends, and Pro adds a full HTML editor.

Smart pages and forms

SendFox hosts landing pages and embeddable signup forms, so a list can be started without a separate website.

Automations and smart campaigns

Welcome sequences run when someone joins, and smart campaigns turn new posts from a connected blog feed into scheduled newsletters.

Paid newsletters

Pro can charge subscribers for a newsletter through Stripe.

AI email writer and MCP access

Pro and Lifetime include an AI email writer and MCP access. The Free plan gets 2 AI drafts and limited API and MCP access.

Transactional email API

An email API sends receipts, login codes and notifications on every plan, and those emails count toward the plan's monthly sends.

Where it runs

Web

What it works with

Stripe

Resend

SendFox is made by Sumo Group, Inc.

Where it stands

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

55/57

Other email marketing and newsletter tools it is graded above

SendFox's GPA of 3.0 is higher than 55 of the 57 other email marketing and newsletter tools we grade, and level with 1.

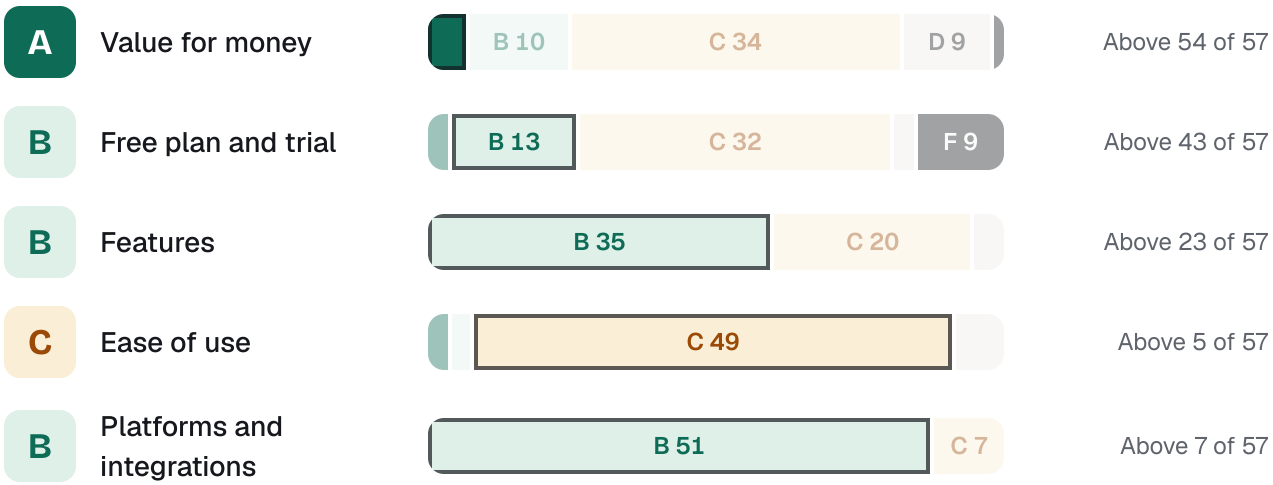
It stands best on value for money (A, above 54 of 57) and worst on ease of use (C, above 5).

Its paid plans start at $19 a month, against a middle price of $15 for the category: 26 of the 47 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

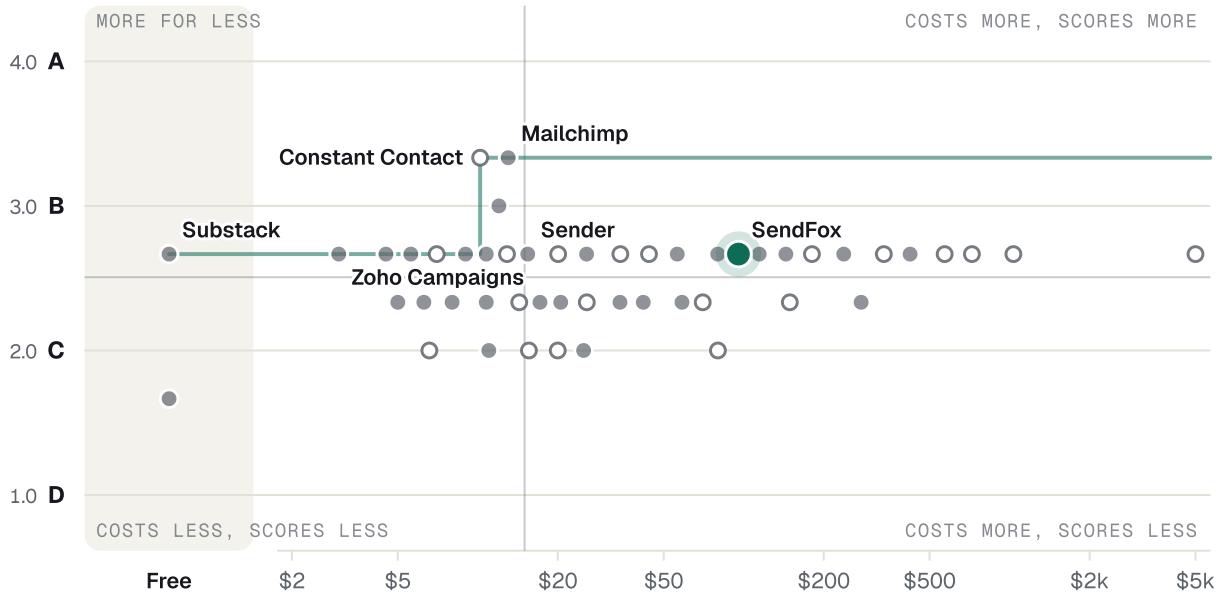
Each grade against the category

Every bar is all 58 email marketing and newsletter tools we grade, cut by the letter each got. SendFox's own letter is outlined.



Price against what you get

Each dot is one of 50 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. SendFox 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 SendFox 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 is one of the better ones too: its GPA of 3.0 is higher than 55 of the 57 other email marketing and newsletter tools we grade. It costs $228 a year.

What you could make

- Paid newsletters: 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.
- Mail servers with a good name among inbox providers.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. SendFox'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



MailerLite, Kit, beehiiv, EmailOctopus and Mailchimp

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

2.6 GPA

MailerLite

Free plan · from $12/mo

Email newsletters, automations, sites and paid subscriptions.

- Only MailerLite lists an iOS app.
- SendFox also covers transactional email.
- MailerLite also covers forms.

SendFox and MailerLite compared in full

2.6 GPA

Kit

Free plan · from $33/mo

Email marketing and paid newsletters for creators.

- SendFox also covers transactional email.
- Kit also covers forms.

SendFox and Kit compared in full

2.4 GPA

beehiiv

Free plan · from $49/mo

Newsletter platform with paid subscriptions, ads, website and podcast.

- SendFox also covers transactional email.
- beehiiv also covers forms.

SendFox and beehiiv compared in full

2.8 GPA

EmailOctopus

Free plan · from $9/mo

Simple, low-cost email marketing with a free plan for 2,500.

- SendFox also covers paid newsletters and transactional email.
- EmailOctopus also covers forms.

SendFox and EmailOctopus compared in full

2.8 GPA

Mailchimp

Free plan · from $13/mo

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

- Only Mailchimp lists iOS and Android apps.
- SendFox also covers paid newsletters and transactional email.
- Mailchimp also covers forms and reports.

SendFox and Mailchimp 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 SendFox free?

SendFox has a free plan. 1,000 contacts and 3,000 sends a month, with 1 smart page, 1 form and 1 automation.

How much does SendFox cost?

SendFox lists 3 plans. Free: $0.

What platforms does SendFox work on?

SendFox is available on Web.

Does SendFox offer any discounts?

SendFox publicly lists the following: Annual billing; Black Friday: 40% off the first year of Pro.

Does SendFox have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. SendFox is listed for Web.

Does SendFox have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. SendFox is listed for Web.

Is SendFox open source?

SendFox is not described as open source on its own site, as read on Nov 12, 2026.

What does SendFox integrate with?

SendFox's listing names Stripe and Resend. A listing names up to eight integrations, so it may connect to more.

Who makes SendFox?

SendFox is made by Sumo Group, Inc.

What are the alternatives to SendFox?

The closest alternatives to SendFox in our directory are MailerLite, Kit, beehiiv, EmailOctopus and Mailchimp.

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

SendFox's GPA of 3.0 is higher than 55 of the 57 other email marketing and newsletter tools we grade, and level with 1.

Is SendFox good value for money?

ToolGPA grades SendFox A for value for money. Its paid plans start at $19 a month, against a middle price of $15 for the category: 26 of the 47 others that charge start lower.

Could I make my own version of SendFox?

To replace SendFox 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 SendFox's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from SendFox's own pages on 12 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 Sumo Group, Inc. Prices change, so check sendfox.com before you buy.

sendfox.com/pricing

sendfox.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

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.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SendFox, kept up to date

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

toolgpa.com/tools/sendfox

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:

```
ToolGPA, "SendFox: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/sendfox
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after SendFox, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 58 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Zoho Campaigns Insider's Guide

Email, SMS and WhatsApp campaigns that tie into Zoho's apps

3.0 GPA

EmailOctopus Insider's Guide

Simple, low-cost email marketing with a free plan for 2,500

2.8 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 SendFox'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. SendFox is a trademark of its owner, and this guide is not made, paid for or approved by Sumo Group, Inc. Prices and plans change: check sendfox.com before you buy.