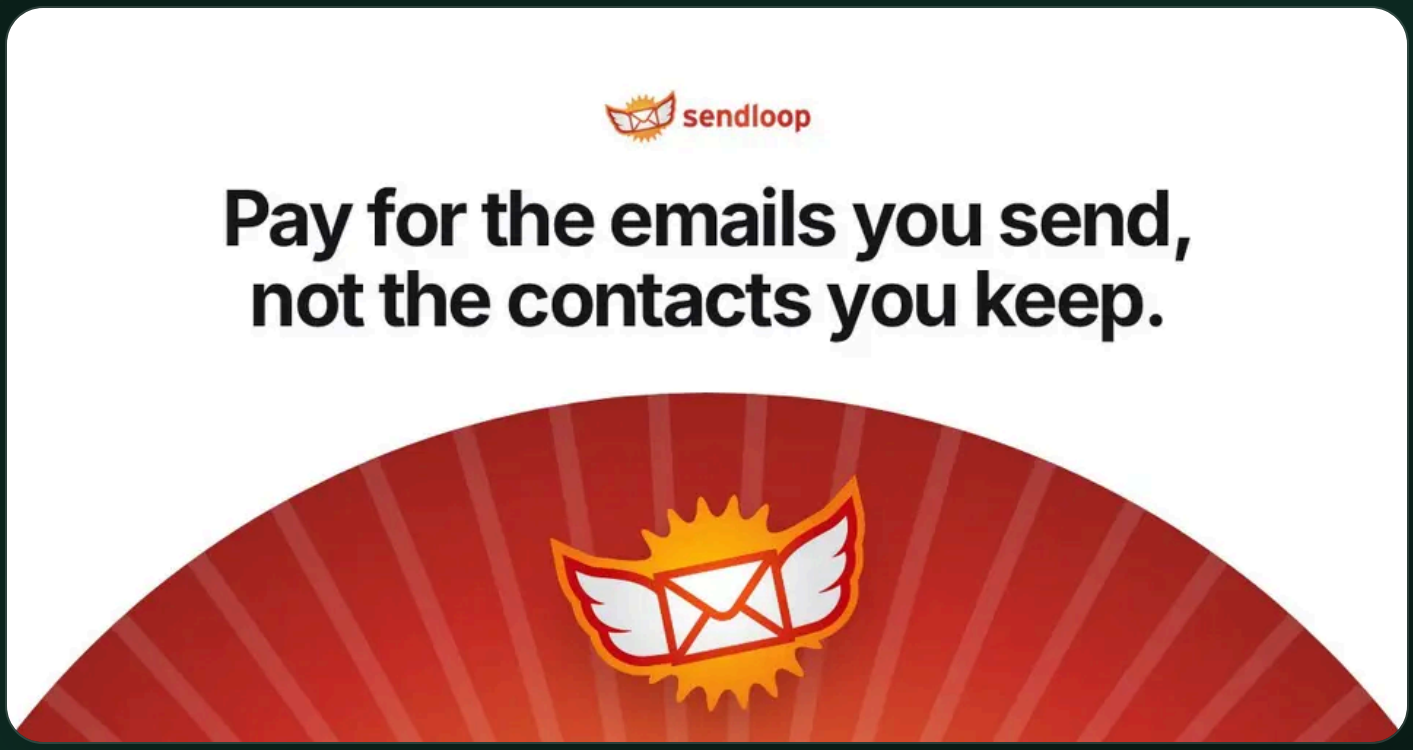
ToolGPA

NOVEMBER 2026

Sendloop

The Insider's Guide

Email and SMS marketing priced by emails sent, not contacts



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

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

2.2
GPA

sendloop

Pay for the emails you send, not the contacts you keep.



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

Sendloop is an email marketing platform that also sends SMS, runs automated journeys and offers a transactional email API. Every plan has every feature and unlimited contacts; the plans differ only in monthly email volume, and sending pauses at the allowance.

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

> "
>
> **A web app where you build the campaigns and journeys.**
>
> From our grade for ease of use

1 **Best for email and SMS priced by emails sent**

Sendloop charges by emails sent rather than contacts, from $29 for 25,000 a month, and runs campaigns, journeys, SMS and a transactional API.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month for 25,000 emails.

3 **There is a free plan**

100 emails a month with every feature and unlimited contacts. Sending pauses at the allowance.

4 **It runs on Web**

Web.

5 **Campaigns and A/B tests**

Standard, repeating and A/B campaigns, with up to five versions per test and a resend to non-openers with a new subject line.

6 **Journeys with email and SMS**

A visual builder with 16 triggers and 16 actions, including signed webhooks and a revenue report per journey.

7 **SMS campaigns**

SMS goes through Infobip or Xeebi, with the estimated cost shown before sending. SMS does not count toward the email allowance.

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 Sendloop 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.

Sendloop at a glance

PRICING
Free plan, from $29 per month for 25,000 emails

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Octeth, Inc., since 2008

CATEGORY
Email Marketing & Newsletters

OUR GRADE
2.2 GPA, fair

The report card

Best for email and SMS priced by emails sent

Sendloop charges by emails sent rather than contacts, from $29 for 25,000 a month, and runs campaigns, journeys, SMS and a transactional API. The free plan is 100 emails a month, sending pauses at your allowance, and SMS costs extra.

TOOLGPA REPORT CARD

Sendloop

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$29 a month for 25,000 emails, then $79 for 100,000. Against a $20 middle that's ordinary, and no contact count raises the bill.
Free plan and trial	C	Free plan with every feature but only 100 emails a month. It lets you try it, not run a list.
Features	B	Campaigns, A/B tests, email and SMS journeys, SMS campaigns, a transactional API, verification and team roles. Nothing in the listing shows a gap.
Ease of use	C	No store rating on record. A web app where you build the campaigns and journeys.
Platforms and integrations	C	Web with an SMTP relay and API. 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 Sendloop is for

- ✓ Fits if you have a big list but send rarely, since you pay for sends
- ✓ Works for teams that want email and SMS in one account

Who it is not for

- ✕ Tight if you stay free: 100 emails a month is a test, not a plan
- ✕ Skip it if you hate hard stops, as sending pauses at the allowance and there are no overage bills
- ✕ Pricey if you send a lot, with the next step after $199 for 300,000 quoted on request
- ✕ Watch out: SMS is charged by the SMS provider on top of the plan

Good to know

Good for

- ✓ Large lists that are emailed rarely
- ✓ Senders who want campaigns, SMS and transactional email in one account
- ✓ Registered charities, who get a stated discount

Worth knowing

- ⓘ Sending pauses when the monthly allowance is reached; there are no overage bills, so a busy month needs a bigger plan.
- ⓘ The Free plan allows only 100 emails a month, enough to try it rather than run a list.
- ⓘ SMS costs are charged by the SMS provider on top of the plan, with an estimate shown before sending.
- ⓘ Pricing stops at 300,000 emails a month; larger volumes need a conversation with the vendor.

What it costs

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

$29

A month to start. There is a free plan too

Sendloop has a free plan. Paid plans start at $29 per month for 25,000 emails.

FREE

$0

100 emails a month, unlimited subscribers and lists, all features.

STARTER

$29

per month for 25,000 emails

$1.16 per 1,000 emails. Unlimited contacts; sending pauses at the allowance.

GROWTH

$79

per month for 100,000 emails

$0.79 per 1,000 emails. Same features as every other plan.

SCALE

$199

per month for 300,000 emails

$0.66 per 1,000 emails. Higher volumes are quoted on request.

The free plan

100 emails a month with every feature and unlimited contacts. Sending pauses at the allowance.

Read from sendloop.com on Nov 13, 2026.

Ways to pay less

NONPROFIT

40% off for registered charities

The pricing page says registered charities get Sendloop at a 40% discount, and links to an application page.

Stated on sendloop.com

What it does

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

1

Place it runs: Web

Email and SMS marketing priced by emails sent, not contacts. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, sMS marketing, email verification, transactional email, a/B testing.

> **Campaigns, A/B tests, email and SMS journeys, SMS campaigns, a transactional API, verification and team roles.**
>
> From our grade for features

Campaigns and A/B tests

Standard, repeating and A/B campaigns, with up to five versions per test and a resend to non-openers with a new subject line.

Journeys with email and SMS

A visual builder with 16 triggers and 16 actions, including signed webhooks and a revenue report per journey.

SMS campaigns

SMS goes through Infobip or Xeebi, with the estimated cost shown before sending. SMS does not count toward the email allowance.

Transactional API and SMTP relay

Send over an HTTP API or SMTP relay on a verified domain, with an event log and signed webhooks.

Email verification

List verification using credits, included on every plan.

Team roles and audit log

Five user roles, two-factor sign-in and an audit log of changes.

Where it runs

Web

What it works with

Its own pages name no integrations.

Sendloop is made by Octeth, Inc., and has been around since 2008.

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

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

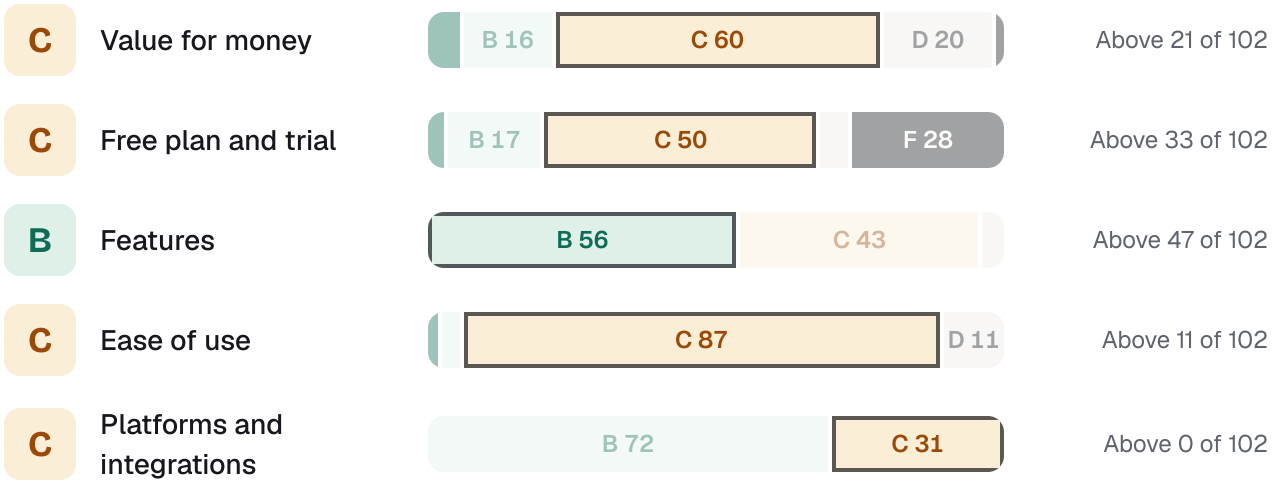
It stands best on features (B, above 47 of 102) and worst on platforms and integrations (C, above 0).

Its paid plans start at $29 a month, against a middle price of $19 for the category: 46 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 23 tools score higher and cost less.

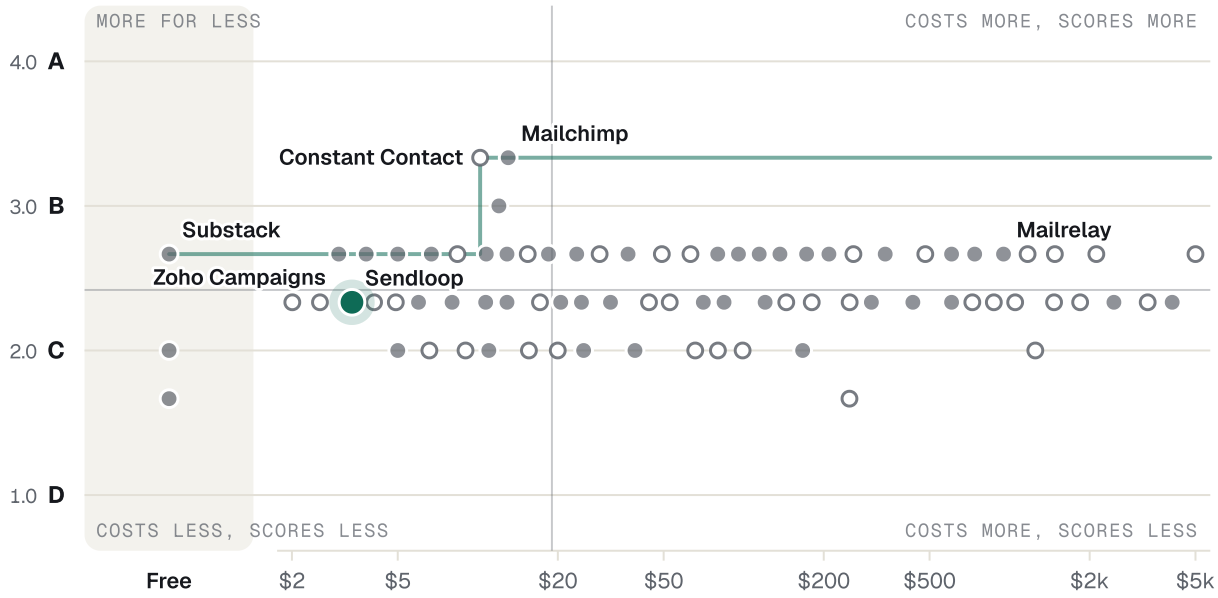
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Sendloop'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. Sendloop 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 Sendloop 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 $348 a year.

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.
- ✕ Mail servers with a good name among inbox providers.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ Checking that an address exists without writing to it.
- ✕ An API that other software can build on.
- ✕ What a company asks for before it lets staff use something: audit logs.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Sendloop'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



Sender, MailerLite, EmailOctopus, Brevo and Moosend

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

2.8 GPA

Sender

Free plan · from $9/mo

Email and SMS marketing with a free plan for 2,500 subscribers.

- Sendloop also covers sMS marketing, email verification, transactional email and a/B testing.
- Sender also covers forms and business texting.

Sendloop and Sender 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.
- Sendloop also covers sMS marketing, email verification, transactional email and a/B testing.
- MailerLite also covers forms and paid newsletters.

Sendloop and MailerLite compared in full



2.8
GPA

EmailOctopus

Free plan · from $9/mo

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

- Sendloop also covers sMS marketing, email verification, transactional email and a/B testing.
- EmailOctopus also covers forms.

Sendloop and EmailOctopus compared in full



2.6
GPA

Brevo

Free plan · from $9/mo

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

- Sendloop also covers sMS marketing, email verification, transactional email and a/B testing.
- Brevo also covers sales pipeline, forms and live chat.

Sendloop and Brevo compared in full



2.6
GPA

Moosend

Free trial · from $7/mo

Low-cost email campaigns and automation priced by contacts.

- Sendloop has a free plan. Moosend does not, though it has a free trial.
- Sendloop also covers sMS marketing, email verification, transactional email and a/B testing.
- Moosend also covers forms.

Sendloop and Moosend 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 Sendloop free?

Sendloop has a free plan. 100 emails a month with every feature and unlimited contacts.

How much does Sendloop cost?

Sendloop lists 4 plans. Free: $0.

What platforms does Sendloop work on?

Sendloop is available on Web.

Does Sendloop offer any discounts?

Sendloop publicly lists the following: 40% off for registered charities.

Does Sendloop have an Android app?

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

Does Sendloop have an iPhone app?

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

Is Sendloop open source?

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

Does Sendloop have an API?

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

Who makes Sendloop?

Sendloop is made by Octeth, Inc. It dates from 2008.

What are the alternatives to Sendloop?

The closest alternatives to Sendloop in our directory are Sender, MailerLite, EmailOctopus, Brevo and Moosend.

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

Sendloop'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 Sendloop good value for money?

ToolGPA grades Sendloop C for value for money. Its paid plans start at $29 a month, against a middle price of $19 for the category: 46 of the 78 others that charge start lower.

Could I make my own version of Sendloop?

To replace Sendloop 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 Sendloop'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 Sendloop'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 Octeth, Inc. Prices change, so check sendloop.com before you buy.

sendloop.com/pricing/
sendloop.com/
sendloop.com/features/

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

Sendloop, kept up to date

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

toolgpa.com/tools/sendloop

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, "Sendloop: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/sendloop
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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