ToolGPA

NOVEMBER 2026

SendPortal

The Insider's Guide

Open-source, self-hosted email marketing built on Laravel



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

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

2.2
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 SendPortal's own pages, its app-store listings and our grades. Every fact in it is on SendPortal'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

SendPortal is open-source email marketing software that you install on your own server. It manages subscribers, tags and segments, templates and campaigns, and tracks sends, opens, clicks, bounces and unsubscribes. It does not send mail itself: you connect an email service such as AWS SES, Postmark, SendGrid, Mailgun, Mailjet, Postal or an SMTP server. It can run as a stand-alone application or as a package inside an existing Laravel app.

To get you started, here are **8 things to know about SendPortal**, taken from its own pages and our grades.

1 **Best for free open-source newsletters you host yourself**

SendPortal is free open-source email marketing software that manages subscribers, segments and campaigns and tracks opens and clicks.

2 **It is free**

SendPortal has no paid plan at all. Free open-source software with unlimited users, subscribers, segments and messages; you pay only for your own server and sending service.

3 **It runs on Web**

Web.

4 **Subscribers and segments**

Import or update subscribers through the API or a CSV upload, and group them with tags and custom-defined segments.

5 **Campaigns and templates**

Send a campaign to every subscriber or to selected segments, using templates you build yourself.

6 **Message tracking**

Sends, opens, clicks, bounces and unsubscribes are tracked for each campaign.

7 **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.

8 **Keep it**

SendPortal is free, so making your own would save you nothing.

SendPortal at a glance

PRICING Free	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Mettle	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.2 GPA, fair	

The report card

Best for free open-source newsletters you host yourself

SendPortal is free open-source email marketing software that manages subscribers, segments and campaigns and tracks opens and clicks. It sends nothing itself, it needs PHP 8.3 and a database, and the pages list no automation or drag-and-drop editor.

TOOLGPA REPORT CARD	SendPortal	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Free with unlimited users, subscribers and messages, but self-hosted, so a C. You pay your own server and sending service.
Free plan and trial	B	Free outright with no plan limits. You need a server and sender first, so a B.
Features	C	Subscribers, segments, templates, campaigns and tracking. The pages list no automation workflows or drag-and-drop editing.
Ease of use	D	No store rating on record. Version 4 needs PHP 8.3, Composer and MySQL or PostgreSQL, so a D.
Platforms and integrations	B	Web, with a REST API and AWS SES, Postmark, SendGrid, Mailgun, Mailjet and Postal. No apps.
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 SendPortal is for

- ✓ Fits if you have a Laravel developer and want a free newsletter tool
- ✓ Works for people who already pay for an email sending service

Who it is not for

- ✗ Not for you if you want automation or a drag-and-drop editor, which aren't listed
- ✗ Skip it if you don't want to install PHP, Composer and a database
- ✗ Watch out: it has no sending of its own, so deliverability depends on the service you connect
- ✗ Watch out: no paid support plan is named

Good to know

Good for

- ✓ Laravel and PHP developers who want a newsletter tool they can host and modify
- ✓ Teams that want to pay a sending provider by volume instead of a per-subscriber platform fee

Worth knowing

- ⓘ You install and maintain it yourself; version 4 needs PHP 8.3 or newer, Composer, and MySQL 5.7+ or PostgreSQL 10+.
- ⓘ The pages describe campaigns, segments and tracking; they do not list automation workflows or drag-and-drop editing.
- ⓘ It has no sending infrastructure of its own, so deliverability depends on the email service you connect.
- ⓘ The vendor's pages name no paid support plan.

What it costs

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

Free

No paid plan at all

SendPortal is free to use.

> **Free with unlimited users, subscribers and messages, but self-hosted, so a C.**
>
> From our grade for value for money

SELF-HOSTED

$0

Open-source software you host yourself, with unlimited users, subscribers, segments and messages. Sending costs are paid to your chosen email service.

The free plan

Free open-source software with unlimited users, subscribers, segments and messages; you pay only for your own server and sending service.

Read from sendportal.io 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

Open-source, self-hosted email marketing built on Laravel. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, public API, templates, email campaigns.

"

Subscribers, segments, templates, campaigns and tracking.

From our grade for features

Subscribers and segments

Import or update subscribers through the API or a CSV upload, and group them with tags and custom-defined segments.

Campaigns and templates

Send a campaign to every subscriber or to selected segments, using templates you build yourself.

Message tracking

Sends, opens, clicks, bounces and unsubscribes are tracked for each campaign.

Workspaces

Several workspaces or teams can be handled from a single interface.

REST API

API endpoints for templates, subscribers, tags and campaigns.

Bring your own sender

The documentation covers AWS SES, Postmark, SendGrid, Mailgun, Mailjet, Postal and plain SMTP as email services.

Where it runs

Web

What it works with

AWS SES
Postmark
SendGrid
Mailgun
Mailjet
Postal

SendPortal is made by Mettle.

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

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

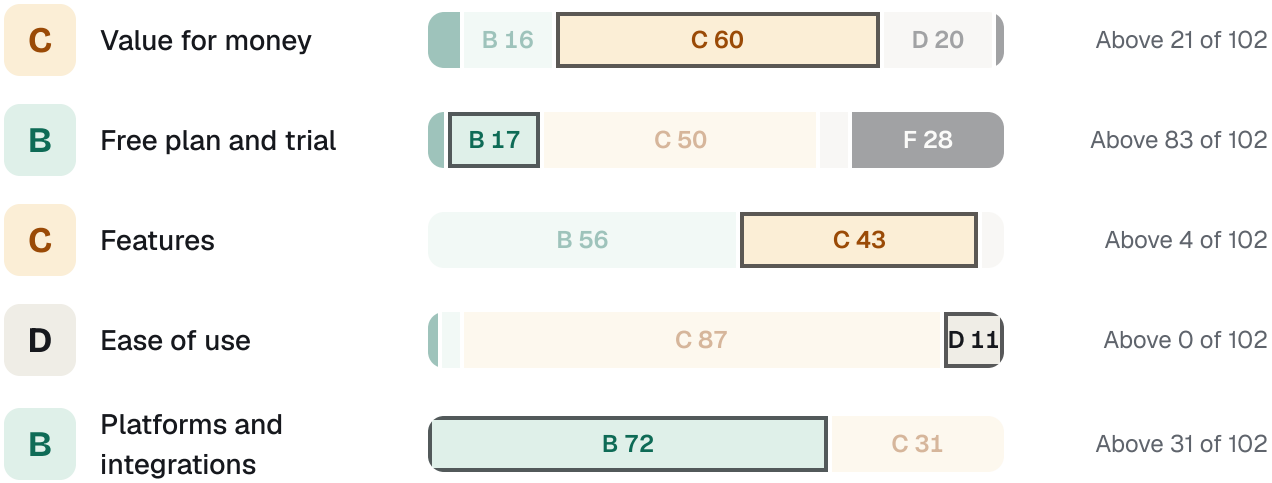
It stands best on free plan and trial (B, above 83 of 102) and worst on ease of use (D, above 0).

SendPortal has no paid plan.

On features, ease of use and platforms it scores 2.0 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

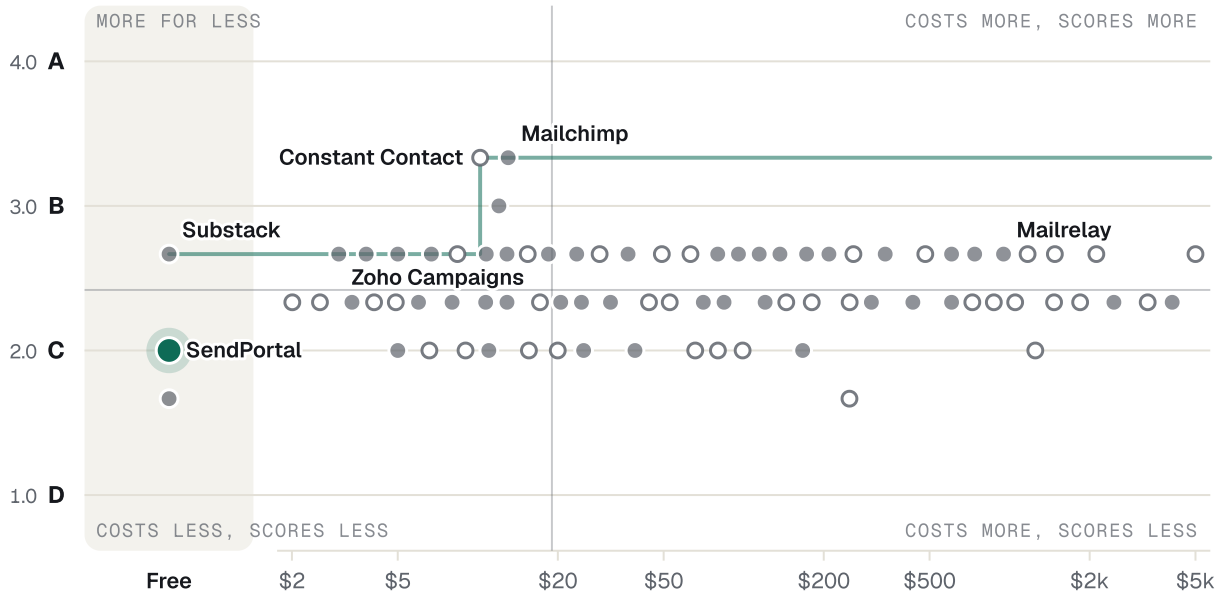
Each grade against the category

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

SendPortal is free, so making your own would save you nothing.

And it is not the kind of software a weekend replaces.

What you could make

- Templates: an app builder makes this well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- It plugs into other products, AWS SES, Postmark and SendGrid among them, and has an API.

What this rests on. SendPortal'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



listmonk, Mailcoach, Sendy, MailWizz and Mautic

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

2.0 GPA

listmonk

Free

Free self-hosted newsletter and mailing list manager.

- SendPortal also covers templates.
- listmonk also covers transactional email.

SendPortal and listmonk compared in full

2.2 GPA

Mailcoach

Free trial · from $9.99/mo

Email campaigns priced by emails sent, hosted or self-hosted.

- SendPortal has a free plan. Mailcoach does not, though it has a free trial.
- SendPortal is open source, according to its own site.
- SendPortal also covers templates.

SendPortal and Mailcoach compared in full



2.0
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Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- SendPortal has a free plan. Sendy does not.
- SendPortal is open source, according to its own site.
- Sendy can be bought with a one-time purchase.

SendPortal and Sendy compared in full

M

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MailWizz

From $59/yr

Self-hosted email marketing software sold as a license.

- SendPortal has a free plan. MailWizz does not.
- SendPortal is open source, according to its own site.
- MailWizz can be bought with a one-time purchase.

SendPortal and MailWizz compared in full



2.4
GPA

Mautic

Free plan · from €247.50/mo

Open source marketing automation you can self-host.

- SendPortal also covers templates.
- Mautic also covers marketing automation.

SendPortal and Mautic compared in full

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 SendPortal free?

Yes. SendPortal is free to use.

How much does SendPortal cost?

SendPortal lists one plan. Self-hosted: $0.

What platforms does SendPortal work on?

SendPortal is available on Web.

Does SendPortal have an Android app?

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

Does SendPortal have an iPhone app?

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

Is SendPortal open source?

Yes. SendPortal is open source, according to its own site.

Does SendPortal have an API?

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

What does SendPortal integrate with?

SendPortal's listing names AWS SES, Postmark, SendGrid, Mailgun, Mailjet and Postal.

Who makes SendPortal?

SendPortal is made by Mettle.

What are the alternatives to SendPortal?

The closest alternatives to SendPortal in our directory are listmonk, Mailcoach, Sendy, MailWizz and Mautic.

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

SendPortal'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 SendPortal good value for money?

ToolGPA grades SendPortal C for value for money. SendPortal has no paid plan.

Could I make my own version of SendPortal?

SendPortal is free, so making your own would save you nothing. And it is not the kind of software a weekend replaces.

Where this guide comes from

The prices, plans, platforms and features were read from SendPortal'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 SendPortal'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 Mettle. Prices change, so check sendportal.io before you buy.

sendportal.io/
github.com/mettle/sendportal

sendportal.io/docs/v4

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

SendPortal, kept up to date

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

toolgpa.com/tools/sendportal

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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