ToolGPA

NOVEMBER 2026

# SendX

## The Insider's Guide

Email marketing with unlimited sends, priced by contacts



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

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

2.2
GPA



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

SendX is an email marketing platform for newsletters, drip campaigns, forms and landing pages, with its own sending infrastructure. It prices by contact count rather than by emails sent, and every plan includes the full feature set; the plans differ in deliverability support.

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

> "It's a web app where you build the workflows and pages yourself."
>
> From our grade for ease of use

**1** **Best for email with unlimited sends, priced by contacts**

SendX does newsletters, drip campaigns, forms and landing pages, with unlimited sending.

**2** **Paid plans start at $10 a month**

As its pricing page puts it: $10 per month for 1,000 contacts, billed monthly.

**3** **You can try it first**

14-day free trial, no card required

**4** **It runs on Web**

Web.

**5** **Newsletter and drip campaigns**

Campaigns with a drag-and-drop editor, an AI editor and A/B split tests. Marketing sends are unlimited on every plan.

**6** **Visual workflows**

Automation workflows driven by audience segments and behavior.

**7** **Forms, popups and landing pages**

List-growth tools including signup forms, exit popups and landing pages.

**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 SendX 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.

### SendX at a glance

| | |
|---|---|
| PRICING<br>Free trial, from $10 per month for 1,000 contacts, billed monthly | FREE PLAN<br>No |
| FREE TRIAL<br>14-day free trial, no card required | RUNS ON<br>Web |
| MADE BY<br>SendX | CATEGORY<br>Email Marketing & Newsletters |
| OUR GRADE<br>2.2 GPA, fair | |

## The report card

### Best for email with unlimited sends, priced by contacts

SendX does newsletters, drip campaigns, forms and landing pages, with unlimited sending. Price follows the size of your list, from $10 for 1,000 contacts to $233 where Professional starts at 20,000, and there is no free plan.

| TOOLGPA REPORT CARD | SendX | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | C | Core is $10 a month for 1,000 contacts, but $60 at 10,000, and Professional is $233 at 20,000. Category middle is $20. |
| **Free plan and trial** | C | 14-day free trial with no card, and no free plan after it. |
| **Features** | B | Newsletters, drips, visual workflows, forms, popups, landing pages, managed deliverability and list cleaning. Warmup and cleaning are sold as add-ons. |
| **Ease of use** | C | No store rating on record. It's a web app where you build the workflows and pages yourself. |
| **Platforms and integrations** | C | Web only on the pricing page, and no integrations are listed there. |
| **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 SendX is for

- ✓ Fits if you send lots of email to a small list and don't want a per-send bill
- ✓ Makes sense if you want a deliverability expert and can pay for Professional

### Who it is not for

- ✗ Not for you if you want a free plan, as it's a 14-day trial then paid
- ✗ Pricey if your list grows: $60 at 10,000 contacts and $405 at 50,000 on Professional
- ✗ Tight if you want a deliverability expert, because that and extra support calls need Professional
- ✗ Watch out: Core stops at 90,000 contacts, and auto warmup and list cleaning are add-ons

## Good to know

### Good for

- ✓ Small lists that send often
- ✓ Teams that want deliverability reports and help with inbox placement
- ✓ Newsletter publishers and online stores

### Worth knowing

- ⓘ Price follows the number of contacts, so it grows with the list even when few are emailed.
- ⓘ Core stops at 90,000 contacts; Professional and Enterprise start at 20,000.
- ⓘ Dedicated deliverability expert and extra support calls need Professional or higher.
- ⓘ Several extras, such as auto warmup and list cleaning, are listed as add-ons.

# What it costs

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

**$10**
A month to start

SendX is a paid product with a free trial, starting at $10 per month for 1,000 contacts, billed monthly.

CORE

## $10

per month for up to 1,000 contacts, billed monthly

For lean teams. Price rises with the list: $60 a month at 10,000 contacts. Sold up to 90,000 contacts; 1 support call included.

PROFESSIONAL

## $233

per month for 20,000 contacts, billed monthly

Starts at 20,000 contacts: $405 a month at 50,000. Adds 4 dedicated support calls and a deliverability expert.

ENTERPRISE

## Custom

For multi-brand operations, priced on a call; starts at 20,000 contacts.

### Trying it first

14-day free trial, no card required

Read from sendx.io on Nov 13, 2026.

# Ways to pay less

ANNUAL DISCOUNT

### 25% off with annual billing

The pricing page says annual billing is 25% less than the monthly list prices shown.

Stated on sendx.io

# What it does

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

1

Place it runs: Web

Email marketing with unlimited sends, priced by contacts. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, forms, email campaigns, a/B testing, popups.

> **Newsletters, drips, visual workflows, forms, popups, landing pages, managed deliverability and list cleaning.**
>
> From our grade for features

### Newsletter and drip campaigns

Campaigns with a drag-and-drop editor, an AI editor and A/B split tests. Marketing sends are unlimited on every plan.

### Visual workflows

Automation workflows driven by audience segments and behavior.

### Forms, popups and landing pages

List-growth tools including signup forms, exit popups and landing pages.

### Managed deliverability

Delivery reports by provider and domain, an AI Deliverability Advisor on sender reputation, and inbox testing.

## List cleaning

The full list is cleaned automatically when an account starts.

## Add-ons

Paid add-ons listed on the site include auto warmup, email list cleaning, a dynamic sender and a bot open and click tracker.

## Where it runs

Web

## What it works with

Its own pages name no integrations.

SendX is made by SendX.

# 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

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

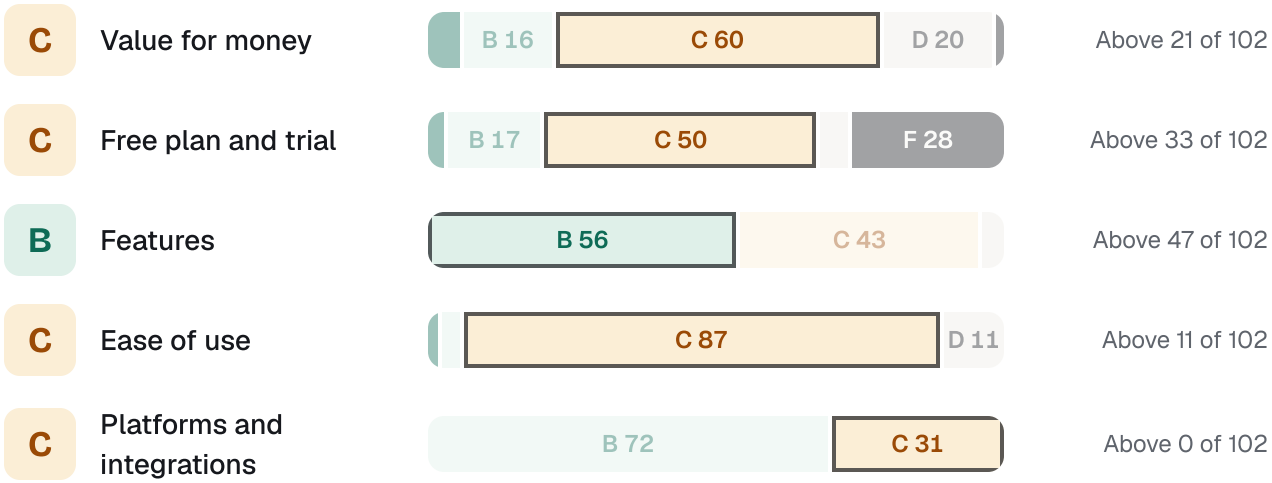
It stands best on features (B, above 47 of 102) and worst on platforms and integrations (C, above 0).

Its paid plans start at $10 a month, against a middle price of $19 for the category: 18 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 10 tools score higher and cost less.

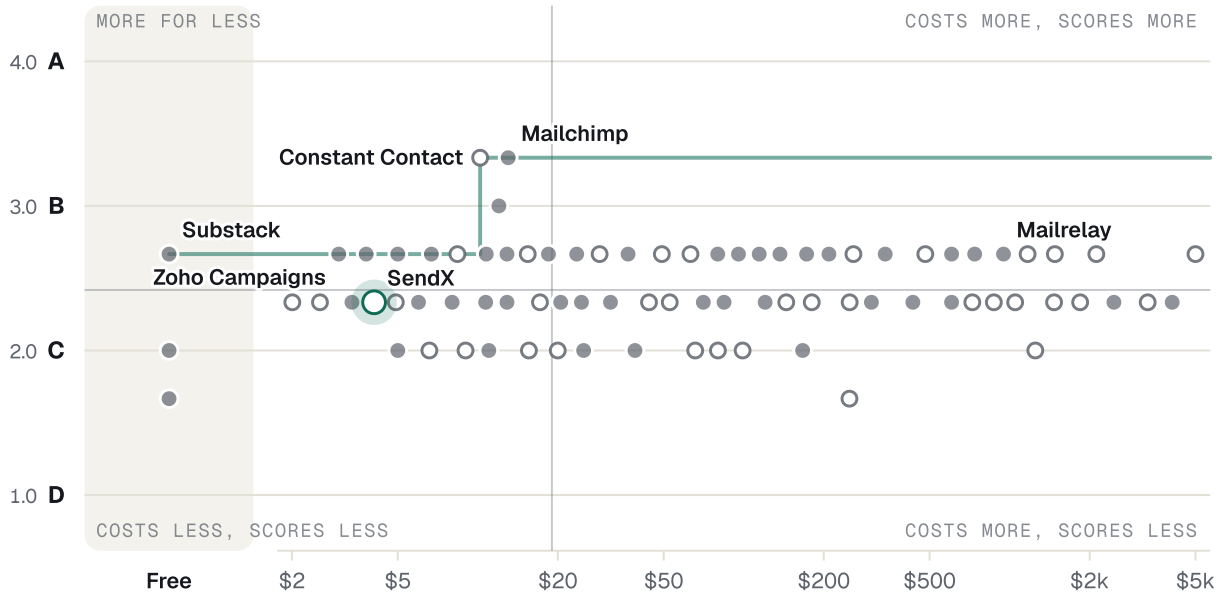
## Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. SendX'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. SendX 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 SendX 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 $120 a year.

**What you could make**

- Popups 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.
- Splitting visitors between versions and telling you which won.
- An API that other software can build on.
- 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.** SendX'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, Sender, Moosend, EmailOctopus and Mailchimp

The 5 tools SendX 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.

- MailerLite has a free plan. SendX does not, though it has a free trial.
- Only MailerLite lists an iOS app.
- SendX also covers a/B testing and popups.

SendX and MailerLite compared in full

---

2.8 GPA

## Sender

Free plan · from $9/mo

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

- Sender has a free plan. SendX does not, though it has a free trial.
- SendX also covers a/B testing and popups.
- Sender also covers business texting.

SendX and Sender compared in full



2.6
GPA

## Moosend

Free trial · from $7/mo

Low-cost email campaigns and automation priced by contacts.

- SendX also covers a/B testing and popups.

SendX and Moosend compared in full



2.8
GPA

## EmailOctopus

Free plan · from $9/mo

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

- EmailOctopus has a free plan. SendX does not, though it has a free trial.
- SendX also covers a/B testing and popups.

SendX and EmailOctopus compared in full



2.8
GPA

## Mailchimp

Free plan · from $13/mo

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

- Mailchimp has a free plan. SendX does not, though it has a free trial.
- Only Mailchimp lists iOS and Android apps.
- SendX also covers a/B testing and popups.

SendX 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 SendX free?

No, SendX is a paid product, but you can try it first. 14-day free trial, no card required.

### How much does SendX cost?

SendX lists 3 plans. Core: $10 per month for up to 1,000 contacts, billed monthly.

### What platforms does SendX work on?

SendX is available on Web.

### Does SendX offer any discounts?

SendX publicly lists the following: 25% off with annual billing.

### Does SendX have an Android app?

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

### Does SendX have an iPhone app?

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

### Is SendX open source?

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

### Does SendX have an API?

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

### Who makes SendX?

SendX is made by a company of the same name.

### What are the alternatives to SendX?

The closest alternatives to SendX in our directory are MailerLite, Sender, Moosend, EmailOctopus and Mailchimp.

### How does SendX compare with other email marketing and newsletter tools?

SendX'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 SendX good value for money?

ToolGPA grades SendX C for value for money. Its paid plans start at $10 a month, against a middle price of $19 for the category: 18 of the 78 others that charge start lower.

### Could I make my own version of SendX?

To replace SendX 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 SendX'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 SendX'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 SendX. Prices change, so check sendx.io before you buy.

sendx.io/pricing

sendx.io

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](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

### SendX, kept up to date

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

toolgpa.com/tools/sendx

### 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, "SendX: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/sendx
```

### Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

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