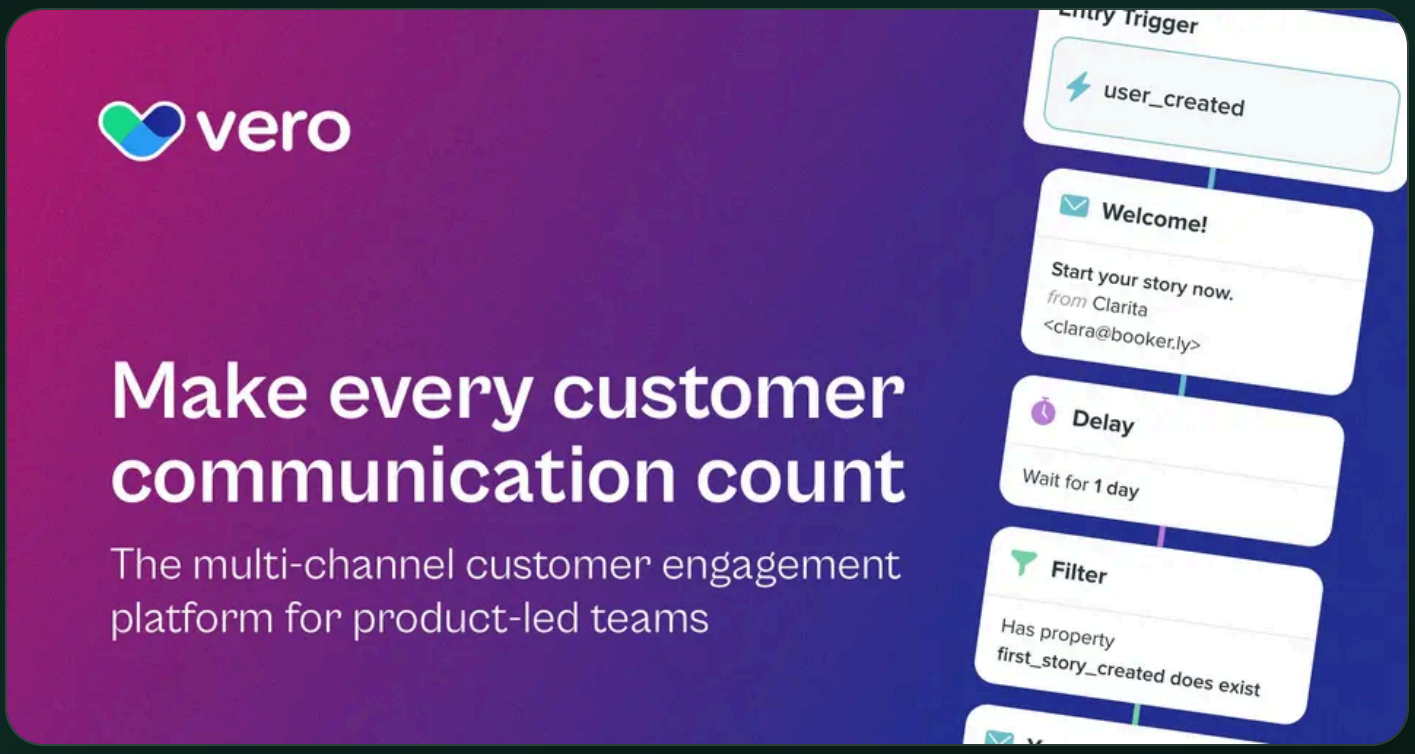
ToolGPA

NOVEMBER 2026

Vero

The Insider's Guide

Event-driven email and push messaging for product-led companies



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

Made by Vero Holdings Australia Pty Ltd · checked Nov 12, 2026 · toolgpa.com

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

2.2

GPA, above 42 of the 102 other email marketing and newsletter tools we grade

Vero sends email, push and SMS messages triggered by what users do in a product. Teams send in customer data and events through an API or integrations, segment on them, and build journeys and one-off broadcasts. It prices by emails sent and events tracked rather than by the number of profiles stored.

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

> "
>
> **SMS and chat support are only on the custom Professional plan.**
>
> From our report card of Vero

1 **Best for product teams sending behavior-triggered email**

Vero is a customer messaging platform with journeys, broadcasts and audiences, built on event data.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month, billed annually ($54 billed monthly).

3 **You can try it first**

14-day free trial, no credit card needed

4 **It runs on Web**

Web.

5 **Journeys**

Multi-step workflows triggered by customer events and attributes, with email, push and SMS steps.

6 **Broadcasts**

One-to-many campaigns to a saved audience, including newsletters and A/B tests.

7 **Audiences**

Segments built on customer properties, activity events and message activity, with a visual designer and real-time updates.

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 Vero 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.

Vero at a glance

PRICING Free trial, from $49 per month, billed annually ($54 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial, no credit card needed	RUNS ON Web
MADE BY Vero Holdings Australia Pty Ltd	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.2 GPA, fair	

The report card

Best for product teams sending behavior-triggered email

Vero is a customer messaging platform with journeys, broadcasts and audiences, built on event data. Starter is $49 a month on yearly billing ($54 monthly), with fixed caps on profiles, emails, push messages and events. SMS and chat support are only on the custom Professional plan.

TOOLGPA REPORT CARD

Vero

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$49 a month on yearly billing for 5,000 profiles and 10,000 emails is above where the dearer quarter of this category starts, under the $80 of the dearest tenth. Over the caps you move to a custom plan.
Free plan and trial	C	A 14-day free trial, no card needed, and no free plan.
Features	C	Journeys, broadcasts, audiences and data connections, plus AI agents and an MCP server. SMS is held for the custom plan, and Starter has fixed caps.
Ease of use	C	A web app with no rating on record. You connect event data and build your own journeys.
Platforms and integrations	B	Web only, with Segment, RudderStack, Zapier, Make, Snowflake, Redshift, BigQuery and Google Sheets.

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 Vero is for

- ✓ Fits if you want emails triggered by what users do in your product
- ✓ Works for small teams under 5,000 profiles, where Starter is published

Who it is not for

- ✗ Tight if you send more than 10,000 emails, 20,000 push messages or 160,000 events a month, because Starter then ends
- ✗ Watch out: SMS is only on the custom Professional plan
- ✗ Skip it if you want chat support or a priority response, which are Professional only
- ✗ Watch out: Starter support is email only, 24 hours a day on weekdays
- ✗ Skip it if you want a phone or desktop app, as it is web only

Good to know

Good for

- ✓ SaaS and marketplace teams messaging on product events
- ✓ Companies with many low-activity users that dislike per-profile pricing
- ✓ Agencies, since extra projects carry no separate fee

Worth knowing

- ⓘ Starter has fixed caps on emails, push messages and events, and Vero then moves you to a custom plan.
- ⓘ SMS is only on the custom Professional plan.
- ⓘ Chat support and priority response are limited to Professional; Starter gets email support, 24 hours a day on weekdays.

What it costs

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

$49

A month to start

Vero is a paid product with a free trial, starting at $49 per month, billed annually ($54 billed monthly).

> **Over the caps you move to a custom plan.**
>
> From our grade for value for money

STARTER

$49

per month, billed annually ($54 billed monthly)

Up to 5,000 profiles, 10,000 emails, 20,000 push messages and 160,000 tracked events a month. Going over leads to a custom plan.

Trying it first

14-day free trial, no credit card needed

PROFESSIONAL

Custom

Custom volumes of profiles, emails, push, SMS and events, with priority response, chat support through Slack and a customer success manager.

Read from getvero.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off when prepaying annually

Vero's pricing page says it gives a 10% discount when you prepay for the year.

Stated on getvero.com

What it does

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

1

Place it runs: Web

Event-driven email and push messaging for product-led companies. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, email campaigns, transactional email, a/B testing.

> **Journeys, broadcasts, audiences and data connections, plus AI agents and an MCP server.**
>
> From our grade for features

Journeys

Multi-step workflows triggered by customer events and attributes, with email, push and SMS steps.

Broadcasts

One-to-many campaigns to a saved audience, including newsletters and A/B tests.

Audiences

Segments built on customer properties, activity events and message activity, with a visual designer and real-time updates.

Data and integrations

A track API, plus connections to Segment, RudderStack, Zapier, Make and warehouses such as Snowflake, Redshift and BigQuery.

AI agents and MCP server

Vero lists AI agents and an MCP server among its products, for working with the account through an AI tool.

Where it runs

Web

What it works with

Segment
RudderStack
Zapier
Make
Snowflake
Redshift
BigQuery
Google Sheets

Vero is made by Vero Holdings Australia Pty Ltd.

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

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

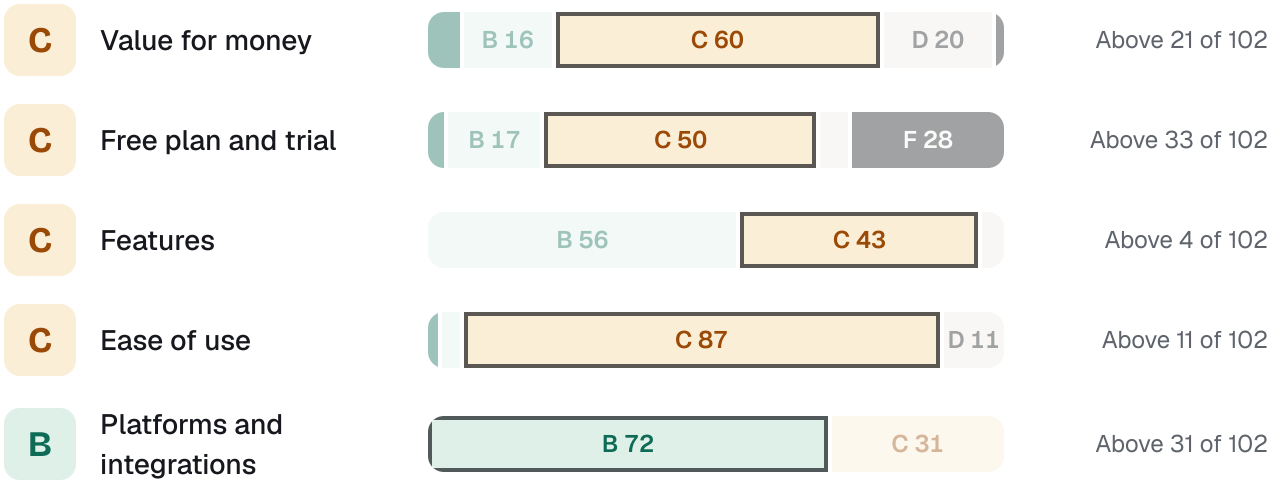
It stands best on platforms and integrations (B, above 31 of 102) and worst on features (C, above 4).

Its paid plans start at $49 a month, against a middle price of $19 for the category: 55 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 27 tools score higher and cost less.

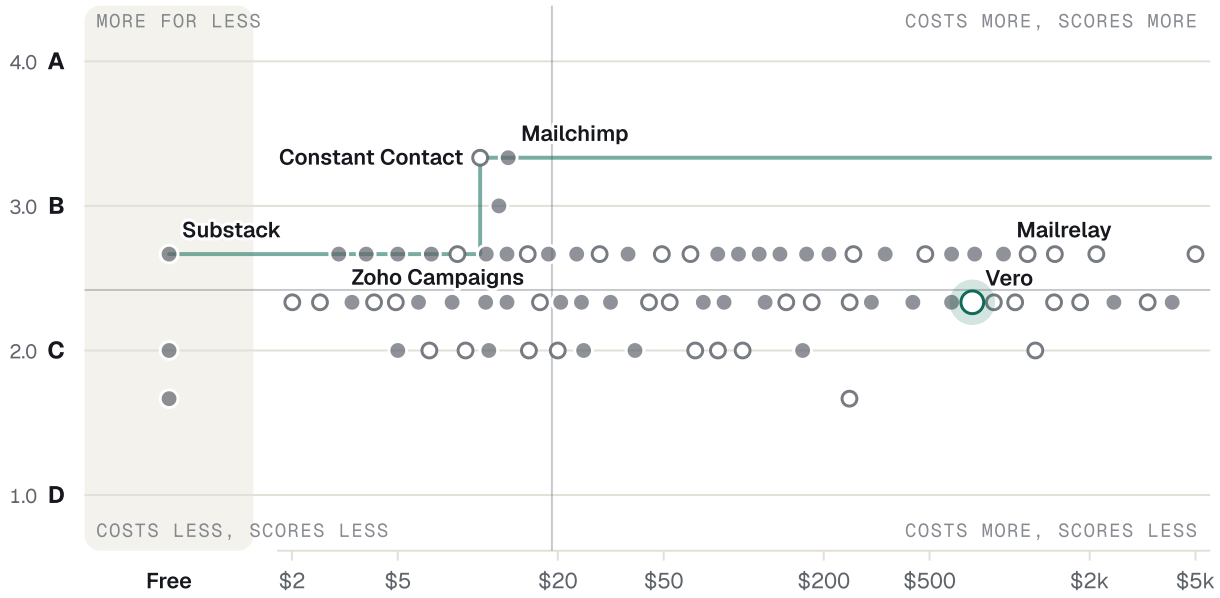
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Vero'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. Vero 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 Vero 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 $588 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.

- ✕ Mail servers with a good name among inbox providers.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ It plugs into other products, Segment, RudderStack and Zapier among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Vero'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



Customer.io, Iterable, Braze, Loops and Encharge

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

2.2 GPA

Customer.io

Free trial · from $100/mo

Data-driven email, SMS, push and in-app messaging for product teams.

- Vero also covers transactional email and a/B testing.
- Customer.io also covers business texting.

Vero and Customer.io compared in full

1.8 GPA

Iterable

Paid

Cross-channel customer engagement platform for large brands.

- Vero also covers transactional email and a/B testing.
- Iterable also covers sMS marketing.

Vero and Iterable compared in full



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Braze

Free trial

Customer engagement platform for email, push, SMS and in-app.

- Vero also covers transactional email.
- Braze also covers sMS marketing and whatsApp messaging.

Vero and Braze compared in full



2.4
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Loops

Free plan · from $49/mo

Marketing, product and transactional email for SaaS teams.

- Loops has a free plan. Vero does not, though it has a free trial.
- Vero also covers a/B testing.

Vero and Loops compared in full



2.2
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Encharge

Free trial · from $79/mo

Behavior-based email automation for SaaS and subscription businesses.

- Vero also covers transactional email and a/B testing.
- Encharge also covers forms.

Vero and Encharge compared in full

Quick answers

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

14

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 Vero free?

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

How much does Vero cost?

Vero lists 2 plans. Starter: $49 per month, billed annually ($54 billed monthly).

What platforms does Vero work on?

Vero is available on Web.

Does Vero offer any discounts?

Vero publicly lists the following: 10% off when prepaying annually.

Does Vero have an Android app?

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

Does Vero have an iPhone app?

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

Is Vero open source?

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

Does Vero have an API?

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

What does Vero integrate with?

Vero's listing names Segment, RudderStack, Zapier, Make, Snowflake, Redshift, BigQuery and Google Sheets.

Who makes Vero?

Vero is made by Vero Holdings Australia Pty Ltd.

What are the alternatives to Vero?

The closest alternatives to Vero in our directory are Customer.io, Iterable, Braze, Loops and Encharge.

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

Vero'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 Vero good value for money?

ToolGPA grades Vero C for value for money. Its paid plans start at $49 a month, against a middle price of $19 for the category: 55 of the 78 others that charge start lower.

Could I make my own version of Vero?

To replace Vero 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 Vero'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 Vero'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 Vero Holdings Australia Pty Ltd. Prices change, so check getvero.com before you buy.

getvero.com/pricing/

getvero.com/

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

Vero, kept up to date

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

toolgpa.com/tools/vero

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, "Vero: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/vero
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Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Vero, 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 Vero'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. Vero is a trademark of its owner, and this guide is not made, paid for or approved by Vero Holdings Australia Pty Ltd. Prices and plans change: check getvero.com before you buy.