ToolGPA

NOVEMBER 2026

WP Mail SMTP

The Insider's Guide

WordPress plugin that routes site email through an SMTP provider



Every plan, grade, refund rule and rival among email sending services, read from WP Mail SMTP's own pages.

Made by WPForms, LLC · checked Nov 13, 2026 · toolgpa.com

2.6
GPA



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ToolGPA put this guide together from WP Mail SMTP's own pages, its app-store listings and our grades. Every fact in it is on WP Mail SMTP'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

2.6

GPA, above 34 of the 50 other email sending services we grade

WP Mail SMTP is a WordPress plugin that replaces the default PHP mail function with a connection to an email provider such as SendLayer, Brevo, Gmail or Amazon SES. The free edition handles the connection; the paid Pro edition adds email logs, reports, open and click tracking, backup connections and routing rules.

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

> **You install it in WordPress and connect an account with a separate mail provider.**
>
> From our grade for ease of use

1 **Best for fixing WordPress email by connecting a mail provider**

WP Mail SMTP replaces WordPress's default mail function with a connection to a provider like Brevo, Gmail or SendLayer.

2 **Paid plans start at $8.25 a month when paid by the year**

As its pricing page puts it: $99 per year for 1 site at renewal, after a first year for $49.

3 There is a free plan

Free plugin on WordPress.org: setup wizard and connections to most mailers; logging, reports and backup connections are Pro only.

4 It runs on Web

Web.

5 Mailer connections

Connects WordPress to providers such as SendLayer, SMTP.com, Brevo, Mailgun, Postmark, SendGrid and any other SMTP server, using the provider's API where there is one.

6 Setup wizard

A guided wizard in the free plugin walks through choosing and configuring a mailer.

7 Email log and reports

Pro keeps a record of every email sent from the site, with delivery status, and charts of deliverability statistics.

8 A 2.6 GPA, above 34 of 50

That is against the other email sending services we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace WP Mail SMTP you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

WP Mail SMTP at a glance

PRICING
Free plan, from $99 per year for 1 site at renewal, after a first year for $49

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
WPForms, LLC

CATEGORY
Email Sending Services

OUR GRADE
2.6 GPA, good

The report card

Best for fixing WordPress email by connecting a mail provider

WP Mail SMTP replaces WordPress's default mail function with a connection to a provider like Brevo, Gmail or SendLayer. The free plugin does the connection, but logs, reports, tracking and backups are Pro, which renews at $99 a year.

TOOLGPA REPORT CARD — **WP Mail SMTP** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Pro is $99 a year for 1 site, about $8.25 a month, with $49 for the first year. That's inside the cheapest quarter of email sending tools, which start at $9.
Free plan and trial	B	The Lite plugin is free, with a setup wizard and most mailer connections. Amazon SES, Microsoft and Zoho, plus the email log, need Pro.

SUBJECT	GRADE	COMMENT
Features	C	Mailer connections and a setup wizard on free. Email log, reports, open and click tracking, backup connections and routing are Pro only.
Ease of use	C	No store rating on record. You install it in WordPress and connect an account with a separate mail provider.
Platforms and integrations	B	Runs inside WordPress and connects to SendLayer, SMTP.com, Brevo, SES, Mailgun, Postmark, SendGrid and Gmail. No standalone app.
Grade point average		Good, out of 4.0 **2.6**

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 WP Mail SMTP is for

- ✓ Fits if your WordPress site's emails are landing in spam or not arriving
- ✓ Works for site owners who already have an account with a mail provider

Who it is not for

- ✗ Skip it if you don't run WordPress, as it only works inside it
- ✗ Tight if you stay on free: no email log, reports, tracking or backup connection
- ✗ Pricey if you renew: the $49 first year goes to $99 a year for 1 site
- ✗ Watch out: Amazon SES, Microsoft and Zoho connections need Pro
- ✗ Watch out: it needs an account with a separate mail provider, which has its own price

Good to know

Good for

- ✓ WordPress sites whose emails go to spam or never arrive
- ✓ Site owners who want to pick their own sending provider
- ✓ Agencies managing many client sites under one multi-site license

Worth knowing

- ⓘ Runs only inside WordPress; it is not a standalone sending service and needs a separate email provider account.
- ⓘ Email logging, reports, tracking, backup connections and routing are Pro features, not part of the free plugin.
- ⓘ Pro prices on the page are introductory: the page says renewals are at full price, $99 a year for 1 site.
- ⓘ The pricing page states a 14-day money-back guarantee on paid plans.

What it costs

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

$8.25

A month to start, paid by the year.
There is a free plan too

WP Mail SMTP has a free plan. Paid plans start at $99 per year for 1 site at renewal, after a first year for $49.

> **The Lite plugin is free, with a setup wizard and most mailer connections.**

From our grade for free plan and trial

LITE

$0

Free plugin from WordPress.org with the setup wizard and most mailer connections. Amazon SES, Microsoft and Zoho need Pro.

PRO

$99

per year for 1 site, renewing at full price

Email log, reports, tracking, backup connections, smart routing and failure alerts. First year $49 on the pricing page.

ELITE

$149

per year for 1 site, renewing at full price

Everything in Pro plus White Glove Setup by the vendor's experts and priority support. First year $99.

DEVELOPER

$249

per year for 20 sites, renewing at full price

Pro features for 20 sites with priority support. First year $199.

AGENCY

$449

per year for 100 sites, renewing at full price

Pro features for 100 sites with priority support. First year $399.

The free plan

Free plugin on WordPress.org: setup wizard and connections to most mailers; logging, reports and backup connections are Pro only.

Read from wpmailsmtp.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

First-year introductory prices

The pricing page shows each paid plan $50 below its regular yearly price (Pro $49, Elite $99, Developer $199, Agency $399) and says renewals are at full price.

Stated on wpmailsmtp.com

What it does

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

1

Place it runs: Web

WordPress plugin that routes site email through an SMTP provider. Here is what it does, as its own site describes it, and what it covers: reports, transactional email.

> "
>
> **Mailer connections and a setup wizard on free.**
>
> From our grade for features

Mailer connections

Connects WordPress to providers such as SendLayer, SMTP.com, Brevo, Mailgun, Postmark, SendGrid and any other SMTP server, using the provider's API where there is one.

Setup wizard

A guided wizard in the free plugin walks through choosing and configuring a mailer.

Email log and reports

Pro keeps a record of every email sent from the site, with delivery status, and charts of deliverability statistics.

Open and click tracking

Pro shows open and click rates for emails that WordPress sends.

Backup connections and smart routing

Pro can fall back to a second provider if the first fails, and route different emails through different providers using conditional rules.

Failure alerts

Pro sends an alert when an email fails to send.

Where it runs

Web

What it works with

SendLayer
SMTP.com
Brevo
Amazon SES
Mailgun
Postmark
SendGrid
Gmail

WP Mail SMTP is made by WPForms, LLC.

Where it stands

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

34/50

Other email sending services it is graded above

WP Mail SMTP's GPA of 2.6 is higher than 34 of the 50 other email sending services we grade, and level with 11.

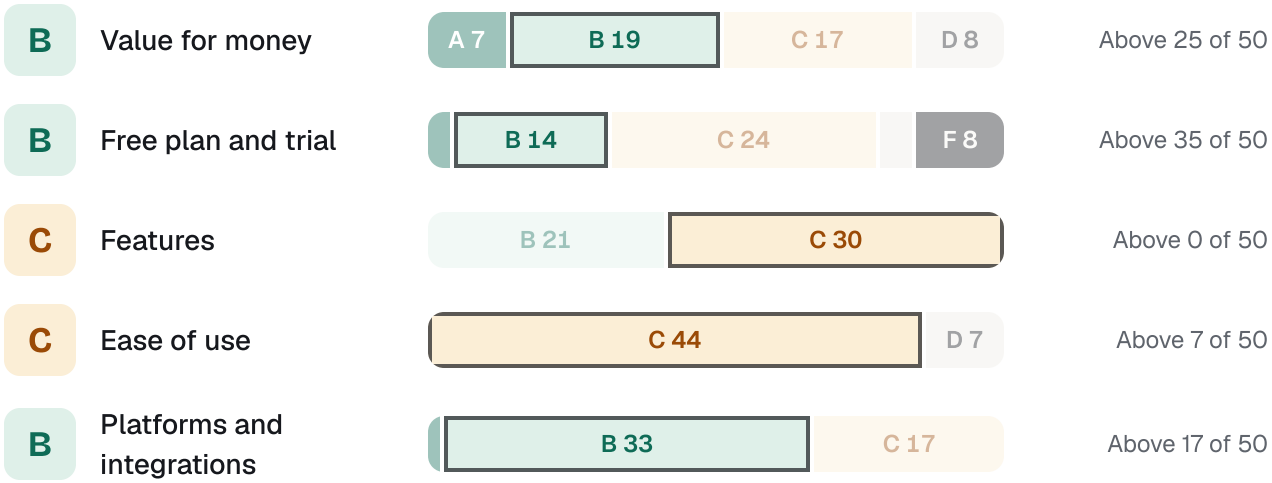
It stands best on free plan and trial (B, above 35 of 50) and worst on features (C, above 0).

Its paid plans start at $8.25 a month when paid by the year, against a middle price of $15 for the category: 8 of the 41 others that charge start lower.

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

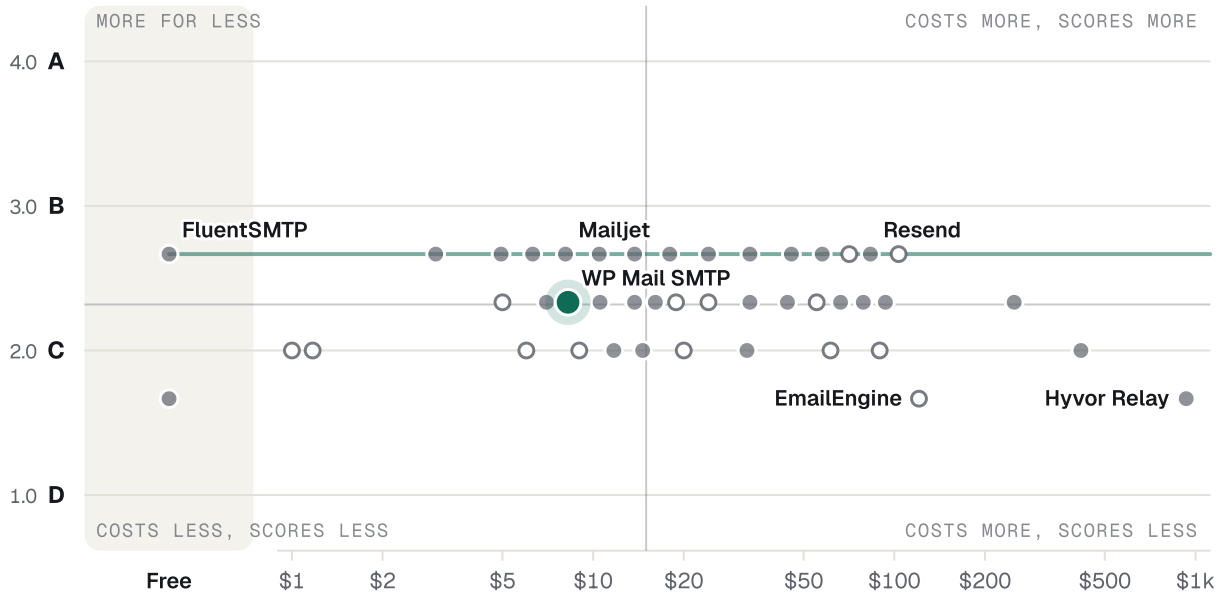
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. WP Mail SMTP's own letter is outlined.



Price against what you get

Each dot is one of 44 email sending services. Further left costs less; higher up scores better on features, ease of use and platforms. WP Mail SMTP 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 WP Mail SMTP you would be making mail servers with a good name among inbox providers. 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 2.6 is higher than 34 of the 50 other email sending services we grade. It costs $99 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Mail servers with a good name among inbox providers.

- It plugs into other products, SendLayer, SMTP.com and Brevo among them.

What this rests on. WP Mail SMTP'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



FluentSMTP, Post SMTP, SendLayer and SMTP.com

The 4 tools WP Mail SMTP is most often weighed against, with where each one differs from it.

3.2 GPA

FluentSMTP

Free

Free WordPress plugin for sending site email through your provider.

- FluentSMTP is open source, according to its own site.

WP Mail SMTP and FluentSMTP compared in full

2.6 GPA

Post SMTP

Free plan

WordPress SMTP plugin with email logs, alerts and backup mailers.

- Only Post SMTP lists iOS and Android apps.

WP Mail SMTP and Post SMTP compared in full

2.4 GPA

SendLayer

Free trial · from $5/mo

Transactional email over SMTP or API, aimed at WordPress sites.

- WP Mail SMTP has a free plan. SendLayer does not, though it has a free trial.
- WP Mail SMTP also covers reports.

WP Mail SMTP and SendLayer compared in full



1.8
GPA

SMTP.com

From $25/mo

SMTP relay and email API sold in monthly volume plans from 50,000.

- WP Mail SMTP has a free plan. SMTP.com does not.
- WP Mail SMTP also covers reports.

WP Mail SMTP and SMTP.com 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 WP Mail SMTP free?

WP Mail SMTP has a free plan. Free plugin on WordPress.org: setup wizard and connections to most mailers; logging, reports and backup connections are Pro only.

How much does WP Mail SMTP cost?

WP Mail SMTP lists 5 plans. Lite: $0.

What platforms does WP Mail SMTP work on?

WP Mail SMTP is available on Web.

Does WP Mail SMTP offer any discounts?

WP Mail SMTP publicly lists the following: First-year introductory prices.

Does WP Mail SMTP have an Android app?

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

Does WP Mail SMTP have an iPhone app?

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

Is WP Mail SMTP open source?

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

What does WP Mail SMTP integrate with?

WP Mail SMTP's listing names SendLayer, SMTP.com, Brevo, Amazon SES, Mailgun, Postmark, SendGrid and Gmail.

Who makes WP Mail SMTP?

WP Mail SMTP is made by WPForms, LLC.

What are the alternatives to WP Mail SMTP?

The closest alternatives to WP Mail SMTP in our directory are FluentSMTP, Post SMTP, SendLayer and SMTP.com.

How does WP Mail SMTP compare with other email sending services?

WP Mail SMTP's GPA of 2.6 is higher than 34 of the 50 other email sending services we grade, and level with 11.

Is WP Mail SMTP good value for money?

ToolGPA grades WP Mail SMTP B for value for money. Its paid plans start at $8.25 a month when paid by the year, against a middle price of $15 for the category: 8 of the 41 others that charge start lower.

Could I make my own version of WP Mail SMTP?

To replace WP Mail SMTP you would be making mail servers with a good name among inbox providers.

Where this guide comes from

The prices, plans, platforms and features were read from WP Mail SMTP'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 WP Mail SMTP'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 WPForms, LLC. Prices change, so check wpmailsmtp.com before you buy.

wpmailsmtp.com/pricing/
wpmailsmtp.com/features/
wordpress.org/plugins/wp-mail-smtp/
wpmailsmtp.com
wpmailsmtp.com/about-us/

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

WP Mail SMTP, kept up to date

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

toolgpa.com/tools/wp-mail-smtp

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, "WP Mail SMTP: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/wp-mail-smtp
```

Know someone choosing between email sending services?

Send them this guide: toolgpa.com/tools/wp-mail-smtp/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after WP Mail SMTP, each with an Insider's Guide of its own.

Email Sending Services Insider's Guide

Every one of the 51 email sending services we grade, compared

FluentSMTP Insider's Guide

Free WordPress plugin for sending site email through your provider

3.2 GPA

Amazon SES Insider's Guide

AWS email sending and receiving, paid per 1,000 emails

2.8 GPA

Forward Email Insider's Guide

Open-source email forwarding and hosting for custom domains

2.8 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what WP Mail SMTP'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. WP Mail SMTP is a trademark of its owner, and this guide is not made, paid for or approved by WPForms, LLC. Prices and plans change: check wpmailsmtp.com before you buy.