# E-Mail Marketing Management tools Test Report

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## Comparison between Mailchimp vs Campaign monitor

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|  | Mailchimp(<www.mailchimp.com>) | Campaign monitor<(www.compaignmonitor.com>) |
| **Key features and advantages** | * *Wide variety of templates* * *Ease of use* * *Affordable pricing* | * *Automated unsubscribe functionality* * *Plug-and-play journey designer* * *No setup fee* |
| **Disadvantages** | * *Limited customization and flexibility for advanced users* * *Limited email segmentation features* | * *Basic customer support* * *Campaign transfers are complicated* * *Lack of image hosting* |
| **Conclusion** | Mailchimp is ideal for small businesses | **Campaign monitor is ideal for Designers, agencies, and companies** |

## Recommendation

Considering budget and our purpose, I strongly believe ‘Mailchimp’ is the best e-mail marketing management tool for people that owned small businesses like us.

It provides a lot of built templates; therefore, we can choose one and can make it fit for our e-documents style guide.

And it charges only when we have more than 2,000 subscribers and when we send more than 12,000 mails in a month. Unnecessary expense will be prevented.

Furthermore, ‘Mailchimp’ is easy to use, I think that no one needs to be trained for that.