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How Zapier’s RevOps team automates lead management Using AI & Zapier in Marketing, Sales, & RevOps Create your first Zap with ease Home App picks Best apps Best apps When you don't own the channels where you reach customers, the ground can always shift beneath you. That's where email marketing shines. The good news: there's an entire ecosystem of free email marketing tools available, and they have all the features you'll need to build out your email marketing (and then some). I researched and tested more than 60 email marketing apps with free plans to find the best ones for a variety of use cases and business types. Here are the six best free email marketing apps. MailerLite for advanced email marketers HubSpot for segmentation Brevo (formerly Sendinblue) for all-in-one marketing and sales features Mailchimp for a growing email marketing program Sender for the most generous free plan Loops for email marketing automation Our best apps roundups are written by humans who've spent much of their careers using, testing, and writing about software. Unless explicitly stated, we spend dozens of hours researching and testing apps, using each app as it's intended to be used and evaluating it against the criteria we set for the category. We're never paid for placement in our articles from any app or for links to any site—we value the trust readers put in us to offer authentic evaluations of the categories and apps we review. For more details on our process, read the full rundown of how we select apps to feature on the Zapier blog. Full-featured email marketing apps and free ones are far from mutually exclusive. There are tons of options that offer flexible subscriber and send thresholds along with the robust features small businesses need—for free. If you're just getting started with free marketing tools or want to try out a few options before committing to a paid plan, you have plenty of choices. Here's what I looked for when testing free email marketing services: The number of subscribers and sends included for free. Some free email marketing platforms are generous in this regard, offering thousands of free sends per month, while others include low caps that mean your "free" platform isn't free for very long. I kept this in mind while testing. Email templates and customization. You shouldn't have to start your email marketing operation from scratch. The best options come with at least a few fully-designed and professional templates to get your free email campaign started. And in cases where there aren't any free templates, the email editor needs to really shine in ease of use. Audience segmentation. Success with email relies on being able to deliver the right emails to the right people at the right time. For growing businesses, that means you need capable audience segmentation features with any free email campaign software you choose.