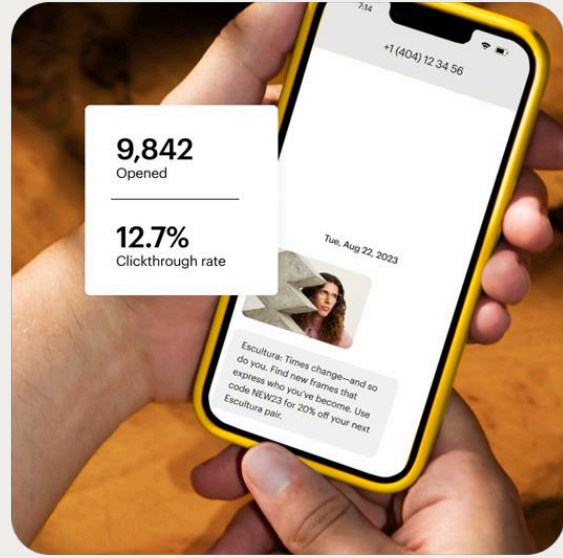


Is SMS worth the upgrade? (Spoiler alert: It sure is)

The secret's out. **SMS Marketing is available with Mailchimp** and it can bring powerful engagement to your campaigns and your customers' phones. How? With higher open rates than traditional emails, SMS can help you deliver personalized messages that matter. Plus, it can fit right in with your existing campaigns to give your customers a seamless experience—no matter where they are.

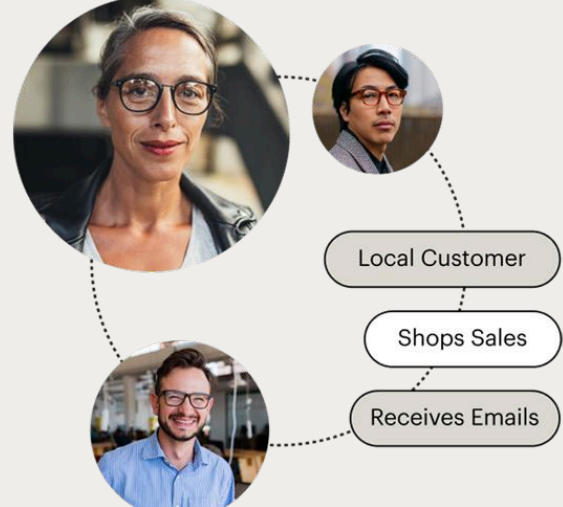
Take a look at what your brand can do with SMS powered by the #1 email marketing and automations platform.

[Explore SMS](#)



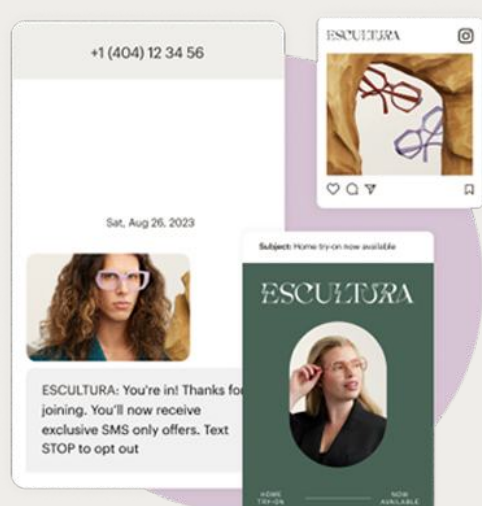
Build direct connections that inspire action

Higher open rates than traditional email can help get your big-impact messages in front of your contacts. With that kind of reach, SMS can help give your email, automations, and social campaigns a boost.



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Ready to to add SMS Marketing to your campaigns?

Upgrade to any of our paid plans to start your SMS application today. Once you're approved, you'll be able to personalize, schedule, send, and optimize your messages—all within Mailchimp.

[Upgrade my plan](#)

Disclaimers

1. SMS is available as an add-on to US paid plans only and SMS credits are added to your account after purchase. Application and agreement to terms is required before purchasing credits. Credits are issued monthly and unused credits expire and do not roll over. Pricing varies. [See terms for details.](#)
2. Based on self-reported worldwide numbers of customers 2021/2022.
3. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various plans and pricing.