

Email Tool Comparison Guide

Tool	Free Plan	Best For	Integrations	Pros
Klaviyo	Yes (up to 250 contacts)	eCommerce stores	Shopify, WooCommerce, BigCommerce	Powerful segmentation, great analytics
Mailchimp	Yes (up to 500 contacts)	Small businesses	Shopify, WordPress, Zapier	Easy to use, well-known
ActiveCampaign	Yes (limited features)	Automation-heavy campaigns	Salesforce, Shopify, CRM tools	Advanced automations, CRM integration
ConvertKit	Yes (up to 1,000 subscribers)	Content creators	Shopify, Teachable, Zapier	Clean design, creator-focused
MailerLite	Yes (up to 1,000 subscribers)	Simple, beginner-friendly	WordPress, Shopify, Zapier	Simple UI, affordable