Email Marketing Automation

Platform Comparisons

dotmailer VS **MailChimp**

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1. Email Marketing Automation Platform Comparisons

1.1. Summary

	Dotmailer	**Mailchimp**
General Info	Dotmailer is an email marketing automation platform designed to meet the needs and requirements of email marketing professionals working at/for large enterprises.	MailChimp is an email marketing service designed for small and developing businesses; the platform also handles large volumes of emails for medium-to-large organizations.
Established	1999	2001
Parent	dotDigital Group Plc	Rocket Science Group
Starting Cost	From $150/month	From $10/month
Pricing Model	Monthly payment | Annual Subscription | Quote-based	Free | Monthly payment | Quote-based
Pricing Plans	Dotmailer offers 4 quote-based enterprise plans in region-specific pricing:	MailChimp offers 3 pricing plans varying by currency (USD shown) below:
	Basic – From $250/month Pro – From $300/month Enterprise – From $450/month Custom – POA	New Business Plan – Forever free Growing Business Plan – $10/month Pro Marketer Plan – $199/month (+ applicable taxes)
Available Features	Marketing Automation Campaign Management Creative Studio Email Delivery Training Strategic Services Out-of-Box & Custom Integrations	Email Templates & Designer Email Automation Email Delivery Geolocation Campaign Archives Social Sharing Out-of-Box & Integrations
Client Types	Large Enterprises | Medium Business	Small Business | Large Enterprises | Medium Business | Freelancers
Integrations	Dotmailer offers the following integration options:	MailChimp offers the following integration options:
	Ecommerce platforms: Magento (Premier Technology partner), Shopify (Plus partner) Drupal, BigCommerce, WooCommerce, and more	*Ecommerce platforms:* Drupal, WordPress, Magento, Shopify, BigCommerce, WooCommerce, Wix, and more
	CRM software: Salesforce, Microsoft Dynamics, and more.	*CRM software:* Salesforce, Microsoft Dynamics and more

2. About Dotmailer

2.1. Overview

Dotmailer is an omnichannel marketing automation platform that enables more than 80,000 marketers in more than 150 countries to use transactional and behavioural data to design, test and send powerful automated digital campaigns that run across all customer channels, from email to SMS and social media. Established in 1999, dotmailer is a global company with more than 300 employees and B2C and B2B enterprise and SME clients.

At the core of Dotmailer is an easy-to-use email service which is specifically designed to meet the needs and requirements of email marketing professionals. With its incredibly friendly user interface, dotmailer lets users build emails, automate marketing comms processes, and test and send emails in minutes.

Fast and easy messaging capabilities are just some of the ways one could describe dotmailer. With a drag-and-drop template, clients of dotmailer attest to the simplicity of the system which makes marcomms teams fast and productive.

Aside from its notable drag-and-drop mechanism, dotmailer is also loaded with functionalities that make it a dynamic and comprehensive email marketing package, whether clients want to handle data, devise and implement effective campaigns, or automate marcomms operations.

Dotmailer offers a wide range of services designed to help clients fully optimize their email marketing strategies and deliver outstanding results. These services include campaign management, strategic services, custom integrations, deliverability, creative studio, and training.

Out-of-the-box integrations are available for Magento, Shopify and Big Commerce. The company is a Magento Premier Technology partner, Shopify Plus partner and BigCommerce partner, which means the platform integrates seamlessly with world-class ecommerce platforms as well as CRM solutions including Salesforce and MS Dynamics.

Dotmailer constantly adds new features while improving existing functionalities so clients always benefit from a powerful product with scalable capabilities. As business needs develop and become more demanding and diverse, dotmailer is more than capable of growing with the enterprise.

2.2. Pricing Plans

Basic – From $250/month
240,000 emails per year
Email marketing
Marketing automation
Reporting & analytics
Surveys & forms
Custom from address
Live chat, email, phone support

Pro – From $300/month
240,000 emails per year
Email marketing
Marketing automation
Reporting & analytics
Surveys & forms
Landing pages
Custom from address
Live chat, email, phone support

Enterprise – From $450/month
240,000 emails per year
Email marketing
Marketing automation
Reporting & analytics
Surveys & forms
Landing pages
Multichannel extensions
Web behaviour tracking
Lead scoring
Advanced personalization
Custom from address
Live chat, email, phone support

Custom – POA
Fully configurable
Fully managed service
Custom IT development work
Email design consultancy
Strategic consultancy
Access to deliverability experts

2.3. Dotmailer Platform Features List

PLANS	BASIC Prices from €250/month	PRO Prices from €300/month	ENTERPRISE Prices from €450/month	CUSTOM Prices from €POA/month
Included email sends	240,000 Purchase more as needed	240,000 Purchase more as needed	240,000 Purchase more as needed	Customizable Purchase more as needed
EMAIL MARKETING				
EasyEditor	✓	✓	✓	✓
Auto responders	✓	✓	✓	✓
Multi-variant testing	✓	✓	✓	✓
Dynamic Content	✓	✓	✓	✓
Send time optimization	✓	✓	✓	✓
Transactional email	Optional	Optional	Optional	Optional
External dynamic content	✓	✓	✓	✓
Campaign approval workflow	✓	✓	✓	✓
Advanced personalization	Optional	Optional	✓	Optional
Inbox preview	Optional	Optional	Optional	Optional
AUTOMATION				
Active programs	25	25	25	Customizable
Random sampling	✓	✓	✓	✓
Abandoned cart	Optional	Optional	Optional	Optional
Multichannel extensions	Optional	Optional	Optional	Optional
SURVEYS & FORMS				
Active surveys & forms	Unlimited	Unlimited	Unlimited	Optional
Drag & drop editor	✓	✓	✓	Optional
Template library	✓	✓	✓	Optional
CopyKat	✓	✓	✓	Optional
Branching	✓	✓	✓	Optional
Pop overs	✓	✓	✓	Optional
Progressive profiling	✓	✓	✓	Optional
Mobile optimization	✓	✓	✓	Optional
LANDING PAGES				
Active landing pages	Optional	Optional	Optional	Optional
Template library	Optional	Optional	Optional	Optional
Drag & drop editor	Optional	Optional	Optional	Optional
Mobile optimization	Optional	Optional	Optional	Optional
Advanced personalization	Optional	Optional	Optional	Optional

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PLANS	BASIC *Prices from €250/month*	PRO *Prices from €300/month*	ENTERPRISE *Prices from €450/month*	CUSTOM *Prices from €POA/month*
REPORTING				
ROI Reporting	✓	✓	✓	✓
Campaigns	✓	✓	✓	✓
Google analytics	✓	✓	✓	✓
Geographical	✓	✓	✓	✓
Custom tracking values	✓	✓	✓	✓
Surveys & forms analytics	✓	✓	✓	Optional
Landing pages analytics	Optional	Optional	Optional	Optional
DATA				
API requests (per hour)	2000	2000	2000	Customizable
Drag & drop segmentation	✓	✓	✓	✓
Preference Center	✓	✓	✓	✓
Web behaviour tracking	✓	Optional	✓	Optional
Contact/engagement scoring	Optional	Optional		Optional
SERVICES				
Live chat & email Support	✓	✓	✓	Optional
Telephone support	✓	✓	✓	Optional
Customer success manager	✓	✓	✓	✓
Creative services	Optional	Optional	Optional	Optional
Managed services	Optional	Optional	Optional	Optional
Deliverability services	Optional	Optional	Optional	Optional
Custom technical solutions	Optional	Optional	Optional	Optional
EXTRAS				
Magento connector	Optional	Optional	Optional	Optional
Salesforce connector	Optional	Optional	Optional	Optional
Dynamics connector	Optional	Optional	Optional	Optional
Child account	Optional	Optional	Optional	Optional
Dedicated IP	Optional	Optional	Optional	Optional
Custom from address (one-time fee)	Optional	Optional	Optional	Optional
Additional from alias (one-time fee)	Optional	Optional	Optional	Optional
SMS messages	Optional	Optional	Optional	Optional
Service Plan	Optional	Optional	Optional	Optional

3. About Mailchimp

3.1. Overview

MailChimp is a popular marketing automation platform / email marketing service that enables small and developing enterprises to create, send, and analyse email and advertising campaigns. MailChimp enables users to create custom email templates or choose from an array of ready-made templates, and provides email tracking, view success and click-through rates as well as custom reports and subscriber (and un-subscriber) management functionalities which are very easy to use.

Best-known for their low-cost plans for startups, MailChimp also offers analytical features and technology tools that enable users to effectively use email to communicate with clients and prospects, market their products and services with ease and accuracy, and turn leads into sales.

Startups and companies that have a small budget can utilize the freemium plan which allows users to send up to 12,000 emails per month to up to 2,000 subscribers. The free package includes many of the key features including the ability to create ad campaigns and access to marketing automation workflows. Clients can also use a mobile app to send and track campaigns from wherever they may be.

Clients can also choose from numerous integrations and web services available to streamline their workflow, sync customer data, generate more revenue, and grow their business. Online stores can easily be connected to MailChimp to capture order information, create targeted campaigns, automate product follow-ups, and send personalized order notifications.

MailChimp provides support via an online knowledge base and technical support via email and live chats to help users with any questions that may come up along the way.

MailChimp owes some of its popularity to its cheery construction and humour on top of its simple and affordable pricing options. Here are some other benefits Mailchimp offers:

- Eliminate manual tasks by automating them using pre-designed marketing automations.
- Add brand insignia to signup forms by customizing them; integrate forms on website and social media pages and utilize integrations to keep data updated between systems.
- Segment subscribers and send targeted emails based on criteria such as their open/click history or geolocation.
- Create automated campaigns by using automated workflows and RSS-to-email that enable you to send messages based on set triggers.
- Access sources and materials to help clients plan and succeed in their email marketing campaigns.
- Publish a newsletter or choose from a MailChimp template and create a branded newsletter.
- Divide and categorize mailing lists to engage different audiences.
- The RSS-to-email option automatically sends out a newsletter when a blog is updated.
- Updates on the progress of campaigns with analytics and detailed reports.
- Mobile apps enable clients to work with both Android and iPhone operating systems.

3.2. Pricing Plans

MailChimp offers the following pricing plans:

New Business Plan – Forever free

Create professional and beautiful campaigns and marketing automations for free without coding or design experience.

Growing Business Plan – $10/month (+ tax)

Unlimited sending
Access to support team
Advanced testing tools
Email delivery by time zone
Predicted demographics

Pro Marketer Plan – $199/month (+ tax)

Enterprise-level features for high-volume senders like comparative reports, multivariate testing, and more.

3.3. MailChimp Features List

PLANS	PRO Prices from €199/month	GROW Prices from €10/month	FREE Prices from €0
THE BASICS			
Subscribers	Unlimited*	Unlimited*	2,000
Emails per Month	Unlimited*	Unlimited*	12,000
Multi-User Accounts	✓	✓	✓
Guides and Tutorials	✓	✓	✓
Remove Mailchimp Footer	✓	✓	✗
Email and Chat Support	✓	✓	30 days (email)
Premium Support	✓	✗	✗
CREATE			
Email Campaigns	✓	✓	✓
Landing Pages	✓	✓	✓
Use Custom Domains	$99/year	$99/year	$99/year
Pop-up Forms	✓	✓	✓
Postcards	✓	✓	✓
Address Finder	✓	✓	✗
Google Remarketing Ads	✓	✓	✓
Facebook Ads	✓	✓	✓
Instagram Ads	✓	✓	✓
AUTOMATE			
Marketing Automation	✓	✓	✓
Abandoned Cart	✓	✓	✓
Product Recommendations	✓	✓	✓
Order Notifications	✓	✓	✓
Welcome Emails	✓	✓	✓
Date-based Automations	✓	✓	✓
OPTIMIZE			
Segmentation and Tagging	✓	✓	✓
Basic Reports	✓	✓	✓
A/B Testing	✓	✓	✓
Send Time Optimization	✓	✓	✗
Delivery by Time Zone	✓	✓	✗
Predicted Demographics	✓	✓	✗
Advanced Segmentation	✓	✗	✗
Comparative Reports	✓	✗	✗
Multivariate Testing	✓	✗	✗
Estimate your monthly rate	✓	✗	✗

*Calculate price based on list size at: https://mailchimp.com/pricing/

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