

# Email Marketing Software Price Comparison Kit

Keyword: email marketing software price comparison kit

Visible value before checkout: filled example, before/after worksheet, dashboard preview, workbo

Use the scorecard, shortlist, pricing matrix, ROI calculator, RFP questions, and dashboard toget

Sample dashboard: review shortlist quality, risk flags, best ROI case, and missing evidence befo

Before/after: move from scattered notes to comparable vendor evidence and a written decision tra

Current pain: Mailchimp - Collect baseline cost, owner, and workflow friction before demos.

Budget-safe option: Brevo - Prefer clear plan limits, lower setup work, and exportable data.

Best-fit option: ActiveCampaign - Prefer workflow depth, reporting quality, and role permissions

Implementation-safe option: Klaviyo - Prefer migration help, onboarding clarity, and low admin b

Renewal-risk check: HubSpot Marketing Hub - Review cancellation, price increase, data export, an

Security check: Omnisend - Confirm SSO, audit logs, permissions, backups, and user offboarding.

Reporting check: Constant Contact - Ask for dashboard exports that prove value after 30, 60, and

Integration check: MailerLite - Verify native integrations, paid add-ons, and middleware depende

Stakeholder review: Mailchimp - Record who approved cost, risk, data migration, and final vendor

Final decision: Brevo - Document why the selected route won and which tradeoff was accepted.

Post-purchase checkpoint: ActiveCampaign - Schedule adoption, usage, support, and renewal review

Fallback route: Klaviyo - Keep a lower-cost alternative if implementation risk becomes too high.

Client-ready note: HubSpot Marketing Hub - Summarize decision evidence for a client, partner, or

Risk exception: Omnisend - Name any unverified claim and require written vendor confirmation.

Operating record: Constant Contact - Store the completed kit beside the contract or renewal file

Conservative: monthly \$259.33 annual \$3112.0

Low budget: monthly \$155.17 annual \$1862.0

Agency operator: monthly \$986.0 annual \$11832.0

SMB operations: monthly \$531.0 annual \$6372.0

Expansion case: monthly \$1661.0 annual \$19932.0