

Mailchimp vs Omnisend

A Quick Comparison Cheat Sheet

When it comes to choosing the right email marketing platform for your online store, it can be difficult to find the tool that's right for you and your customers. Mailchimp and Omnisend are two great choices for your ecommerce store, and here's a quick comparison to help make your decision easier.

	Omnisend	Mailchimp
_____	✓	✓
_____	✓	✗
_____	✓	✓
_____	✓	✓
_____	✓	✗
_____	✓	✓
_____	✓	✗

	OMNISEND	MAILCHIMP
Best for	Ecommerce	Newbies
Unique for	Omnichannel marketing automation	Simple email marketing
Features		
Email marketing	Yes	Yes
SMS marketing	Yes	No
Facebook Messenger	Yes	No
Google & Facebook Retargeting Ads	Yes	Yes
Web Push Notifications	Yes	No
WhatsApp & Viber	Yes	No
Pricing / Month		
Free plan?	Yes	Yes
Starting price	\$16	\$10
1000 subscribers	\$20 Standard Plan / \$199 Pro Plan	\$15 Grow Plan / \$214 Pro Plan
5000 subscribers	\$60 Standard Plan / \$199 Pro Plan	\$50 Grow Plan / \$249 Pro Plan
10,000 subscribers	\$102 Standard Plan / \$210 Pro Plan	\$75 Grow Plan / \$274 Pro Plan

Benefits to choosing Omnisend

- More visual and robust automation including channels other than email;
- Custom automation workflows for ultra personalized campaigns;
- Visual drag and drop builder with premade templates;
- Smart segmentation based on customer behavior;
- Sophisticated targeting and personalization for more relevant messages;
- Sales tracking and insights for all channels.

Ready to see what Omnisend can do?

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