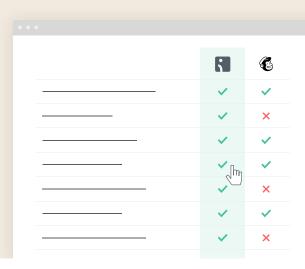
omnisend

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 |
|-----------------------------------|--------------------------------------|---------------------------------|
| 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?

BOOK A DEMO TODAY >