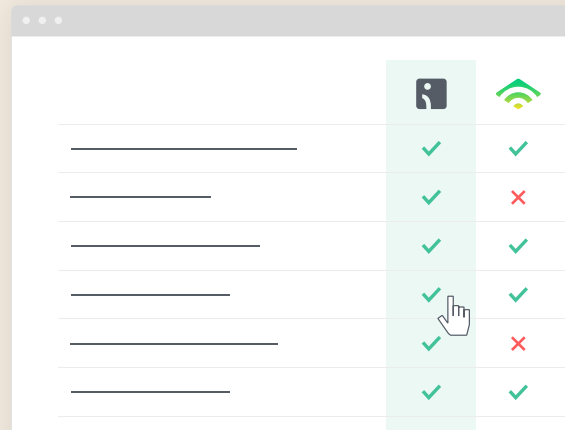


Omnisend vs Klaviyo

The Best Alternative to Mailchimp

For those looking for a Mailchimp alternative, you're likely seeing Omnisend and Klaviyo everywhere. Here's a full feature, channel, and price rundown between the two marketing automation tools.



	OMNISEND	KLAVIYO
Visual Drag & Drop Builder	★★★★★	★★★★★
A/B Testing	Yes	Yes
Advanced Automation	Yes (multiple channels in the same automation workflow)	Yes (email only)
Pre-Built Templates for emails and automation	Yes	Yes
Segmentation	Profile data / Campaign engagement / Shopping behavior	Profile data / Campaign engagement / Shopping behavior
Analytics and Reporting	Yes	Yes
Email Capture	Exit-intent popups / Landing pages Gamified popups / Embeddable forms	Exit-intent popups / Embeddable forms
Coupons & Discounts	Yes	Yes
Support	24/7 live chat & email	Chat & Email during work hours
Account Manager	Everyone with Pro Plan	From 129,000 subscribers
Channels		
Email	Yes	Yes
SMS	Yes	No
Web push notifications	Yes	Yes
Facebook Messenger	Yes	Yes
WhatsApp & Viber	Yes	No
Google & Facebook Retargeting	Yes	Facebook only
Pricing (month)		
Free plan?	Yes—15,000 emails/month	Yes—up to 500 emails
Starting price	\$16	\$20
1,000 subscribers	\$20 Standard Plan / \$199 Pro Plan	\$30
5,000 subscribers	\$60 Standard Plan / \$199 Pro Plan	\$110
10,000 subscribers	\$102 Standard Plan / \$210 Pro Plan	\$200

Ready to see what Omnisend can do?

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