



their positioning + messaging

- "the #1 email marketing and automations brand"
- "a smart marketing platform"
- "Turn email into revenue"
 - data-driven
- "AI-powered features"

the TLDR

Mailchimp generally wins in the pricing department (for low and mid-tier packages) and brand recognition department. However, **CTCT** wins in areas of deliverability and customer service. Mailchimp is notorious for less than desirable deliverability and nearly impossible to get a hold of customer service and support. **CTCT** also brings a more affordable SMS option to the table. Additionally, we offer AI content generation at every level and offer an event management tool.

where they win

- Brand awareness (Higher than **CTCT**)
- Free package available*
- Pricing is generally cheaper for low-tier package for 500+ contacts
- Pricing is generally cheaper for mid-tier package up to 10,000 contacts
- Simplicity of the tool (G2 scores)
- Mailchimp's Standard package is more affordable starting at \$20 vs. **CTCT's** \$35
- MailChimp offers a website builder

where we win

- SMS Marketing add-on starts at \$10/mo vs \$20/mo for MC
- **CTCT** offers phone support at all package levels
- **CTCT's** Standard package is more affordable for 10,000+ contacts
- **CTCT** offers a more affordable price for our Premium package starting at \$80, compared to \$350
- **CTCT's** AI Content Generator functions across multiple channels (email, SMS, social) and is offered at all package levels.
- **CTCT** offers nonprofits and charities a 20% 6-mth prepay discount and 30% for 12-mth prepay, whereas MC offers a 15% discount.
- We rank higher in Quality of Support on G2 (8.2 vs. 8.0)

notable differences

MailChimp

CTCT

notable differences	MailChimp	CTCT
Website Builder	✓	
Event Management		✓
Creative Assistant	✓	
AI Content Generator	Offered at Standard Package	Offered at every package level
SMS Marketing	Starts at \$20/mth	Starts at \$10/mth
Phone Support	Only offered in Premium package	Offered at all package levels

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use soften statement to then transition into telling them there are differences
- **Differentiate** - describe a benefit that takes on a pain point or a challenge the customer is facing
- **Redirect** - ask an open ended question based on the initial objection