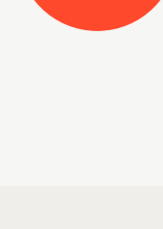


Drive higher conversion with the #1 email marketing and automations brand*

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5,186 reviews | 4.4 out of 5 stars

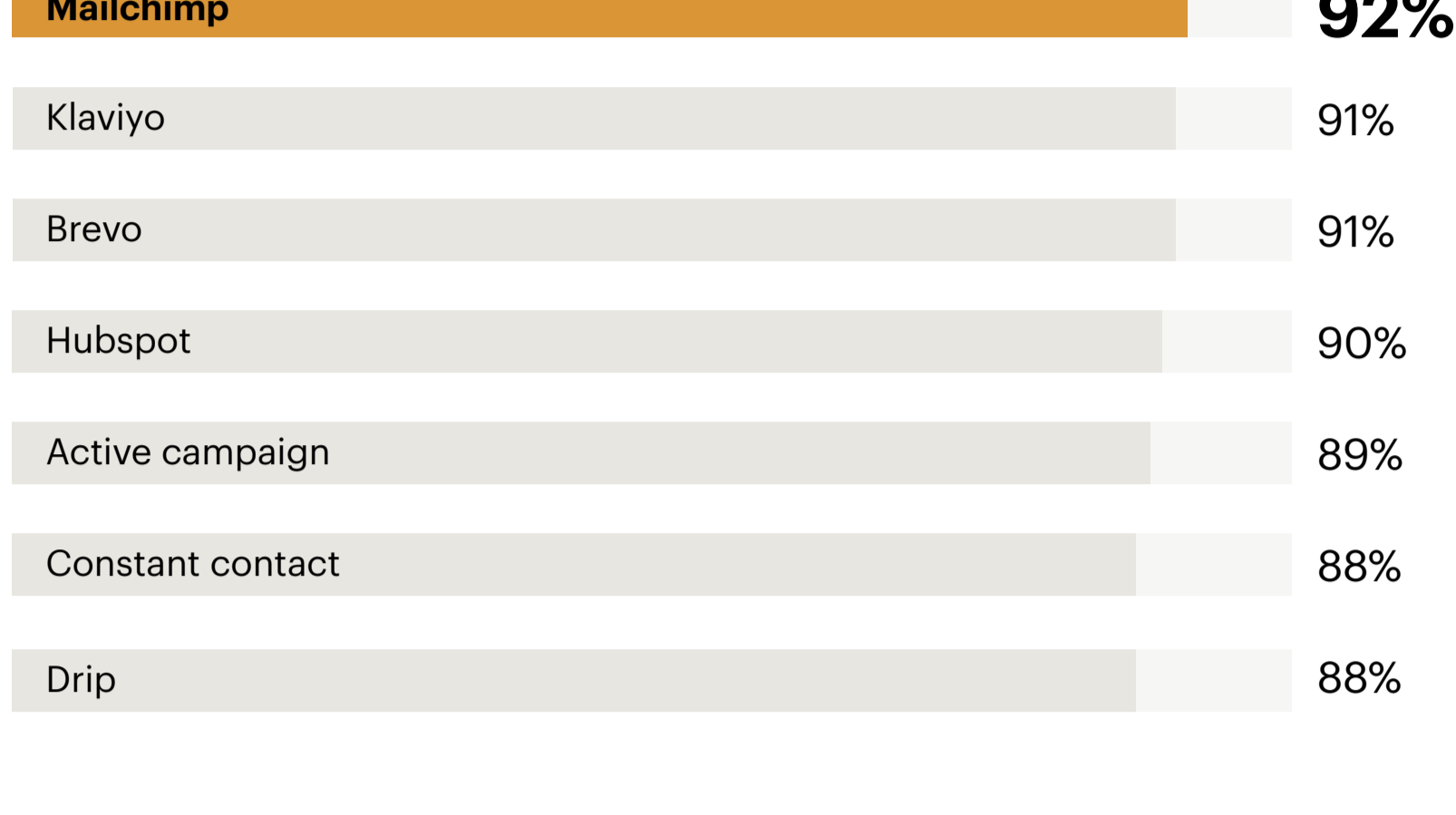
Mailchimp vs the world. See why you should switch to Mailchimp

Feature ratings

G2 users have evaluated the following products by feature.

Feature ratings are representative of reviewers' overall satisfaction with each feature:

Building and Personalizing Emails



“Mailchimp All-in-One Marketing Platform is very easy to use, you can be an expert or amateur, and you can find everything you need, especially thanks to the interface and settings.”

G2 Reviewer ★★★★★

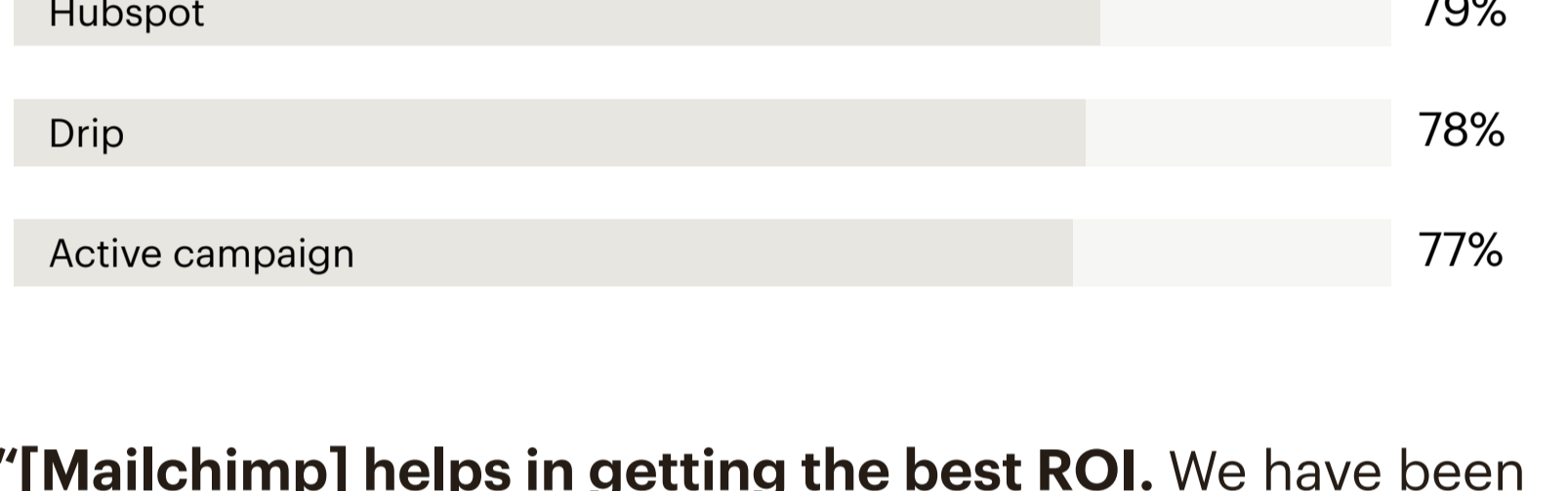
Manage Email Deliverability

Mailchimp	Active campaign	Hubspot	Constant contact	Drip
90%	88%	88%	88%	88%

“What do you like best? The ability to design and automate emails with a superb deliverability rate.”

G2 Reviewer ★★★★★

ROI Analytics



“[Mailchimp] helps in getting the best ROI. We have been able to get a 45% increase in better engagement and a decrease in bounce rate by 25%”

G2 Reviewer ★★★★★

Basic Reporting

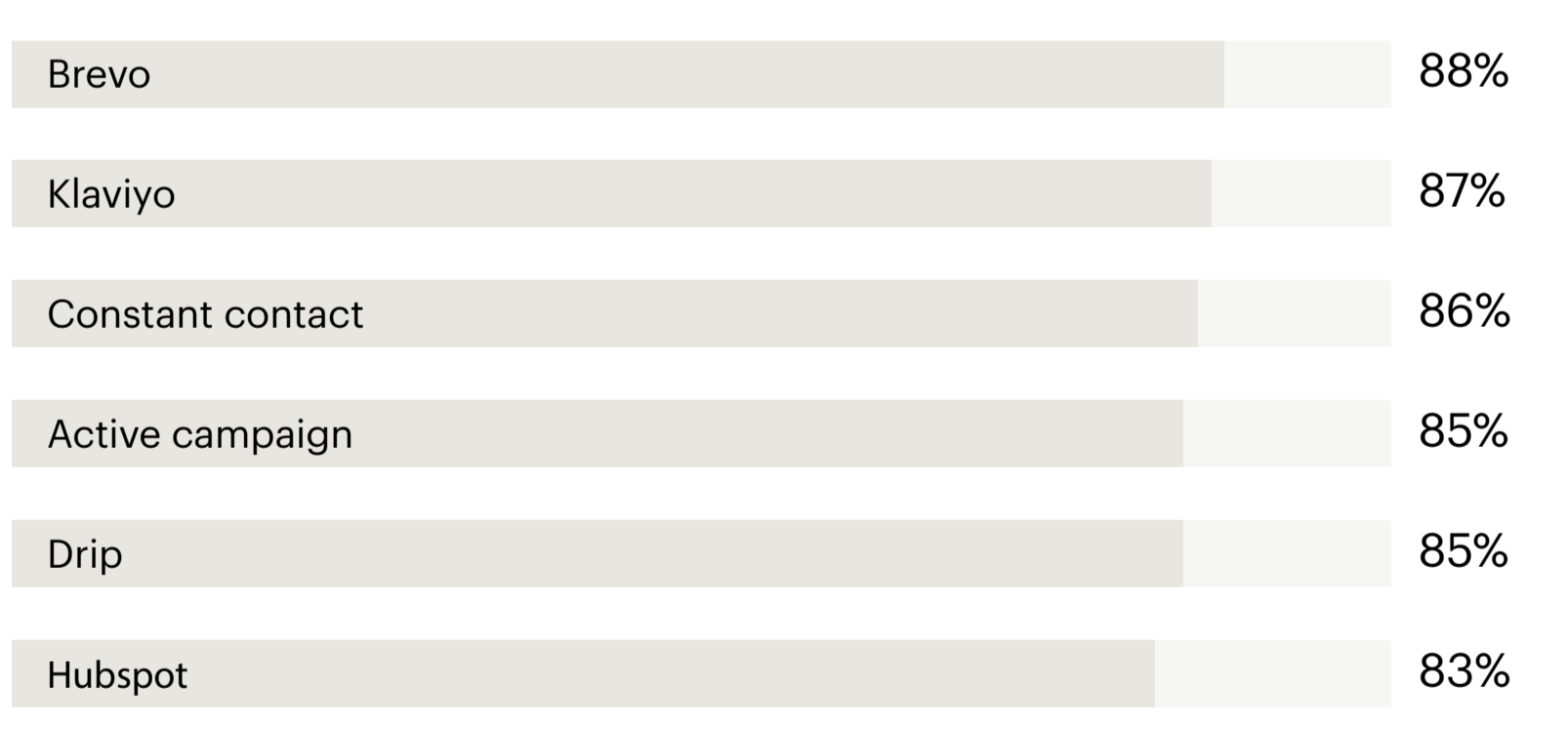
Mailchimp	Klaviyo	Constant contact	Hubspot	Active campaign	Drip
90%	88%	88%	86%	85%	82%

“Mailchimp’s analytics and reporting tools are comprehensive and allow users to track their campaigns’ performance and measure their marketing efforts’ effectiveness. This can help users make data-driven decisions and optimize their marketing efforts to achieve their goals”

G2 Reviewer ★★★★★

Satisfaction ratings

Ease of Setup



“Easy to setup, easy to learn, attractive pricing, and very beautiful UI and insights.”

G2 Reviewer ★★★★★

Ease of Use

Mailchimp	Klaviyo	Hubspot	Constant contact	Drip	Active campaign
89%	89%	88%	87%	87%	86%

“Mailchimp is a great marketing platform that allows me to send personalized email newsletters, grow my list, track my marketing activity and personalize experiences for our customers.”

G2 Reviewer ★★★★★

Specialists committed to your success

Let us help you make the switch. An onboarding specialist can meet with you one-on-one to help you get started faster and with confidence.**

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Data was sourced from the Summer 2024 Marketing Automation Grid® Report

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*#1 email marketing platform: Based on December 2023 publicly available data on competitors' number of customers.
 **Onboarding services differ per plan and are available for new or upgraded users with a Standard or Premium plan for the first 90 days after account creation or upgrade. Onboarding services are currently offered in English, Spanish and Portuguese for Premium plans, and in English for Standard plans.