

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

Start your Free Trial

5,159 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	92%
Klaviyo	91%
Brevo	91%
Hubspot	90%
Active campaign	89%
Constant contact	88%
Drip	88%

“**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%	87%

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

G2 Reviewer ★★★★★

ROI Analytics

Mailchimp	84%
Hubspot	79%
Active campaign	78%
Drip	78%

“**[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

Mailchimp	89%
Brevo	88%
Klaviyo	88%
Constant contact	86%
Active campaign	85%
Drip	85%
Hubspot	83%

“**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 will meet with you one-on-one to help you get started faster and with confidence.**

Learn more about Onboarding