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

Building and Personalizing Emails

- **Features**
  - **Active campaign** 92%
  - **Brevo** 92%
  - **Mailchimp** 91%
  - **Klaviyo** 91%
  - **Drip** 91%
  - **Hubspot** 90%
  - **Constant contact** 88%

- **Ease of Use**
  - **Active campaign** 89%
  - **Brevo** 89%
  - **Mailchimp** 88%
  - **Klaviyo** 87%
  - **Drip** 87%
  - **Hubspot** 87%
  - **Constant contact** 86%

- **Satisfaction**
  - **Active campaign** 89%
  - **Brevo** 88%
  - **Mailchimp** 87%
  - **Klaviyo** 87%
  - **Drip** 87%
  - **Hubspot** 87%
  - **Constant contact** 86%

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

**G2 Reviewer**

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

"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."

"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."

"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%."

*Based on competitor brands' publicly available data on worldwide numbers of customers in 2021/2022.

**Onboarding services differ per plan and are available for new or upgraded users with a paid plan for the first 30 days after account creation or upgrade. Onboarding services are currently offered in English, Spanish and Portuguese for Premium plans, and in English for Standard & Essentials plans."