



## 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.

92%

See why you should switch to Mailchimp

### G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall

Feature ratings

satisfaction with each feature:

### **Mailchimp**

Building and Personalizing Emails

Klaviyo	91%
Brevo	91%
Hubspot	90%
Active campaign	89%
Constant contact	88%
Drip	88%

can find everything you need, especially thanks to the interface and settings." G2 Reviewer \*\*\*

easy to use, you can be an expert or amateur, and you

"Mailchimp All-in-One Marketing Platform is very

#### **Mailchimp** campaian Hubspot

Active

Manage Email Deliverability

		·		·
90%	88%	88%	88%	87%

Constant

contact

Drip

84%

79%

Active

campaign

85%

Drip

82%

89%

88%

88%

86%

85%

85%

83%

Drip

87%

campaign

86%

**G**<sup>2</sup>

G2 Reviewer \*\*\*

automate emails with a superb deliverability rate."

"What do you like best? The ability to design and

**ROI** Analytics

# Hubspot

**Mailchimp** 

Active campaign	78%			
Drip	78%			
"[Mailchimp] helps in getting the best ROI. We have been				
able to get a 45% increase in better engageme	ent and a			

**Basic Reporting** 

Constant

contact

88%

"Mailchimn's analytics and reporting tools are

Hubspot

86%

Mailchimp

G2 Reviewer \*\*\*

decrease in bounce rate by 25%"

Klaviyo

88%

efforts to achieve their goals"

G2 Reviewer  $\uparrow \uparrow \uparrow \uparrow \uparrow \uparrow \uparrow$ 

Ease of Setup

**Mailchimp** 

Brevo

Klaviyo

Drip

Hubspot

manoring sanary tios 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				

Satisfaction ratings

### Constant contact Active campaign

"Easy to setup, easy to learn, attractive pricing, and very beautiful UI and insights."  G2 Reviewer ★★★★★	
Ease of Use	Active

Hubspot

88%

"Mailchimp is a great marketing platform that allows

me to send personalized email newsletters, grow my

contact

87%

Klaviyo

89%

#### list, track my marketing activity and personalize experiences for our customers."

G2 Reviewer \*\*\*

Mailchimp

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specialist will meet with you one-on-one to help you

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