



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

Start your Free Trial

Mailchimp vs the world.

4,945 reviews 4.4 out of 5 stars

See why you should switch to Mailchimp





Feature ratings

satisfaction with each feature:





Building and Personalizing Emails

G2 users have evaluated the following products by feature.

Feature ratings are representative of reviewers' overall

Mailchimp 91% 90% Brevo Klaviyo 90% Active campaign 88% 88% Hubspot Constant contact 86% 86% Drip

interface and settings." G2 Reviewer ***

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

can find everything you need, especially thanks to the

"Mailchimp All-in-One Marketing Platform is very

Manage Email Deliverability

Mailchimp

Active

campaign

89%	87%	87%	86%	85%				
"What do you like best? The ability to design and								
automate ei	mails with a s	superb delive	erability rate."					

Hubspot

Constant

contact

Drip

83%

83%

82%

78%

76%

Constant

contact

83%

88%

86%

86%

83%

83%

83%

81%

Mailchimp

ROI Analytics

G2 Reviewer ***

Active campaign

Brevo

Hubspot

Constant contact

Drip	74%
"[Mailchimp] helps in getting the best	ROI. We have been
able to get a 45% increase in better eng	agement and a
decrease in bounce rate by 25%"	
G2 Reviewer ★★★★★	

Brevo

87%

Drip

84%

Hubspot

84%

Active

campaign

90%

"Mailchimp's analytics and reporting tools are

Satisfaction ratings

comprehensive and allow users to track their campaigns' performance and measure their marketing efforts' effectiveness. This can help users make

Basic Reporting

Klaviyo

91%

Mailchimp

data-driven decisions and optimize their marketing
efforts to achieve their goals"
G2 Reviewer ★★★★★

Mailchimp

Ease of Setup

Brevo

Klaviyo

Drip

Hubspot

Active campaign

Constant contact

"Easy to set and very be			-	ing,	
G2 Reviewer 🖠	****				
Ease of L	Jse				
Mailchimp	Klaviyo	Hubspot	Active campaign	Constant contact	Drip
87%	87%	86%	85%	85%	84%

"Mailchimp is a great marketing platform that allows

me to send personalized email newsletters, grow my

list, track my marketing activity and personalize

Specialists committed

experiences for our customers."

G2 Reviewer ***

2023 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



G

Leader

SPRING

G2 is the world's largest and most trusted software marketplace. More than 80 million people annually including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation, manage their software spend, and grow their business. To learn more about where you go for software, visit www.g2.com and follow us on Twitter and LinkedIn.

* 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.

Data was sourced from the Marketing Automation Compare Report as of May 18, 2023

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