

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

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4,945 reviews | 4.4 out of 5 stars

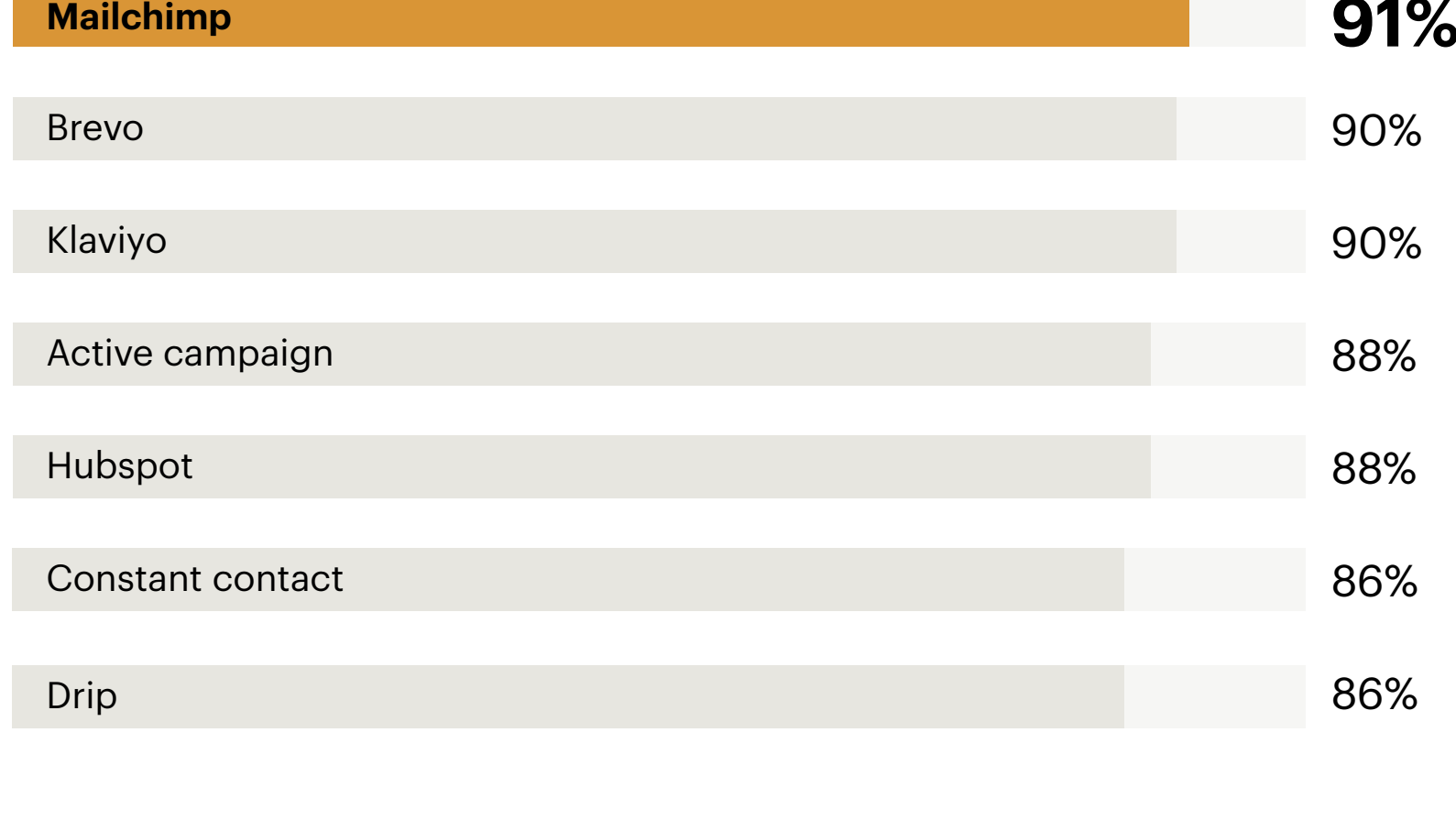
Mailchimp vs the world. See why you should switch to Mailchimp



## 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 ★★★★★

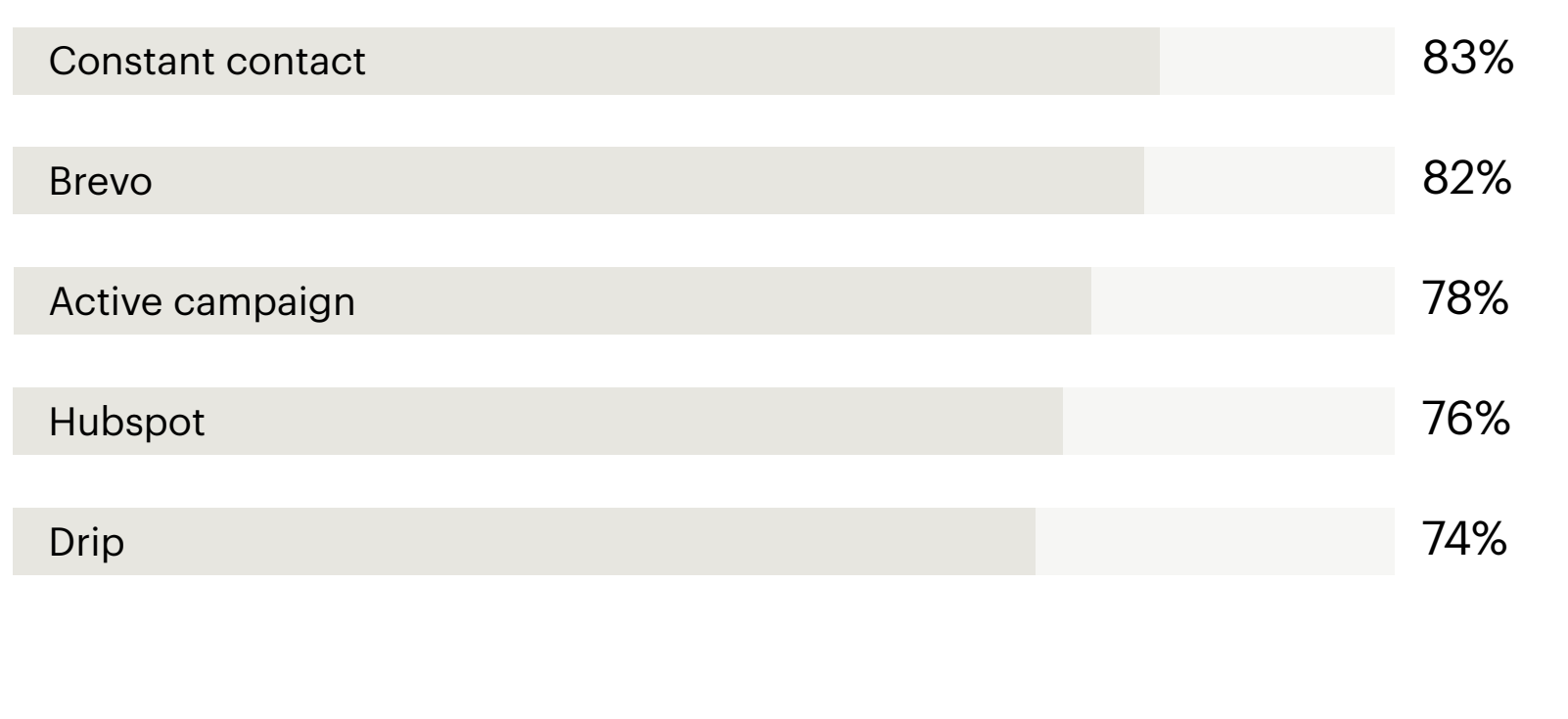
### Manage Email Deliverability

Mailchimp	Active campaign	Hubspot	Constant contact	Drip
<b>89%</b>	87%	87%	86%	85%

**“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

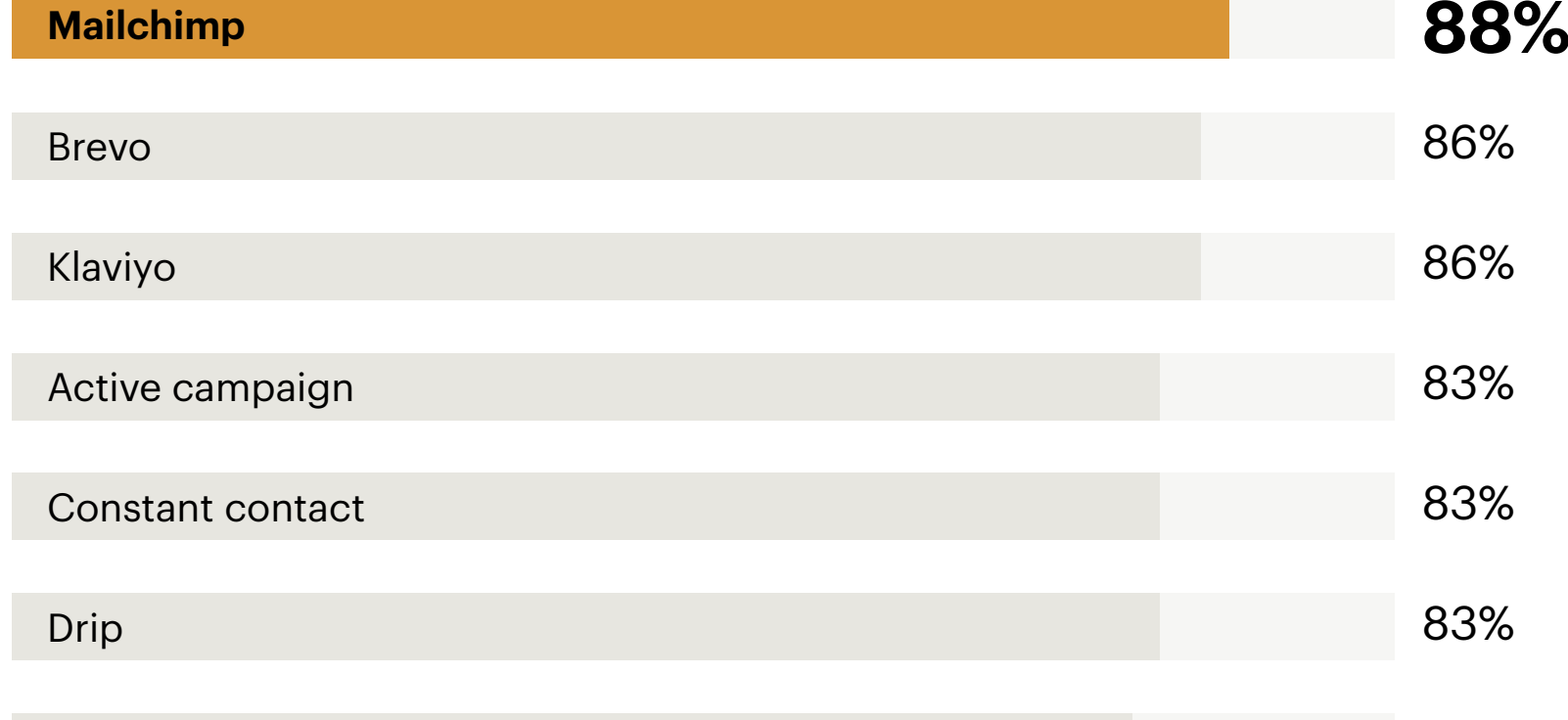
Mailchimp	Klaviyo	Active campaign	Brevo	Drip	Hubspot	Constant contact
<b>92%</b>	91%	90%	87%	84%	84%	83%

**“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	Active campaign	Constant contact	Drip
<b>87%</b>	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 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](#)