

Tool	Price	GDPR <sup>1</sup> /CANSPAM <sup>2</sup> Compliant	Integrations	Signup Form Avail.	Preformatted Templates	Drip Campaign (email automation)	Embedded Video	Print Service	Other
Active Campaign	Free trial, prices start at \$15/mo (500 subscribers) and up depending on number of subscribers and options	Yes	250+ integrations including Acuity scheduling, Dropbox and Optin Monster	Yes, pop-up, embed, floating box, floating bar	Yes	Yes	No	No	Free Migration, iPad signup form
aweber	Free trial, pricing starts at \$19/mo (500 subscribers) and up depending on subscribers	Yes	over 100 integrations including Eventbrite, PayPal, Optin Monster and Zapier	Yes	Yes	Yes	No, preview thumbnail only	No	
Campaign Monitor	Basic starts at \$9 /mo (500 subscribers, 2,500 emails), prices based on # of subscribers and level (Basic, Unlimited, Premier)	Yes	Hundreds of integrations including WordPress, Salesforce and Bloom	Yes, landing page, embed	Yes	Yes	No, preview image only	No	
Campaigner	30 day free trial, costs start at \$19.95 /mo (1,000 subscribers) and up depending on list size.	Yes	A handful of integrations including Salesforce and Google Analytics	Yes, embed	yes	Yes	No, preview image only	No	

1. GDPR Info at <https://www.hubspot.com/data-privacy/gdpr>

2. CANSPAM info at <https://blog.hubspot.com/marketing/what-is-can-spam-ht>

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Constant Contact	Free trial for 60 days, cost starts at \$20 mo (500 subscribers) and up based on subscribers and features	Yes	over 400 integrations including Quickbooks, Salesforce, Batchbook and Zapier	Yes, embed, popup, landing page	Yes	Yes	No, preview thumbnail only	No	
ConvertKit	14 day free trial, prices start at \$29/mo (1000 subscribers) and up based on number of subscribers.	Yes	80+ integrations including Teachable, SendOwl and EasyWebinar.	Yes, pop-up, landing page, embed	Yes	Yes	No	No	
GetResponse	one month free trial, prices start at \$15/mo (1000 subscribers) and up depending on number of subscribers	Yes	100+ integrations including Evernote, Facebook and Google Adwords.	Yes, landing page, embed	Yes	Yes	No	No	
iContact	30 day free trial, prices start at \$14/mo (500 subscribers) and up based on number of subscribers.	Yes	20+ integrations including Eventbrite, Stripe and Google Contacts	Yes, embed	Yes	Yes	No	No	

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<b>MadMimi</b>	No Free Level, \$10/mo (500 subscribers) and up depending on subscribers	Yes	90+ integrations including WordPress, Batchbook and Wufoo	yes, web form and embed via add on	Yes	Yes as an addon	No, preview thumbnail only	No	
<b>Mailchimp</b>	Free up to 2,000 subscribers/12,000 emails mo. Paid from \$10 mo and up depending on list size	Yes	over 200 integrations including Freshbooks, LeadPages, Optin Monster and Slack	Yes, embed, popup, landing pages	Yes	Yes	No, preview thumbnail only	No	iPad app signup form
<b>MailerLite</b>	Free option (1,000 subscribers, 12,000 emails/mo, limited features) prices start at \$10/mo (1,000 subscribers, unlimited emails, all features) and up based on number of subscribers.	Yes	70+ integrations including Google Docs, Gravity Forms and Slack.	Yes, landing page, pop-up, embed	Yes	Yes	No, linked preview image or animated gif	No	

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Send in Blue	Free up to 300 emails/day, paid options start at \$25 /mo for 40,000 emails a mo. and up	Yes	50+ integrations including Stripe, Eventbrite and Shopify.	Yes, embed	Yes	Yes	No	No	
Vertical Response	60 day free trial, costs start at \$11/mo (500 subscribers) depending on list size	Unclear	over 30 integrations including Zapier, SugarCRM and Magento	Yes, online, popup embed, landing pages	Yes	Yes	No, preview image only	No	
Zoho Campaigns	Forever free plan (up to 12,000 emails/mo. ) pricing starts at \$3/mo (500 emails/mo, limited features) and up depending on level (emails only, subscription, pay as you go) and features.	Yes	30+ integrations including Evernote, GotoWebinar and Box.	Yes, embed, landing page	Yes	Yes but only with subscriber plan	No, linked preview image	No	

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