

# PROBLOGGER COMPARES EMAIL SERVICE PROVIDERS FOR BLOGGERS



 **PROBLOGGER** Email Newsletter Series

For more courses and resources go to  
[ProBlogger.com](https://ProBlogger.com)

Name of Feature	Importance	<a href="#">Mailchimp</a>	<a href="#">AWeber</a>	<a href="#">Convertkit</a>	<a href="#">Drip</a>
Free Trial		Free for up to 2,000 subscribers and 12,000 emails per month	30 day trial	One-on-one Demo	Free for up to 100 subscribers, 21 Day full feature trial, Demo
Cost 1,000 subscribers/month		FREE	\$29	\$29	\$41 (up to 2,500)
Cost 5,000 subscribers/month		\$50	\$49	\$79	\$83
Cost 10,000 subscribers/month		\$75	\$69	\$119	\$124
<b>Customer Profile Management &amp; Targeting</b>					
Range of standard fields and ease of adding custom fields	Essential	YES (50 custom fields)	YES (unlimited)	YES (unlimited)	YES (unlimited)
Range of behavioural fields	Advanced	YES	YES	N	YES (advanced site tracking)
Bulk import & export options	Essential	YES	YES	YES (must import/export each tag)	YES
Lead Scoring	Intermediate	VIPs only set	NO	NO	YES customizable
Segment setup and selection	Essential	YES	YES	YES	YES
Landing page setup	Intermediate	NO	NO	YES	NO
<b>Creating &amp; Editing Email</b>					
Ease of using WYSIWYG editing	Essential	YES	YES	Text only/HTML	Text only/HTML
Range of email templates	Intermediate	YES	YES	NO	NO
Mobile responsive templates	Intermediate	YES	YES	NO	NO
Dynamic content insertion	Advanced	YES	NO	YES	YES
Ease of adding images	Essential	YES	YES	NO	NO
One click text email creation	Intermediate	YES	YES	Text only	YES
Inbox preview tool	Advanced	YES	Limited	NO	NO

Name of Feature	Importance	<a href="#">Mailchimp</a>	<a href="#">AWeber</a>	<a href="#">Convertkit</a>	<a href="#">Drip</a>
<b>Automation &amp; Personalisation</b>					
Behavioural email sequence setup	Intermediate	YES	YES	YES	YES
Behavioural email trigger setup	Intermediate	YES	YES	YES	YES
APIs available to trigger sequences	Advanced	YES	YES	Limited	YES
Email sequence personalisation	Intermediate	YES	YES	YES	YES
Web personalisation	Advanced	NO	NO	NO	YES
<b>Integration With Other Services</b>					
Landing page hosting service	Intermediate	via Integration	via Integration	Built in &/ Integrated	via Integration
Social Media Integration	Intermediate	Facebook & Instagram ads	Limited - Facebook, Twitter	NO	Facebook Lead Ads
CRM Integration	Intermediate	Lots	Limited	NO	YES
Ecommerce Integrations	Intermediate	YES	YES	Limited	YES
Blog to eNewsletter creation (RSS)	Intermediate	YES	YES	YES	YES
Analytics integration	Essential	YES	Limited	Manual	YES
<b>Delivery</b>					
Spam rating score	Essential	YES	NO	NO	NO
Inbox delivery reporting	Essential	YES	NO	NO	YES
Options for high volume senders	Intermediate	PRO extra \$199/month	NO	NO	YES

Name of Feature	Importance	<a href="#">Mailchimp</a>	<a href="#">AWeber</a>	<a href="#">Convertkit</a>	<a href="#">Drip</a>
<b>Evaluation &amp; Tracking</b>					
Open, click bounce reporting	Essential	YES	YES	YES	YES
Beyond the click conversion reporting	Intermediate	PRO	NO	NO	YES
Google analytics campaign tracking	Intermediate	NO	NO	YES	YES
Life Time Value assessment	Advanced	Limited - VIPs and ecommerce tracking	NO	NO	YES
Conversion attribution	Advanced	Limited - VIPs and ecommerce tracking	NO	NO	YES
<b>Support &amp; Customer Service</b>					
Quality of support	Essential	FAIR Help library, email and online chat	GOOD Help library, phone, email and chat	FAIR Help library and email	EXCELLENT Help library, Facebook Community, Online Courses
Additional Services		Pro \$199/month - multivariate testing, personalized campaigns, comparative reports, transaction integration			Training
Demo account options		YES	1 month free	One-on-one demo	YES

**Disclosure: ProBlogger uses and is an affiliate for the above email services and the above comparison contains affiliate links.**

For more courses and resources go to  
[ProBlogger.com](http://ProBlogger.com)