

Email Marketing Software Category



Email Marketing Software Category

Email marketing software is used by marketers to create segmented lists to send relevant, targeted messages, grow their subscriber lists, design and develop customized message templates, and other purposes. The platform offers a range of tools, resources, and services to enable marketers to do more than just deliver emails.

You should consider the following factors when selecting a suitable email marketing software for your needs: a robust email builder; range of email templates; inbuilt spam and design testing; and mobile-ready. In addition, to make your email marketing campaign successful, the software should integrate with popular ESPs (email service providers) like Yahoo Mail, Gmail, and others.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2021 Customer Success Awards

Check out this list of the highest rated Email Marketing Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS

[ActiveCampaign >](#)

 Campaign Monitor

 Constant Contact

 GetResponse



 litmus

 mailchimp

 sendinblue



TOP PERFORMERS

 AWeber





 mailjet
by PATHWIRE



 Robly



 verticalresponse
Marketing. Just Like That.



RISING STARS

 Dyspatch



 moosend
a Sitecore® company



 PoliteMail
for Outlook Email Intelligence™

 SmartrMail

* Companies listed in alphabetical order





209 Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ACTIVECAMPAIGN

[ActiveCampaign >](#)

ActiveCampaign's category-defining Customer Experience Automation Platform helps over 120,000 businesses in 170 countries meaningfully engage with their customers. The platform gives businesses of all sizes access to hundreds of pre-built automations that combine email marketing, marketing automation, CRM, and machine learning for powerful segmentation and personalization across social, email, messaging, chat, and text. Over 70% of ActiveCampaign's customers use its 300+ integrations including Shopify, Square, Facebook, Eventbrite, and Salesforce. ActiveCampaign scores higher in customer satisfaction than any other solution in both Marketing Automation and CRM All-In-One on G2.com. Pricing starts at just \$9/month. Start a free trial at [ActiveCampaign.com](#).

Featured Testimonials

“I love how I have more control with my email and how wicked simple it is to use. I'd recommend ActiveCampaign to people who want to scale their email marketing efforts without the hefty price tags of other email or CRM platforms. We've 7X'd our email database all with the implementation of ActiveCampaign.”



SHAWN PARRY
HEAD OF MARKETING AND DEVELOPMENT, TETON SPORTS

“Scott's Cheap Flights would be a shell of the business it is today without ActiveCampaign. With an email list hundreds of thousands strong, a powerful and dependable email client is essential for us to run our business. ActiveCampaign has robust behind-the-scenes automations, reliable customer service, and deliverability second to none. 10/10 would recommend.”



SCOTT KEYES
FOUNDER, SCOTT'S CHEAP FLIGHTS

“It's our CRM system. It's our sales pipeline. It's our integrated email marketing system. It's our integrations. So it's the central point for all of the things that we do.”



MATT COFFY
CHIEF EXECUTIVE OFFICER, CUSTOMERBLOOM

“With ActiveCampaign, I no longer have to worry about who I need to email or follow up with. Having them already in the automations provides a different level of communication to my clients.”



NANCY TOWNSEND
FOUNDER AND HEAD COACH, UPLIFT DC

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92

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT CAMPAIGN MONITOR

Campaign Monitor

Campaign Monitor makes it easy to attract new subscribers, send them beautiful email newsletters and see stunning reports on the results. Built from the ground up for agencies, you can manage all your clients from a single account and let them send their own campaigns at prices you set. Start an account to receive full access to Campaign Monitor service, including template builder and email editor - you only have to pay when you're ready to send.

Featured Testimonials

“Campaign Monitor is an awesome tool that helps us to create great-looking, responsive and effective emails rapidly. Because it is very easy to build, segment and measure campaigns, most of our team members are able to work with the software to get the most out of our email marketing channel.”



JOOST VAN DER VEER
CEO AND FOUNDER, WINKELSTRAAT.NL

“With Campaign Monitor, we can quickly send highly targeted emails to our customer segments with great ease. It's a single platform for managing and organising our subscribers, which allows us to generate better results for our clients and more insightful research conclusions.”



SOUTHERN CROSS AUSTEREO

“The ease-of-use, particularly the email builder, has been extremely helpful with what we are trying to accomplish. Making changes is a quick, easy, and stress-free experience for me as a marketer.”



MATT MILLARD
HEAD OF COMMUNICATIONS, TGI GOLF

“I love Campaign Monitor and the idea that I can send an email in a moment's time. It's such a painless and simple process that quickly allows our team to get our best, most relevant content out to our subscribers. And with beautifully-designed emails, it's even easier to encourage readers to click out of the email and through to our website.”



ALIDA ARAICA
EMAIL MARKETING ASSOCIATE, LIVINGLY

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BIRCHBOX♦

BuzzFeed



RESY



ABOUT CONSTANT CONTACT



Constant Contact introduced the first email marketing tool for small businesses, nonprofits, and associations in 1998. Today, the company helps more than 650,000 customers worldwide find marketing success through the only all-in-one online marketing platform for small organizations. Anchored by their world-class email marketing tool, Constant Contact helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small ...

41

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Regular communication makes a huge difference to our patients. During a time in which it feels as though mandates and requirements are shifting constantly, having a way to reach out to your patients demonstrates to patients that you are committed to their care. By using the Constant Contact integration through Unified Practice, we're able to connect with the right patient at the right time while keeping our sensitive PHI secured.”



SUSANNA NILSSON
CHIEF OPERATING OFFICER, UNIFIED PRACTICE

“Constant Contact is perfect for a franchise network because we can provide e-newsletter templates to all stores to help assist with their local marketing and it's so easy to use whether you've used an online platform or not.”



SHELLEY PARNELL
DOGTOPIA

“Constant Contact makes the process of communicating with my customers easy and simple. It's a must-have for small businesses.”



KIMBERLY BEER
CREATIVE MARKETING GURU

“I love the customer service at Constant Contact. From the minute I signed up they have been incredibly supportive and friendly.”



KARA B.
MANAGER, STUDENT PROGRAMS AND SERVICES, NAES CORPORATION

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ABOUT GETRESPONSE



GetResponse serves more than 350,000 active users from 182 countries, delivering more than 1 billion permission-based emails per month, with an average deliverability rate of 99.3 percent. Clients include GlaxoSmithKline, Marriott, Intercontinental, University of Arkansas, Carrefour, Men's Health Magazine, and thousands of fast-growing businesses and professional firms.



163

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“What I love about GetResponse is that they offer a free account for you to try out and build up a list before your paid subscription starts. That way you get to try before you buy. The other feature I really like is being able to link your blog updates to your newsletters which adds content for your subscribers! That way you can automatically notify your subscribers whenever you posted a new blog post.”



SHEN-LI LEE
FIGUR8

“I have been using GetResponse for three years and I must say it is the best service I've used so far. Compared to other email marketing tools, GetResponse is extremely easy to use and cost effective. After moving all our email marketing to GetResponse, our email open rates improved by 30% and CTR by 50%. GetResponse helped me create multiple campaigns that reach all my clients with relevant content. I confidently recommend it to everyone who wants to boost sales by increasing email marketing reach and making existing clients loyal.”



VIVIAN LOU
SHOPPING ON ONLINE

“GetResponse is unique in terms of its easy to use drag-and-drop email creator. It is much more intuitive, compared to other email marketing platforms I've used. Creating a newsletter now takes me only 2 minutes. This saves me time I can spend focusing on web development and a proper marketing strategy. Since I started using GetResponse, the click-through-rate of my emails has improved by 230%, which has a direct impact on my sales.”



WILSON LAU
FULLSUCCESSMANIFESTO.COM

“We run a lot of online courses. With GetResponse we can automate our email communication and webinars, draw an entire user journey, and connect payment systems.”



MARINA MOGILCO
FOUNDER, LINGUATRIP

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ABOUT LITMUS



Press send with confidence! Agencies, designers, and marketing teams worldwide use Litmus' email creation, preview, and analytics solutions to test, target, and optimize their campaigns. Build the perfect email with stored templates and snippets; see how your email looks in every webmail, desktop, and mobile inbox; identify mobile openers, prints, forwards, and geolocation; verify link and image functionality; and save valuable time troubleshooting campaigns.

101

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Litmus makes it easy for us to instantly sync our emails to Eloqua without having to copy and paste and switch between tools throughout the email building and testing process. This helps us save at least 2-3 hours on each email and gives us the peace of mind that our code is always up to date across our marketing technologies and that we've run all of the vital tests to set our emails up for success.”



DONNELL DELEON
MARKETING AUTOMATION DEVELOPER, VSP

“Litmus has empowered us with the ability to test our emails across several devices and clients. They have also made it possible for us to calculate our mobile engagement rates, something we cannot do through our ESP at all.”



ZACK NOTES
DIGITAL MARKETING MANAGER, UNCOMMONGOODS

“Litmus has helped us to easily test emails in all clients and browsers, as well as track what devices recipients are opening their emails on. This has been extremely invaluable for us as we analyze our metrics and work to ensure our emails are cross-browser friendly. The tool could not be any simpler to use for everyone on my team.”



CAREY MARSTON
EMAIL MARKETING MANAGER, SMARTPAK EQUINE

“We use Litmus to test emails every day and have not seen anything that comes close to its performance. Using Litmus to test our designs and coding means we know we are delivering the best emails we can for our clients. Great tool, great team to deal with, and we recommend Litmus as the best email testing software on the market.”



GLENN EDLEY
CEO, SPIKE

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GROUPON

PROGRESSIVE

MONSTER

Zillow

Stonyfield
ORGANIC



116

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MAILCHIMP



Mailchimp is an always-on marketing platform for small businesses. They make innovative, beautiful products that empower those businesses to find more customers. They've grown to support millions of customers by putting their needs at the center of everything. Their all-in-one Marketing Platform can help you do the same with your audience.

Featured Testimonials

“Our email marketing campaigns are extremely effective in converting to sales. Social media is amazing and really helps with awareness, but when we're converting customers from awareness to purchase we found email marketing with Mailchimp to be one of the most effective—if not the most effective—tools.”



KATIE ALBERTS
VICE PRESIDENT, REACH RECORDS

“Utilizing all of Mailchimp's resources—and combining them with all the data power we have from WooCommerce—has driven the evolution of our email marketing program.”



JACKIE MYERS
MARKETING MANAGER, GOOD DYE YOUNG

“Mailchimp lets us really dig deep when it comes to tag-based segmentation, testing new email templates, and reaching our audience in strategic ways.”



MORGAN SCHAFFNER
MARKETING MANAGER, ADHOC

“Mailchimp is an excellent service to send campaigns and stay in contact with clients and prospects. Reports are great and being able to resend to unopened is fantastic! Highly recommend!”



TINA
THE FOLSON GROUP

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ABOUT SENDINBLUE



Sendinblue is now an all-in-one sales and marketing platform. In early June 2019, they unveiled what is probably the biggest update to their product and brand since the company was founded in 2012. From the beginning, they've always aimed to help SMBs grow. Now, they have scaled up, adding a collection of new marketing and sales features to help new businesses get off the ground. These features include customer relationship management (CRM) software, Facebook ads, retargeting display ads, live chat, and collaborative mailboxes for teams.

70

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Sendinblue allows us to easily manage our emails and track our lead activity. Using the forms feature has made it possible for us to create new marketing projects, and now we're developing new sources of content to sustain our leads' interest.”



PAUL-ANTOINE GERBAY
MARKETING MANAGER, CFAST

“Sendinblue has allowed us to take our email marketing initiatives to the next level. With responsive design and the transactional email option, we are now sending powerful emails to our customers in the moments that matter most. Thank you Sendinblue for creating an easy to use email platform – we have been so happy!”



KATE SANDERLIN
MARKETING MANAGER, 3 MEN MOVERS

“We can better leverage the suite of CRM- and email-automation features from Sendinblue to deliver the greatest value for our clients. Relative to other solutions and implementations we've worked on previously, Sendinblue is second-to-none.”



STEPHEN LUDWIG
PRESIDENT AND CREATIVE DIRECTOR, GROUP22

“I added Sendinblue to my eCommerce site in a few clicks! Now I can automate campaigns and track conversions in real-time.”



JULIEN BERGIS
CO-FOUNDER, LES RAFFINEURS

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65

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT iCONTACT

iContact®

iContact's email marketing platform helps businesses of all sizes get results. Whether you are a small business just getting started, a non-profit looking to spread your message, a professional marketer looking for maximum campaign strategy, or a high-volume sender with millions of subscribers, iContact offers a plan to meet every email and marketing automation need. They built their platform with YOUR success in mind.

Featured Testimonials

“Our recent move to iContact enabled us to design and implement a mobile responsive email template to ensure maximum deliverability. This is especially important now that most people consume email on their phone. The company has been great to work with and has helped us create and optimize our marketing automation strategy. The ability to create drip campaigns with iContact has helped us cultivate prospects into long term customers.”



CINDY TYLER
MISSISSIPPI GIFT COMPANY

“With iContact, we manage different lists of subscribers such as investors, corporate players, or entrepreneurs; this allows us to segment our messages to the right audience for better engagement. I can say without a doubt, email marketing with iContact is our biggest driver of traffic to the conference event website, accounting for 50% of the page's traffic each month.”



EMILY MCLOUGHLIN
COMMUNICATIONS MANAGER, THE COUNCIL FOR ENTREPRENEURIAL DEVELOPMENT

“iContact allows me to segment my growing list to ensure the right messages are getting to the right people. I have tried other mail services, but iContact has all of the features I want without the headaches I want to avoid.”



BETH N. DAVIS
MANAGING DIRECTOR, BD CONTRACTOR SERVICES

“I've worked with several email marketing programs and iContact is hands down my favorite. The drag & drop editor makes organizing email content easy, and the templates automatically reformat for mobile consumption. The emails look great on both desktop and mobile devices.”



KYLE BECKETT
DIGITAL PRODUCTION SUPERVISOR, CRISTA MEDIA

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ABOUT AWEBER



AWeber is a market leader of small business email marketing and landing page solutions. Founded in 1998, AWeber has over 20 years of proven success helping more than one million customers around the world reliably connect with their prospects and customers through powerfully-simple email marketing. Along with its award-winning 24/7 US-based customer support, AWeber delivers the ability to quickly load and manage contacts, send amazing emails, build landing pages, send instant web push notifications, and analyze results without having to be a tech whiz. AWeber works with more than 1,000 partner software solutions, allowing customers to seamlessly integrate with the apps and services they rely on to operate and grow. A privately-held company, AWeber is a remote-first team with employees based throughout the United States.

89

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I chose AWeber because I simply could not find any other provider that offered all the tools I needed under one platform, such as autoresponders, self-hosted sign up forms, and integration with third-party apps. I also love AWeber's pay-as-you-grow billing scale, which enables companies with smaller mailing lists to have full access to all the robust features AWeber offers without being upcharged.”



COLE MIZE
INDEPENDENT RECORDING ARTIST, COLEMIZESTUDIOS

“I use AWeber's click-through rates to identify topics of interest for our audience. I also use it to “grade” our headlines, since click-through is tied closely to the title of the article in the newsletter. Email has also been a great resource for setting expectations and building relationships with our audience.”



KATHRYN ARAGON
CONTENT MANAGER, CRAZY EGG

“Nothing is as easy to use and set up as AWeber. It has a solid, easy-to-understand interface and is perfect for just starting out. We were able to get our opt-in forms up quick and create emails on the first day.”



JOCELYN SAMS
ENTREPRENEUR, FLIPPED LIFESTYLE

“I love that AWeber works well with Shopify. Everything is seamless, from the pop-up forms that integrate with my lists, to product and blog links in my emails.”



BOMONSTER

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Entrepreneur

Forbes



THE
HUFFINGTON
POST



ABOUT EMMA, INC.

emma®

Emma, Inc., helps you send email campaigns that hit the right place at the right time while connecting with subscribers. Their team of in-house experts and award-winning customer support are available to lend a hand in email marketing strategy, content, and design to help maximize your results.



102

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The features are great. I like split testing the best, and the account interface and campaign editor are also really easy to use. But for us, it goes beyond the individual features. It's the overall experience and the help and support that we're getting from Emma.”



JOHN LAVEY
PRESIDENT AND COO, HAMMOCK

“Emma is a great tool for universities because it's really easy to use. So if you don't have any experience with email marketing, it's really simple to jump in and create a message based on the templates that you have set up and the fields you have in the system. Anyone can do it.”



CARRIE KRAN
ASSOCIATE DIRECTOR FOR THE ANNUAL GIVING PROGRAMS, THE NEW SCHOOL

“You should absolutely use Emma. I've used multiple email marketing platforms before, and Emma is the most intuitive. Whether it's someone at the college with no email experience or our web developer, anyone can hop into the platform and create a quality email campaign. Plus, the level of service and available resources is unparalleled.”



JENAE STOKESBARY
DIRECTOR OF EXTERNAL ENGAGEMENT, CENTRAL COLLEGE

“The fact that our store managers are able to log into Emma and feel comfortable creating emails really means a lot. That, plus the approvals process have saved us a ton of time and keep the brand on point—which is crucial.”



CARL JACOBSON
DIGITAL CONTENT STRATEGIST, THE HONEY BAKED HAM COMPANY

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YUMI KIM





ABOUT L-SOFT



L-Soft is your source for the original email list management solution, invented by the company's founder and CEO Eric Thomas. Since 1986, 3,700+ business, government, educational, and non-profit organizations worldwide have trusted LISTSERV because it's reliable, flexible and gets results.

73

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We are very happy with the performance of LISTSERV. It remains easy-to-use regardless of how much the lists grow. LISTSERV has provided us with the ability to develop a more personalized relationship with our audience and to have a direct impact on their lives.”



HOBHIT KAPOOR
DIRECTOR OF INTERNET TECHNOLOGY, LIFETIME TELEVISION

“L-Soft is a state-of-the-art email list software and hosting company that provides reliable and powerful email list management and sending capabilities. The cloud-based list hosting solution is very powerful and easy to use. Technical staff was extremely helpful in migrating our existing lists and setting up new lists. List management is very easy using the LISTSERV web-based interface.”



MICHAEL HENSLEY
INFORMATION AND FACILITIES OFFICER, NEIGHBORIMPACT

“L-Soft's products perform exactly as advertised. They are simple, powerful tools for distributing lots of email fast and keeping our lists clean. We have been able to survive with a very affordable license.”



PHIL GETCHELL
WEBMASTER, MUSEUM OF FINE ARTS, BOSTON

“Email and mailing lists are the primary means of communication here. One of the main benefits of LISTSERV is that it has enough features to protect lists against any possible misuse or error such as loops, duplicate postings, spam, viruses or unauthorized senders.”



HERMAN VAN UYTVEN
MANAGER OF INTRANET DEVELOPMENT TEAM, KATHOLIEKE UNIVERSITEIT LEUVEN

TRUSTED BY



AMERICAN
PSYCHOLOGICAL
ASSOCIATION



UNIVERSITY of
DENVER





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Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MAILJET



Mailjet is an all-in-one solution to send, track and deliver both marketing and transactional emails. Its cloud-based infrastructure is unique and highly scalable with a proprietary technology that optimises email deliverability. Mailjet can be accessed either via an easy-to-use online drag-and-drop interface or via APIs that allow developers to integrate its features within their online app or service, or its sophisticated SMTP relay. Mailjet has offices worldwide (including Paris, London, Berlin and New York) and 40k+ clients and partners across the 150 countries.

Featured Testimonials

“Mailjet has a user friendly platform and we can rest assured that the email system will deliver on time, every time. We are able to focus our efforts on our business and let the management of automated emails be taken care of by Mailjet. In addition, we know that the tool is up to date and takes into consideration the practical aspects of email automation and marketing; for example, Mailjet is the only platform that is certified as compliant with the new GDPR regulations, something that is very important for any business.”



EVE PATTISON
BUSINESS DEVELOPER, BIGTRANSLATION

“Mailjet provides our system with an exceptional emailing service, not only for transmitting transactions, but also for increasing users' commitment and conversion of registers. The main reason that persuaded us to choose Mailjet was undoubtedly that it's the supplier that provides us with the highest degree of email deliverability through its email marketing system.”



ALEJANDRO TORRES
MARKETING DIRECTOR, UNSHEEPING

“A comprehensive and user-friendly API has helped us create a solid service offering using Mailjet's email delivery engine. Mailjet's support team has gone above and beyond what we've experienced with previous providers. From day one, they were quick and effective. When we first started using Mailjet, we had a very unique configuration we were looking for that isn't offered out of the box. The support and developer relations team took the time out to understand our needs and work with us to create a custom solution.”



RIPUL AGARWAL
FOUNDER, SNIPANDSHARE

“Mailjet's drag-and-drop email editor has revolutionized our email experience. Prior to partnering with Mailjet, we wasted time and resources making relatively small changes to our email templates, and coding them to be responsive across devices was a nightmare. Today we move in a much more agile way, with both our marketing and development teams collaborating on email harmoniously. Mailjet is not only a powerful email tool, but working with the Customer Success team means we have a true partner, to hold our hands from day one.”



CANDACE BRENNER
VP MARKETING, J!NX

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ABOUT ONTRAPORT

ontraport

Ontraport was founded in 2006 to help small and medium-sized businesses meet the unique challenges of the marketplace. The company helps clients with all aspects of automated and integrated systems, including multi-media integration and successful implementation of CRM systems and other marketing tools.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I like how easy it is to create a sequence of events from start to finish — a page for customers to visit, a form to fill out, an email to send them upon form submission, a page to be routed to, a campaign of future emails to be added to it's all so simple to set up with Ontraport's vastly powerful tools and visually intuitive interface.”



BROCK ROSS
BRAVE GIRLS CLUB

“I was using an expensive marketing landing page platform to build and host pages. After using Ontraport, I cancelled that service. The WordPress plugin is a great feature as it's a seamless experience for website visitors. Thank you, Ontraport!”



JULIA MCPHERSON
INNERSPACE MARKETING, LLC

“What I really love about Ontraport is their fast, intelligent turnaround of any and all issues I've ever had. Not one question or problem I've had has ever gone unresolved! The software, the support, the knowledge base and the community of other users are extraordinary. I will never trade Ontraport for another platform — EVER!”



MATT JULL
AUTOMATION CENTRAL

“We weren't getting conversions. With Ontraport, we're able to quickly and effortlessly build landing pages and forms to better connect with our customers. It's a huge win for us because the landing pages and forms were easy to customize and deploy on our website.”



BRIAN WALLACE,
KIEFER CONSULTING, INC.

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Cognizant





16

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ROBLY



Robly is a fast-growing remote start-up. At Robly, their ultimate goal is to use automation to help small businesses market themselves online more effectively and efficiently. They built a platform that uses innovative automation and artificial intelligence technologies to observe user behavior and deliver campaigns at the exact moment people are most likely to engage. It's far more effective than traditional digital marketing, and their customers love it.

Featured Testimonials

“It couldn't have been easier for me to switch to Robly. Somebody called me and set my expectations high. They were exceeded by the speed and professionalism with which Robly switched my account over. All my segmented lists got transferred by them. Love the features to get me more opens, love the cost savings, love the human touch! I used several mail services but this one clearly beats them all.”



MARKUS W.
CO-FOUNDER & CEO, DECORAID

“Robly offers an easy to use platform and even provided us a super sharp template. Anytime I e-mail, chat, or call in they are able to help me out instantly with any issue I might be having, and do so with fantastic customer service. Also they are offering this superior product for less than half of what I was paying at a competitor.”



MEGHAN LAVELLE
OWNER, WASHINGTON GENERAL STORE

“I have no design background and in the past I never thought my template looked good. Robly's professional designers were able to create me a beautiful template that matched my brand. The switch took no effort on my part. My contacts and images were moved over and my template was created before I logged into the system for the first time. The designer taught me how to use the editor and I am now able to quickly build emails on my own. Robly AI is great, I no longer need to question if I am sending an email at the right time.”



GUALBERTO DIAZ
PARTNER, XANTHUS CAPITAL MANAGEMENT

“We love everything about Robly - the ease of designing emails, managing lists and engaging our patrons in managing their own email preferences. The support via Robly has been exceptional as well.”



TOBY SCHINE
EXECUTIVE DIRECTOR & PRODUCER, BOSTON CHILDREN'S THEATRE

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ABOUT VERTICALRESPONSE



VerticalResponse, a Deluxe company, provides email and social media marketing solutions for small businesses and nonprofit organizations. They empower their users to easily and affordably create, manage and analyze their own marketing campaigns.

29

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“As an e-commerce business, email is the single most important way to communicate with my customers. VerticalResponse delivers.”



PETER LANGENSTEIN
FOUNDER, BRIX26

“We use VerticalResponse to build relationships, build trust with our patients and to communicate with them. Many of our patients prefer email as the primary way of communicating, so we need to have that option. And with VerticalResponse, we can ensure that those messages look professional and are sent to the right people at the right time.”



APRIL WEST
DIRECTOR OF PUBLIC RELATIONS, PERFORMANCE PHYSICAL THERAPY

“We were looking for a company that had great reporting features and would handle delivery, email list management, bounces and more. We found VerticalResponse to be the best fit for our needs.”



JOHN SABLE
MANAGING PARTNER, BOOJ

“We looked at a few email service providers, but VerticalResponse is the leader in the field. They have a reputation for being a great brand, they report on statistics that matter to us, and the product is easy to use.”



RYAN HOLMES
CHIEF EXECUTIVE OFFICER, HOOTSUITE

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Irish
Moon





ABOUT STENSUL



stensul was born out of the frustration they felt first-hand when creating emails for one of the world's largest companies. The process was inefficient, email builders were clunky, and coordinating among team members—designers, developers, copywriters and marketers—took far too long. It could take weeks to create a single email. Funded by top-tier investors and with more than a decade of experience in and around email marketing, stensul is excited to be helping some of the most admired brands in the world achieve dramatic improvements in their business results.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With stensul, we're not stuck making all of these emails for local teams and are able to focus on the high growth/leverage projects that will ultimately affect all these teams. So we're able to redistribute the resourcing in a much more efficient way.”



NICHOLAS ROZZI
GROWTH MARKETING MANAGER - ENGAGEMENT, LYFT

“Very user friendly. Helps create emails much easier and faster. We were able to reduce email production time by a significant amount.”



MADELINE W.
MARKETING OPERATIONS, BOX

“The interface is simple, clean, easy to navigate and quick considering the functions it offers. PS - it generates CODE in seconds. That's pretty awesome for us non-coders. If you are looking for a simple email building and coding solution for your everyday needs, this is a worthwhile product.”



NICOLE F.
GROWTH MARKETING, YOUTUBE

“With stensul, we recognized that we could scale very quickly, ensure that the templates we created were still brand-compliant, and be able to get non-technical users to create their own emails without having a significant bottleneck. It's allowed us to scale as our business has doubled in size.”



CATHY CHANG
SENIOR DIRECTOR, DEMAND OPERATIONS OF EXCELLENCE, PALO ALTO NETWORKS

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GRUBHUB







ABOUT DYSPATCH



Dyspatch is an email production platform where teams create and change emails faster without writing code. In Dyspatch, you can create a template visually - based on how it will look, rather than its code. In fact, creating beautiful, interactive, and mobile-responsive templates in Dyspatch requires no coding.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Sendwithus unlocks potential for testing that is largely ignored by the marketing industry.”



CHRISTIAN CROFT
CO-FOUNDER, USELL

“Sendwithus’ team is incredibly responsive, and simply know their stuff. Their sales team, their support team, their CEO — all of them not only know their product, but they know email, they know marketing, and they know growth.”



ALLIE SHEA
HEAD OF GROWTH MARKETING, COUCHSURFING

“The move to Dyspatch was mostly driven by the need to be GDPR compliant. But it was also better architecture for us because it eliminated any need for another third party in the critical path of sending an email.”



DAVE GREENSTEIN
CHIEF ARCHITECT & HEAD OF GROWTH, URBANDOOR

“We don’t have to worry about the template breaking. Dyspatch solves our problems and helps us achieve higher ROI because we can reduce spend on engineering resources.”



KARAN GUPTA
HEAD OF RETENTION, GROVER

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ABOUT ECHOMAIL



EchoMail offers Email and Social Media Marketing, Monitoring and Management solutions for Global 2000 Companies and the SMB markets. Their proven tools and industry solutions increase your organization's revenue, customer retention, and productivity while allowing you to monitor your company's image over Email and on Social Media. In short, they provide a single easy, fast and affordable solution for Email Marketing, Email and Social Media Monitoring, and Email Management.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“EchoMail is our proven solution in terms of accuracy, workflow, and ease of use. Without it, our Business to Business customers would not receive the quality of response and service they need.”



DAVID WANG
AT&T

“EchoMail delivered ahead of time, delivering more value than we expected, especially on the creative/consulting side. The results surpassed our expectations.”



RICK ROCCHI
HERSHEY FOODS

“EchoMail's team was great to work with. We appreciate the number of resources you dedicated to the project. We will definitely be doing more work with EchoMail.”



MARK POTERA
HERSHEY FOODS

“We were particularly impressed by the following key strengths of EchoMail, which distinguished you from your competitors: Ability to deliver an Email-based CRM solution in an ASP model, since 1995, to large Fortune 500 companies; Web-based integrated platform, which provides a holistic, feature rich solution for managing BOTH inbound and outbound Email relationships; Unique EchoMail/BI technology for multi-dimensional Email analysis and classification with guaranteed pay-for-performance business model and Proven scalability and security.”



DAVID EASTERBROOK
VICE PRESIDENT, K MART CORPORATION

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ABOUT MOOSEND



Moosend is a powerful email marketing platform with world-class features, state-of-the-art automations, and an award-winning user interface. From fledgling startups to Fortune 500 companies, thousands of businesses around the globe use Moosend to engage their email subscribers and grow their businesses.



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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Moosend we tailored our communication to our customers exactly as we desired. It is very hard to find a team that is willing to give solutions to your business needs, but with these guys we certainly did it! The product is seamless giving the best satisfaction to our most precious assets our customers.”



MANOS TSOULOUFRIS
GENERAL MANAGER, DOMINO'S PIZZA

“Moosend [is] everything they promise to be, and more! The communication is excellent, and both our Moosend account manager and technical support team have gone above and beyond to help us meet our goals every single time we have needed them to. The product is also really intuitive and easy to use. I cannot recommend Moosend enough to any business looking for a new ESP.”



ANTHONY RIGBY
UK DIGITAL MARKETING MANAGER, CAREERBUILDER

“A 360 solution for professional email campaigns! Organizing, executing and monitoring e-campaigns easily through its friendly interface.”



YANNIS MOUZAKIOTIS
ACTIVATION MANAGER, IMPERIAL BRANDS

“Moosend has one of my favorite affiliate programs. The offer both recurring payments and a lengthy 120-day cookie duration, plus their team is great to work with and they can help with graphics, content, and SEO.”



FOUNDER
ADAM ENFROY

TRUSTED BY

VOGUE



Casper





ABOUT ONGAGE



Ongage was founded in 2011 by a team of entrepreneurial professionals with a passion for email marketing in particular, and digital marketing in general. Their mission was to better email marketing. A component-based platform was born, powered by a feature-rich dashboard that hosts advanced segmentation tools and a full suite of analytics, ultimately helping marketers drive measurable growth and increase deliverability.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We were immediately impressed by Ongage so the selection was decided very quickly. Ongage really stood out from our previous email marketing platform with the additional functionality available, such as advanced list segmentation tools, performance analytics and A/B testing.”



ALEC DOBBIE
FOUNDER, FANFINDERS

“With Ongage I can segment my data, setup my campaigns and deploy using multiple ESPs and SMS providers. Since all my reporting is in one interface I can easily track performance across lists, campaigns, delivery channels and much more. I frequently recommend Ongage because their features are excellent and their support team is top-notch.”



TREY BENNETT
BRIGHTFIRE

“Ongage helps me run a multifaceted email marketing operation with simplicity. I have reduced my total email marketing costs by 32%, increased my average open rate by 47% and overall ROI is up by 142%”. Their staff is helpful and the product is exactly what affiliate marketer needs!”



ITAY BARAK
DIGITAL PLATINUM

“We publish seven daily newsletters for different market verticals and Ongage has allowed us to automate the email part of this process. Ongage analytics have provided the tools to dramatically increase open rates and its integration with multiple ESPs has permitted us to substantially reduce our costs while improving deliverability.”



NEWSWATCHMEDIA

TRUSTED BY

Sam Media

Playtika



careerCO

Brightfire



ABOUT POLITEMAIL SOFTWARE



PoliteMail (an Inc. 5000 company) provides email campaign and analytics tools for Microsoft Outlook and Exchange. PoliteMail enables corporate communicators to create, send, measure and improve the results of their internal communications to employees.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Utilizing PoliteMail during our pilot was the foundation of our success. We used it to analyze, learn and make improvements to our communication cadence and messaging.”



LISA ALLISON
STORE COMMUNICATIONS MANAGER, KROGER

“I liked that PoliteMail was just a plug-in into Outlook, so it was more or less a seamless integration. The other solutions we found, you had to log in to a separate website, then put your content in there.”



BRAD LANGFORD
INTEGRATED MARKETING MANAGER, CISCO

“The ability for us to see what kinds of news and cultural messages are most interesting to our employees is invaluable.”



MEGHAN PARRISH
CORPORATE COMMUNICATIONS DIRECTOR, AMEDISYS

“We’ve used PoliteMail to do A/B testing of subject lines and from fields so we know which ones employees are more likely to open and read.”



MARCIA CUMMINGS
INTERNAL COMMUNICATIONS MANAGER, CON EDISON

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ABOUT SMARTMAIL



SmarterMail is the easiest way to send emails that delight your customers and get more sales. Today over a thousand merchants use SmarterMail across the globe. They believe that with the right tools and data, sending an email shouldn't have to take half your day. They loathe complexity, obsess over great design and seamlessly integrate your store's data to save you time and delight your customers with better emails that get sales.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“SmarterMail sends the best products based on the interests and travel needs of each of our customers. Thanks to the personalization and clean design, our customers [are] engaged and excited.”



PAPER SKY STORE

“So happy I discovered this app! It's way easier and more straightforward than any other email marketing app I've used. Great customer service too! Highly recommend!”



PATTI LAPEL

“SmarterMail has helped us assess and implement new initiatives, including a pop up email sign up form & abandoned cart emails. The pop-up email sign up has significantly changed our momentum with newsletter signups and I am sure we would not have nearly the success had it not been for SmarterMail helping us figure out exactly what we needed here.”



HONUA HAWAIIAN SKINCARE

“This might be the best Shopify app we've used. Compared to a few of the other email marketing apps we tried, SmarterMail is the most intuitive. It makes designing emails and setting up automations really, really easy, and it paid for itself in sales quickly. Their support is awesome too.”



MERRY PEOPLE

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I love linen

MERRY PEOPLE