



Email Marketing Software Category

FALL 2022
Customer Success Report





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 accommodating to mobile users.

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.

2022 Customer Success Awards

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



[ActiveCampaign](#) >

 Campaign Monitor

 Constant Contact

 GetResponse

 iContact

 intuit mailchimp

 sendinblue



 AWeber

 ConvertKit

 drip emma®

 knak.

 L-Soft

 litmus mailer lite

 mailjet
by sinch

 omnisend

 Robly

 Stensul

 verticalresponse
Marketing. Just Like That.



 Dyspatch

 moosend
a Sitecore® company

 ongage

 SmartrMail

* Companies listed in alphabetical order



2022
EMAIL
MARKETING
SOFTWARE

MARKET LEADER



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...

315

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“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

“ActiveCampaign is an amazing tool where you can easily build automations yourself. You can make different blocks conditional based on what the user does in the Artivive app, and they receive different messages based on those actions.”

ANDRA COROS
GROWTH MARKETING CONSULTANT, ARTIVIVE

“ActiveCampaign lets us send email campaigns, automate features, and manage contacts by staff group. The holy trinity. Other tools couldn't do all three.”

STEVEN BEASLEY
SENIOR DIRECTOR OF DIGITAL EXPERIENCE, MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO

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ABOUT 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.

100

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I can send one campaign, and have content in each email adapt to what we know about the subscriber. So if they identify as female, and they're motivated by challenge, when they open we can show an image of a woman overcoming some challenge. It's so simple with Campaign Monitor, I can do it with a click.”

AMY MULDER
COMMUNICATIONS COORDINATOR, MULTIPLE
SCLEROSIS LIMITED

“We wanted an email marketing solution that directly integrated with Salesforce. But more importantly, we wanted a simple solution for getting critical information out to people when they need it most. With Campaign Monitor, we accomplish all of that and more.”

LESLI NORDSTROM
DIRECTOR OF MARKETING AND COMMUNICATIONS,
NATIONAL ORGANIZATION FOR RARE DISORDERS

“With Campaign Monitor, we're able to create a personalized, interactive experience for our customers. We use Campaign Monitor to drive conversion and engagement, converting prospects into customers in less than 3 weeks.”

KARIM MOUAHBI
HEAD OF MARKETING, MAD PAWS

“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

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RESY

BIRCHBOX ♦



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...

54

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“5-star affiliate support, detailed reporting, competitive commissions, the list goes on. Above all else, Constant Contact shares my belief in helping small businesses compete with big guys, so I proudly recommend them to my audience.”

SYED BALKHI
FOUNDER, WPBEGINNER

“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

“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

“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

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ABOUT GETRESPONSE



GetResponse is the complete online marketing software that helps you grow your audience, engage with your customers, and boost online sales. With over 30 tools in one easy-to-use platform, you can transform your online marketing and bring tangible results.

216

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“GetResponse is the ultimate system to use to be able to track traffic to your website. Having the ability to create emails, and attractive newsletters right there in the program is very handy. The easy to use autoresponder management area makes it very easy to plan your campaign, I especially like the Calendar view. The email analytics is really detailed so you can really track the different aspects of your campaign. They even have web forms and landing pages. No one in business that is running an online...”

BRENDA CLELAND
FINDTRUESUCCESS

“I tried GetResponse when I was looking for an autoresponder service and I fell in love with it. It is no wonder that it is the best email service I've used so far. It even has a 1 month free trial to test before buying. The autoresponder function is really easy to use and saved me much time and effort. When some one asks me which service to use, I always recommend GetResponse. If you want to increase your sales then don't miss it.”

KELLY MICKIEWICZ
PREGNANCY WORKOUTS

“We used to send general emails without targeting specific markets. The follow-up was manual, and the email platform didn't have as many features as GetResponse. After thorough research, we decided to go with GetResponse because of the variety of features it offered – especially email automation, landing page, and time travel. Besides, it's always nice to have...”

PATRICIA FONSECA MOYER
MARKETING SPECIALIST, CURTISS-WRIGHT

“With GetResponse, I can target my audience and get information to them in minutes – rather than weeks or months. It's a simple to use, affordable alternative to old-fashioned conventional advertising. In just a few minutes, anyone can create a professional-looking newsletter to proudly send to their clients.”

KIM BAKER
OWNER, VINTAGE RACE CAR SALES

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SCANIA



MULONDON
ORGANIC





ABOUT 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.

65

TOTAL CUSTOMER REFERENCES

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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

“We have used iContact for ten years to manage the email marketing services for our clients that range from single locations to hundreds of locations. The software has grown with us over the years as demands for automation and integration with third-party systems have increased. The key to great software is support combined with the features you need. We found that with iContact.”

DAVID GONYNOR
THAT'S BIZ

“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

“iContact is by far the most powerful email and marketing automation service available. We're able to automate our email campaigns based on user actions and engagement. This frees up our sales team to sell and not be bogged down by sending emails.”

MIKE HAYNES
SALES AND MARKETING MANAGER, LIVEROOF

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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.

224

TOTAL CUSTOMER REFERENCES

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REFERENCES**

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

“Our most effective campaigns came from using Mailchimp’s existing segmentation where we used the Mailchimp API to tag our customers based on their engagement and whether they paid us. We rely on that a lot when we do marketing and that’s where we saw a really, really nice conversion, which was super helpful.”

SNIGDHA SUR
FOUNDER & CEO, THE JUGGERNAUT

“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

“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

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gwynnie bee

**Frankie
& Myrrh**
aromatherapy made fun

ATHENS GA
**CREATURE
COMFORTS**
Brewing Co.

blabla

jeni's



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.

86

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“After benchmarking and testing some similar solutions, we finally chose Sendinblue since it provided the best fit for our needs and performance criteria, the responsiveness of its customer service, the deliverability of e-mails, and the time saved thanks to the platform. We are pleased to be able to take advantage of their best practices in IP management and for our campaigns!”

STÉPHANIE BOUZITAT VERGUES
CHIEF MARKETING OFFICER, FRANÇOISE SAGET

“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

“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

“We use Sendinblue for transactional SMS messages and emails. We were especially attracted by the quality product and support offered.”

BENOIT RICHARD
CEO & FOUNDER, MARCEL

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2022
EMAIL
MARKETING
SOFTWARE

TOP PERFORMER



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...

123

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“AWeber helps me build an email list. It is really the most crucial part of building a business. And that's true for any business: brick and mortar, retail, restaurants, or carpet cleaning. If you're building an email list, you can always generate new revenue from your client base and potential clients. If you're not building your list, you're leaving money on the table.”

FREEDOM DIGITAL MARKETING FOUNDER
LAURIE CONROD

“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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ABOUT CONVERTKIT



ConvertKit is a email marketing tool for professional bloggers, that features powerful automation and segmentation tools to help you earn a living online.

77

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The ConvertKit landing page platform is so easy to use and attracts my readers due to the simplicity and minimal designs. I am more capable to targeting my exact audience and they receive smooth access to their free downloads and to me!”

MELISSA LEE
NOURISHMEL

“ConvertKit is the complete foundation to my business. All of the automations, forms, tagging, everything runs through ConvertKit. It's how I know the interests and desires of my subscribers so I can send them exactly what they need.”

DAREN SMITH
FOUNDER, CRAFTSMAN CREATIVE

“The ease of design all on one page with edit tools and visuals resources is terrific – especially the Instagram integration! ConvertKit speaks my language, and is designed for creatives.”

DORENE OLSEN
BRANDING EXPERT, SAVORY INSIGHTS

“The ConvertKit link pages are the BEST! Now, instead of connecting multiple, limiting platforms I can grow my email list, promote my offers, and share my work in one beautiful, on-brand, customizable page.”

HOLLIE ARNETT
BRAND COACH, BLACK AND WHITE STUDIOS

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 baremetrics



CARA & CHACE

Brandice
DANIEL





ABOUT DRIP



Drip is the CRM Salesforce didn't build. The first e-commerce CRM - ECRM - is built to drive sales, not sales teams. Build personal, profitable customer relationships at scale with Drip. They're a lot like you. They believe in working hard, lending a hand wherever they can, never settling for what worked in the past, and always reaching for a better way to do things.

49

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Drip is a powerful toolset that lets you access customer segments for targeted email comms. I have a 90k mailing list and the brilliance of Drip is that I can segment that list down with a handful of logic statements to a tiny focused group that I know are on the cusp of a purchase and only require the lightest of nudges to pull the trigger. I drive about \$30k of monthly revenue from it. It's easy to use, quick to learn, the staff are responsive to requests and the reporting is accurate and simple to digest.”

EVOLUTION POWER TOOLS

“Drip is hands-down my favorite ecommerce email marketing automation platform. It's so much more intuitive and for lack of a better word, attractive, than a number of other tools I've tried. So many tools feel like an engineer built them exclusively for other engineers — not marketers.”

LINDSAY DREYER
CRM MANAGER, HAUTE HIJAB

“Drip is a comprehensive email marketing platform which is very easy to use. I found it easy to import a customer list, and to set up workflows, including abandoned cart emails and welcome emails for new subscribers.”

FREE POUR JENNY'S

“Customers use Drift for live chat, in-app messages, email, and more so they can talk their website visitors, convert more leads, and keep customers happy.”

CARA HERRICK
CUSTOMER SUCCESS MANAGER, DRIFT

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AMANO
MARKETPLACE

subarz
HOME-BAKED

NATCH
ESSENTIALS®

HAUTE HIJAB
NEW YORK

THE SPICE
HOUSE
Est. 1957



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.

104

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“With Emma connected to our POS and reservation data, we’re able to show how email has made a direct impact on the business. It allows us to be so much smarter about what content we are putting in front of our guests, which leads to higher engagement and lower opt-outs.”

COREY FEENEY
DIGITAL MARKETING MANAGER, PATINA RESTAURANT GROUP

“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

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ABOUT KNAK



Knak is the first email creation platform built for the enterprise. They help marketers create beautiful, responsive, on brand emails, no coding required. Create beautiful, on-brand emails in minutes - no coding required. Knak works with the top marketing automation platforms, including Marketo, Eloqua, Salesforce Marketing Cloud, Pardot, and more.

33

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Knak has enabled us to make emails that are more esthetically pleasing, and therefore easier to deal with. Now, prospects can tell in just two or three seconds whether we want them to call or apply. That’s been huge!”

TIM CERATO
SENIOR DIRECTOR, MARKETING TECHNOLOGY &
GROWTH MARKETING, SOUTHERN NEW HAMPSHIRE
UNIVERSITY

“Modules allow me to create new designs much faster and more simply. I can get creative while plugging in elements that I use all the time. Knak’s module system makes designing emails with branded items a cinch.”

ALLIE BHUTANI
SENIOR BRAND MANAGER, CONDUCTOR INC.

“We recently swapped out some older templates for emails that we designed in Knak, and we saw our click-to-open rate increase by 92%.”

HALEY THOMAS
SENIOR MANAGER, MARKETING OPERATIONS, GUILD
EDUCATION

“Knak has reduced our email template creation time by incredible increments, and we’ve seen our click rate more than double.”

JAN FRAMMELBERGER
JR. ASSOCIATE MARKETING OPERATIONS MANAGER,
TIBCO

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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

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FEATURED TESTIMONIALS

“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

“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

“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

“L-Soft's LISTSERV products are the best of breed in the email list niche and for good reason. Their software is easy to use, flexible, reliable and cost-effective.”

NEIL YOUNG
MANAGER OF APPLICATION AND ENTERPRISE SERVICES,
THE FIELD MUSEUM OF NATURAL HISTORY

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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.

143

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“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

“At Jetsetter, we take great care in ensuring all of our products provide a great visual experience for our users, especially our emails. We always use Litmus to verify that our emails render properly for all email clients, especially when we want to create a custom experience across certain devices and clients for our subscribers.”

BAISHI WU
PRODUCT MANAGER, JETSETTER

“I love how easy Litmus is to use! One quick send and our email team or designers are able to test rendering across so many clients that we wouldn't otherwise have access to. Plus the Litmus blog and newsletter is filled with great tips and tricks—I am a fan of it all!”

JAMIE PLANKENHORN
SR. SPECIALIST, EMAIL MARKETING, ZILLOW

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kate spade
NEW YORK





ABOUT MAILERLITE



In 2005 they started as a web design and development agency. After a few years they discovered email marketing and fell in love with it. Since 2010 MailerLite is the only product that they develop. Today MailerLite is a team of 20 designers, developers, writers, speakers, photographers, surfers, chess players, world travellers, dreamers and genuine nice people. They're serving 170,144 users worldwide - from global brands to small business and freelancers.

26

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“We choose using MailerLite because of the great balance of features and the reasonable pricing. Also, we are very satisfied with the response from the support team - it seems that the company has the same values as us, and puts the customer above all else. It's very nice to know that MailerLite is growing as we grow too. The new features are very useful and easy to use - it takes only few minutes to create a stylish A/B and test it. To sum it up - MailerLite supercharges our email marketing efforts.”

PLAMEN BARZEV
CHIEF MARKETING OFFICER, DESIGN CONNECTED

“After opening a free account and trying out the visual email editor I knew it was for us. It gave us the ability to quickly produce a professional, mobile ready email in minutes and the drag and drop editor is a joy to use. As a result of using MailerLite we have grown our electric skateboard company and gained sales all across the World. We also like the fact that they keep innovating and coming out with simple effective new features.”

JASON WEST
FOUNDER, LECDEC

“Today, most email marketing services offer automation and landing pages, but MailerLite is truly distinguished by its simple, beautiful UI and attentive customer service. Since making the switch, the Notion VIP email list has exploded, much thanks to the dependability and ease-of-use of MailerLite.”

WILLIAM NUTT
FOUNDER, NUTT LABS AND NOTION VIP

“I like MailerLite because it's easy to use and simple to put together really nice-looking emails. The whole platform is simple and clean, and they keep adding new features and functionality without ever making it complex. Basically, MailerLite takes the hassle out of running an email newsletter.”

MARC JOHNS
ARTIST, MARCJOHNS.COM

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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.

48

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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 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

“Unlike our previous email service providers, Mailjet has helped us to solve all our email issues. They provide excellent service with delivery analytics and help us to troubleshoot any issues that we may have. We love their proactive and professional approach. Mailjet successfully handles our issues with priority, with our business in mind.”

JUHO HARMAA
CCO, LYYTI

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inflexia



mentionme



Galerías Lafayette



ABOUT OMNISEND



Omnisend is an omnichannel marketing automation platform built for ecommerce. With email marketing at its core, creating beautiful email campaigns is easier than ever before. Using Omnisend's sleek automation, you can personalize your message to customer data, campaign engagement, and shopping behavior. Unlike other platforms on the market, Omnisend allows you to add several channels into the same automation workflow: email, SMS, push notifications, and more. You can also sync your segments to Google and Facebook retargeting ads to deliver an immersive customer experience. With Omnisend, omnichannel marketing is not just possible,...

68

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

"Omnisend seamlessly integrates with our online store, no need for confusing connectors. Emails are easy to build, no coding necessary, and automations are a snap to set up. With the abundance of segmentation options, relevant emails can reach the right customers at the right time."

BAHZAD TRINOS
CREATIVE & SALES DIRECTOR, NAKED & FAMOUS DENIM

"Everything. From being able to design and customize emails to look professional and show your creativity. I also liked the Live View the most, being able to track visits and monitor customer activity came in handy. There are so many features that make managing your marketing stress free."

MIA H.
CHIEF EXECUTIVE OFFICER, FIT QUEEN

"I immediately liked the platform. It was very user-friendly and presented me with the relevant customer information I was seeking. I didn't have to dig deep into the platform to see what messages our subscribers were liking."

CAELY LYBECK
DIRECTOR OF E-COMMERCE AND DIGITAL MARKETING,
BLACK HALO

"It's just the ease of the automated workflows. I've worked with quite a few different online platforms for emails. With Omnisend, it's so easy to set up, and it's so easy to be able to make changes if you need to."

DANIEL WRIGHT
BLACK MANGO

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ABOUT ROBLY



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.

15

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“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 & CHIEF EXECUTIVE OFFICER, 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

“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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Smith | Schnider



Jump **DEMAND**





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.

48

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“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

“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

“Stensul gives me confidence that my emails are error-free and relevant to stakeholders across ABA.”

DIRECTOR OF MARKETING
AMERICAN BANKING ASSOCIATION

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ABOUT VERTICALRESPONSE



VerticalResponse is 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.

30

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“VerticalResponse’s conversion tracking allows us to show exactly how many dollars were made on each campaign. It helps us prove our worth. When people are tightening their marketing budgets right now it is so important to show that marketing can make them money.”

RYAN SHORT
MODASSIC MARKETING

“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

Hootsuite®

brix26°

booj



2022
EMAIL
MARKETING
SOFTWARE

RISING STAR



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.

21

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Dyspatch has massively reduced the hours our team spends on creating emails, which has allowed us to really scale our content production. We’re producing over 20 emails a week, and the platform ensures every single one is on-brand, localized, and responsive, without any engineering effort. It’s also allowed us to implement interactivity with AMP comment reply emails. The Dyspatch team was so supportive and collaborative on that project, and it’s been a huge success with our users.”

MEGAN WALSH
GLOBAL HEAD OF LIFECYCLE MARKETING, CANVA

“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, URBANDOOOR

“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

“Dyspatch allows us to easily create and customize campaigns, swap images, set destination URLs, and customize content without the help of designers or developers.”

CARL BEIEN
HEAD OF PRODUCT, CAREHIVE

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urbandoor

uSell

Grover

couchsurfing

Canva



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.

12

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“When it comes to brands, usually you don’t have a second chance if you miss a deadline or undelivered message to their audiences. Thanks to Moosend our clients are always happy. User-friendly dashboard, amazing support, great tools & automations help our business grow, and our clients delivered outstanding results.”

GEORGE LEVITIKOS
CHIEF INTEGRATION OFFICER, MULLENLOWE GROUP

“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

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

YANNIS MOUZAKIOTIS
ACTIVATION MANAGER, IMPERIAL BRANDS

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VOGUE



easyJet

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.

17

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Ongage has helped us turn email marketing into a valuable touch point with our users. Whether it's their A/B testing, events management or Analytics, they have a set of mature features to help you improve Click-Through Rates and conversions. Their support and sales team has been a great partner to ensure that all the tools and marketing opportunities are being optimized to their fullest!”

ALEX GALASSO
PLAYTIKA CANADA

“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

“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

“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

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Playtika

Sam Media



Brightfire



ABOUT SMARTMAIL



SmartrMail is the easiest way to send emails that delight your customers and get more sales. Today over a thousand merchants use SmartrMail 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.

17

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“SmartrMail 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 SmartrMail 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, SmartrMail 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

“SmartrMail 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.”

PAPERSKY 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

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