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, a range of email templates, inbuilt spam and design testing, and having mobile-ready capability.

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.
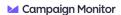
2020 Customer Success Awards

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 • iContact

mailchimp • sendinblue

TOP PERFORMERS

AWeber • ORACLE + Bronto • emma • litmus • mailjet

ontraport • Verticalresponse A DELUXE COMPANY

RISING STARS

Dyspatch • moosend • Ungage • PoliteMail for Outlook Email Intelligence • Robly

stensul

*Companies listed in alphabetical order

2020

WINTER 2020

Email Marketing
Software Category

MARKET LEADERS

featured
customers

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 and CRM All-In-One on G2.com. Pricing starts at just $9/month. Start a free trial at ActiveCampaign.com.

156
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ *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 Conversations, we can answer in real time and chat with the guest if we're in the office. If we're not, it prompts them for their email address so we can follow up with them later. No one falls through the cracks. Since we're a small business, every single ticket sold really does matter.* ❞

> KAYLA MULDOON
> OPERATIONS COORDINATOR AND PRIVATE TOUR GUIDE, CHICAGO FOOD PLANET

❝ *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 has allowed us to automate, segment, and personalize communications to our customers across both major parts of our business: our online shop and our online course. We wished we would have switched to ActiveCampaign sooner.* ❞

> ERIN BENZAKEIN
> OWNER, FLORET FLOWERS

TRUSTED BY

beefy.   CHICAGO FOOD PLANET   koia   PAGELY   TETON SPORTS

MARKET LEADER

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.

78
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ *Our email campaigns are a core part of our audience development strategy. With high quality, engaging, and targeted communications, we can increase the return rate of our audiences, boost our average attendance, and ensure that first time bookers have the best possible experience. Campaign Monitor makes it easy.* ❞

> **FLO CARR**
> MARKETING AND CRM MANAGER, ENGLISH NATIONAL OPERA

❝ *Ultimately, we went with Campaign Monitor because we felt that the platform was extremely innovative and perfectly aligned with our goals. The app offers an entire portfolio of templates, but we also have the freedom to code and implement our own. Campaign Monitor also allows us to use our own software to fully integrate reservation data with email lists.* ❞

> **RYAN AUSTIN**
> DIRECTOR OF EMAIL MARKETING, BLUETENT

❝ *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

TRUSTED BY

airbnb   BuzzFeed   Pizza Hut   LACOSTE LIFE IS A BEAUTIFUL SPORT   RESY

MARKET LEADER

ABOUT CONSTANT CONTACT

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 ...

45
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *We chose Constant Contact because of the customer support. They go above and beyond to help us achieve our goals.* "

> **DENA PEARLMA**
> EXECUTIVE DIRECTOR, CONTEMPORARY CERAMIC STUDIOS ASSOCIATION

" *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

" *Constant Contact is perfect for a franchise network because we can provide e-newletter 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

TRUSTED BY

Orange Cycle Celebrating cycling fun Since 1972

Lady BLACK TIE

Island Natural MARKETS

A&J KING ARTISAN BAKERS

VIN BIN Café

ABOUT GETRESPONSE

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.

155
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *We tested popular email marketing platforms and chose to stick with GetResponse, as it was more user-friendly, had better customer service, and offered more advanced features.* 99

STEPHAN GASTEYGER
CO–FOUNDER, WONEGO

66 *GetResponse is, in my opinion, the most cost-effective and easy to use autoresponder solution out there. It's great for those new to email marketing and it's packed with several features for the more advanced user. It's what I use and what I recommend to anyone looking to build an email list.* 99

GREG JEFFRIES
IMSOURCE

66 *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 24/7 chat available.* 99

PATRICIA FONSECA MOYER
MARKETING SPECIALIST, CURTISS–WRIGHT

66 *With GetResponse, I can work with multiple clients on their email marketing campaigns. It's an easy to use, cost-effective way to create emails for our clients.* 99

KATIE TOWNSEND
MANAGING PARTNER, BRAND ACCOMPLISHED

TRUSTED BY

crazyegg™   G2A.com   iMoney.my   ONLY IN YOUR STATE   SCANIA

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.

74
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ We've gotten a lot of new customers and new emails from having a pop-up form on our site, and those people have turned into repeat customers. That's really helped us grow our customer base a lot more quickly than we otherwise would have been able to. ❞

> EVAN STREUSAND
> CO-OWNER, HIGHWAY ROBERY

❝ 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

❝ We send ads through Mailchimp, because it's really like having a second brain. It saves us time, it saves us resources, everything is in one place, and it's intuitive. It therefore enables us to focus on other more important parts of our business. ❞

> CAROL PROSCHAN
> OWNER, SIMPLY GUM

❝ 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

TRUSTED BY

FORMAGGIO KITCHEN   AZALEA   JITTERY JOE'S   Frankie & Myrrh aromatherapy made fun   JOPWELL

MARKET LEADER

ABOUT SENDINBLUE

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.

22
Total Customer References

Featured Testimonials

" *As a small team, simplifying our workflow is a top priority, so having our contacts, SMS, and email in one place helps us a ton!* "

> EDWIN YANSANÉ
> FOUNDER, EDWART CHOCOLATIER

" *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

" *I love creating campaigns with the drag & drop builder! I just choose a template, then customize the design how I want.* "

> BENJAMIN LATOUR
> MARKETER, CROSSFIT CALMETA

" *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

TRUSTED BY

EDWART CHOCOLATIER PARIS   ShopPad   LES RAFFINEURS Produits & Expériences de Caractère   RHINOV   Moovjee

MARKET LEADER

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.

55
Total Customer References

Featured Testimonials

❝ 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

❝ The editor is easy to learn and use. I love the templates. iContact has everything you need to successfully run your business's marketing. ❞

MARCELO PEREZ
CHIEF OPERATING OFFICER, ALHAMBRA INVESTMENTS

❝ 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

❝ The ability to sort contacts into segments is a very powerful feature for organizing the contact list. This allows us to create lists of enrolled members and improve the reach of our email notices. ❞

ERIK FEARING
PRESIDENT, REVERE TEACHERS ASSOCIATION

TRUSTED BY

Big Brothers Big Sisters

Bright Start Learning Center, LLC

ECS

twitter

MaCON where soul lives

featured customers

2020

WINTER 2020

Email Marketing
Software Category

TOP PERFORMERS

83
Total Customer References

VIEW ALL REFERENCES

ABOUT AWEBER

((•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.

Featured Testimonials

" *The subscriber management features in AWeber are huge for us. In the past, I couldn't tag people we already had in our list. Now I can. I used it last week to tag donors with the year of their donations.* "

JERRY LOUIS
WEB DEVELOPER & GRAPHIC DESIGNER, FISHER CENTER FOR ALZHEIMER'S RESEARCH FOUNDATION

" *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

" *With the AWeber Landing Page Builder, I was able to create a page in under ten-minutes that fit my style and personality, and included all the information that people would need. It allows me to communicate with people, gauge interest, and mold this online business into whatever it becomes.* "

ALYCIA MCFARLIN
INSTRUCTOR, ZUMBA WITH ALYCIA

TRUSTED BY

crazyegg™   THE HUFFINGTON POST   DIYNatural™ Do It Yourself... *Naturally*   Forbes   MediaPost

TOP PERFORMER

109
Total Customer References

VIEW ALL REFERENCES

ABOUT BRONTO SOFTWARE

ORACLE + Bronto

Bronto has experienced impressive growth in customers, employees and revenue. They believe there are two main reasons for this – one is that they fill an important need within the multichannel commerce market. The second is that transparency, approachability, award- winning customer service and a passion for marketing are built into Bronto's DNA and this way of doing business is shared by customers, employees and partners.

Featured Testimonials

" *Email marketing is vital to Nova Natural because it is more in-line with the preferences of new parents when it comes to making purchases. Bronto is a key component of our marketing strategy, starting with list growth and continuing into driving conversions and customer lifetime value.* "

JASON MILLER
EMAIL MARKETING AND CATALOG DESIGN MANAGER, NOVA NATURAL

" *Switching our ESP to Bronto has given us the opportunity to advance our email marketing strategy, segment our customers and target them with relevant campaigns, which has driven incremental revenue in 2012.* "

JESSICA LOCKWOOD
ONLINE MARKETING MANAGER, MODA IN PELLE

" *Bronto's Magento extension has made a huge difference in our ability to drive revenue with email marketing. The implementation went smoothly, and we were able to quickly execute on a cart recovery campaign. There was money sitting there just waiting to be captured.* "

NIKKI ROGAN
MARKETING MANAGER, E-CONOLIGHT

" *Bronto's fantastic customization has given us the freedom to build an approach that suits our business. Email-generated revenue increased by 201% YOY for our UK site and conversions are 113% higher for our US site.* "

JASON PETERS
CRM MANAGER, ENTERTAINMENT MAGPIE

TRUSTED BY

TREK   tarte   ABC FINE WINE & SPIRITS   LUCKY BRAND EST. 1990   BONOBOS

TOP PERFORMER

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.

94
Total Customer References

Featured Testimonials

" *Emma's deep, intuitive analytics help me easily show off the incredible ROI of our email marketing.* "

> **CARL JACOBSON**
> MARKETING DIRECTOR, PRESONUS

" *The functionality Emma provides is like no other. We're able to provide our franchise owners with attractive, branded templates, and it makes running their business much easier. They love the fact that it's just a few clicks: They can enter their info into a template and press 'send' without it eating up a big chunk of their day.* "

> **KATELYN BATTAGLIA**
> DIRECTOR OF MARKETING, BABY BOOT CAMP

" *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

" *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

TRUSTED BY

ABOUT LITMUS

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.

75

Total Customer References

Featured Testimonials

66 *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.* 99

GLENN EDLEY
CEO, SPIKE

66 *Litmus gives us the ability to use email meta-data for deeper insights on behavior and enables Samsung to do a targeted follow up, directly. Litmus provides us next-level metadata on email.* 99

COEN VAN DER VEN
CRM SPECIALIS, SAMSUNG

66 *We love how the platform is designed for enterprise-level agencies. We can have all of our clients in one place and easily and securely jump between accounts.* 99

ADAM MACDONALD
DIRECTOR OF CAMPAIGN MANAGEMENT, DEG

66 *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.* 99

DONNELL DELEON
MARKETING AUTOMATION DEVELOPER, VSP

TRUSTED BY

SAMSUNG   Stonyfield   PROGRESSIVE®   Lenovo   GROUPON®

featured customers

ABOUT MAILJET

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.

47

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ Ultimately it matters that our emails get delivered to the recipient quickly and efficiently. We've got confidence in the performance, deliverability and reliability of the platform. We have plenty of other things to focus on when growing our business - so it's nice to be able to rely on a partner like Mailjet for our email delivery. ❞

TIM BOUGHTON
CTO, MENTION ME

❝ 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

❝ Mailjet's intuitive and user-friendly tool allows our startups to save precious time during their intense acceleration program. Above all, what they value the most is the proactive support to help them grow with workshops, networking events and dedicated customer support. ❞

SILVESTRO MAJNONI
PARTNERSHIPS MANAGER, NUMA

TRUSTED BY

inflexia   mention me   Microsoft Azure   MileIQ   LaLiga

76

Total Customer References

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.

Featured Testimonials

66 *The main reason we chose ONTRAPORT is because of its ability to scale the business and do everything in one system. The potential automation options are huge; it's just a process now of testing what works and what doesn't.* 99

BOB NEWBERRY
THE FITNESS MINDSET

66 *We researched many different platforms. ONTRAPORT is the easiest to use, the most intuitive and the support and ease of contact is just spectacular — that was the clincher.* 99

TRISH RADGE
THE CHARTIST

66 *The return on investment with Ontraport is huge. The automated messaging and task management is the best investment we have made in our company. Humans make errors. Ontraport ensures that my clients get a consistent experience and our referrals prove it.* 99

ERIC FORONJY
SALES MANAGER, HAGUE QUALITY WATER OF LOS OSOS, CA

66 *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.* 99

BROCK ROSS
BRAVE GIRLS CLUB

TRUSTED BY

Coca-Cola   Cognizant   CartHook   mindvalley   FOOD REVOLUTION NETWORK

TOP PERFORMER

25
Total Customer References

VIEW ALL REFERENCES

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.

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 love the customer experience this integration offers our customers.* ❞

    BRAD YEAGER
    DIRECTOR OF DEVELOPMENT, 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

TRUSTED BY

2020

WINTER 2020

Email Marketing
Software Category

RISING STARS

featured
customers

ABOUT DYSPATCH

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.

12

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

The API integration is very smooth, and provides appropriate testing tools. Great developer experience. Template changes can be handled with a minimum of interaction with the development team.

DEVELOPER
FINANCIAL SERVICES COMPANY

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

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.

ALLI SHEA
HEAD OF GROWTH MARKERTING, COUCHSURFING

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

CHRISTIAN CROFT
CO-FOUNDER, USELL

TRUSTED BY

uSell

urbandoor

PromoFarma.com

couchsurfing

ABOUT MOOSEND

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.

10

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" 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

" Moosend is a user friendly professional platform with a great support team. And the most incredible thing is that it's cost efficient. Thank you Moosend for making my life easier. "

ALEX MELVANI
MEMBERSHIP OFFICER, WWF

" 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

TRUSTED BY

VOGUE   WWF   Domino's Pizza   CAREERBUILDER WORK CAN WORK   DOLLAR SHAVE CLUB

ABOUT ONGAGE

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.

14
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *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!* 99

ITAY BARAK
DIGITAL PLATINUM

66 *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!* 99

ALEX GALASSO
PLAYTIKA CANADA

66 *We were sending emails with our own private MTA, using an old version of our internally designed front-end, and with SendGrid, a cloud based SMTP relay. Moving to Ongage has unified and transformed our operation, saving us time and money, and allowing us to rapidly and efficiently grow our email marketing campaigns.* 99

DAN KLEINMAN
CHIEF EXECUTIVE OFFICER, JOTTIX MEDIA

66 *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.* 99

ALEC DOBBIE
CEO, FANFINDERS

TRUSTED BY

NEWSWATCHMEDIA   VHMnetwork LLC   Playtika   TN MARKETING   Brightfire

18

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *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 have many different departments and we need every last one to receive and understand the communications we send. Now, we know they are.* "

ANNE HARTWICK
MANAGING EDITOR, AMERICAN CANCER SOCIETY

" *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

TRUSTED BY

CISCO   citrix   Kroger   Microsoft   Children's Hospital of Philadelphia

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.

16

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ *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

❝ *Designing templates is fairly easy, they look fairly sleek and modern. Easy to teach someone how to use the platform.* ❞

CYNTHIA MATOSSIAN
PRESIDENT, MATOSSIAN EYE ASSOCIATES

❝ *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

❝ *Robly's sign-up forms and pop-ups are a huge upgrade. They make content upgrades easy, and give you the flexibility to set your landing pages up with whatever type of form you need.* ❞

ANTHONY ROBINSON
CHIEF EXECUTIVE OFFICER, REFUND GEEKS

TRUSTED BY

ABOUT STENSUL

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.

15
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *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.* 99

> NICOLE F.
> GROWTH MARKETING, YOUTUBE

66 *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.* 99

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

66 *Very user friendly. Helps create emails much easier and faster. We were able to reduce email production time by a significant amount.* 99

> MADELINE W.
> MARKETING OPERATIONS, BOX

66 *[Before stensul] What was really taking a lot of my time was the coding. It was a very time-consuming and manual process, and there was a lack of responsive design within the templates that we were building. stensul changed all that.* 99

> JULIE BULFAIR
> SENIOR MARKETING SPECIALIST, CATALENT

TRUSTED BY

box   GRUBHUB   lyft   paloalto NETWORKS   You Tube