

## Feature

## Hubspot

## ConvertKit

## Brevo

## ActiveCampaign

### Price



Marketing starts at **\$800**/month billed annually; up to **2000** marketing contacts (discounts available)

Between **\$9** and **\$79** billed annually. The price point depends on the number of subscribers, between **300** and **5000**

Free plan: Up to **300** emails/day, up to **2000** contacts.  
Business plan: Starts at **\$65**/month for up to **20,000** emails

Between **\$15** and **\$157** billed annually. The price point depends on the plan that is chosen

### Features



Fully integrated around the contact; holistic view of interactions

Automation, A/B testing, and segmentation

Transactional emails add-on

Campaign linking

Integrated social media management

Simplest to use email-marketing-wise

**99.8%** delivery rate

One-off emails, email automation

Tagging and segmentation

A/B testing

Pricing based on email volume

Transactional emails

Automation, A/B testing, segmentation

SMS & WhatsApp, Push notifications

Website tracking

Real-time customer comms add-on

All plans include email marketing & automation

Cheap plan only has inline forms

A/B testing, conversion tracking at higher plan

Transactional emails add-on

CRM/Sales add-on

Site tracking

### Recommendation



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