mailchimp

Recent News

- 5/15/2019 - MailChimp transitioned to an all-in-one marketing platform offering email, landing pages, domains, hosting, social & Google ads, CRM, and smart AI recommendations. They have also stated that a website builder is coming soon.
- Starting 6/15/2019 - Current MC customers in the "forever free" plan with over 2,000 contacts will have to start paying for their account.
- 3/22/2019 - MailChimp and Shopify announced that they were parting ways.

Brand Reputation

- Sites that review email service providers are written by tech savvy people. Most small business owners are not tech savvy— Actual Users rank Constant Contact better.
- BBB Rating: MailChimp (D-) vs. Constant Contact (A+)

How We Differentiate

- MailChimp has no phone support until their Premium plan (only email support for the first 30 days), while Constant Contact offers award-winning coaching and phone support Monday–Friday.
- MailChimp is the most likely email provider to end up in Gmail's "promotions" folder.
- MailChimp no longer has a direct integration with Shopify; the most popular ecommerce platform. Constant Contact's integration is built in-house.

Product Comparison

- **MailChimp features not offered by Constant Contact:**

  - RSS to Email
  - Contact Profiles
  - Audience Dashboard
  - Retargeting Ads
  - Postcards
  - Product recommendations
  - Order notifications
  - Predicted demographics

- **Constant Contact features not offered by MailChimp:**

  - Action blocks—Easily implement integrations using action blocks.
  - Mobile App Contact Upload—Upload contacts in your phone into your account, and pull contact information from a business card by taking a picture.
  - Dynamic Content Block—Customize and personalize an email template to be specific to different recipients based on stored contact data.
  - Constant Contact Kickoff Call—Helps you polish up your first draft, advise you on best practices, and make sure you can get your first email out with ease.
  - 30-Day Money Back Guarantee—Provides reassurance to our customers that their satisfaction is guaranteed.

MailChimp pricing

Plan	Cost	List	Sends	Users
Free	Free	< 2,000	10k/month, 2k/day, 1 list limit	1
Essential	$9.99	0-500	500k/month, 3 list limit	3
Standard	$14.99	0-500	1.2M/month, 5 list limit	5
Premium	$299	0-10K	3M+/month, unlimited lists	unlimited

Custom domains cost an additional $99/month | 15% discount for charities and nonprofits

Game-changing stats

- First-time users prefer creating emails with Constant Contact nearly **10-1** over MailChimp.
- During a deliverability comparison study, **100%** of MailChimp emails being sent to Gmail ended up in the promotions folder.[1]

1. Source: Marketing Charts, Feb 2017 https://www.marketingcharts.com/industries/retail-and-e-commerce-74342
Email Tool Tester, March 2018 https://www.emailtooltester.com/en/blog/email-deliverability-mar-2018/

Constant Contact