INTUIT   ✓turbotax   ck creditkarma   ◍ mint   qb quickbooks   mailchimp

Marketing Platform	Websites & Commerce	Transactional Email

INTUIT **mailchimp**   Solutions and Services ⌄   Resources ⌄   Pricing 🔍   Pricing   🌐 EN ⌄   Sales: +1 (800) 315-5939   Log In   **Start Free Trial**

you buy!

Try the Standard or Essentials plan risk free for 1 month. Switch plans or cancel any time.

Trial Terms

How many contacts?   **€ EUR** ⌄

500   ⌄

Premium	Standard	Essentials	Free
	Recommended		
Starts at	**Free**	**Free**	€0
€334.34	for 1 month	for 1 month	/month*
/month*	Then, starts at	Then, starts at	
	€19.11	€12.42	
	/month*	/month*	
Buy Now	Free Trial	Free Trial	Sign Up

*Overages apply if contact or email send limit is exceeded. Learn more

Not ~~sure which plan is for~~ you?

...dations for you.

150,000	6,000	5,000	1,000
Users			
Unlimited	5 Seats	3 Seats	1 Seat
Audiences			
Unlimited	5 Audiences	3 Audiences	1 Audience
Customer Support			
Phone & Priority Support	24/7 Email & Chat Support	24/7 Email & Chat Support	Email support for first 30 days
Pre-built Email Templates			
✓	✓	✓	Limited
300+ Integrations			
✓	✓	✓	✓

Reporting & Analytics			
✓	✓	Limited	Limited

Forms & Landing Pages			
✓	✓	✓	✓

Creative Assistant			
✓	✓	Limited	Limited

Personalized Onboarding			
4 Sessions	1 Session	1 Session	✗

Role-based Access			
5 Roles	4 Roles	2 Roles	✗

Remove Mailchimp Branding			
✓	✓	✓	✗

A/B Testing			
✓	✓	✓	✗

Email Scheduling			
✓	✓	✓	✗

Automated Customer Journeys			
Up to 200 journey points	Up to 200 journey points	Up to 4 journey points	✗

Custom-Coded Templates			
✓	✓	✗	✗

Send Time Optimization			
✓	✓	✗	✗

Predictive Segmentation			
✓	✓	✗	✗

Content Optimizer			
			✗

			✗

			✗

Multivariate Testing			
✓	✓	✗	✗

Comparative Reporting			
✓	✓	✗	✗

Advanced Segmentation			
✓	✓	✗	✗

About Premium   **About Standard**   **About Essentials**   **About   Free**

(**Compare all features**)

Learn more

Not sure which plan to pick?

Let us do the hard work so that you can focus on the stuff that matters most. It will only take a couple minutes.

We use cookies to provide website functionality, to analyze traffic on our Mailchimp Sites, personalize content, serve targeted advertisements and to enable social media functionality. Our Cookie Statement provides more information and explains how to update your cookie settings. View our **Cookie Statement.**

Rates for nonprofits and charities

Mailchimp offers a 15% discount to nonprofits and charities. To request the discount, sign up for a free account, and contact our Billing team with your username and a link to your organization's website.

Get started

Prefer to pay as you go?

Instead of paying a monthly recurring charge, you can buy email credits as needed through our Pay As You Go plan. It's best for infrequent senders.

Learn More

FAQs

Can I buy email credits instead of a monthly marketing plan? +

How do I switch to a different plan? +

What payment methods do you offer? +
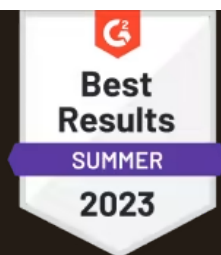
What happens if I hit my contact or sending limit? +

Do you have pricing for high-volume email senders? +

Work with a trusted industry leader

*Disclaimers

1. Mailchimp is the #1 email marketing and automation brand based on competitor brands' publicly available data on worldwide numbers of customers in 2021 / 2022.
2. SMS is available as an add-on to US paid plans only and SMS credits are added to your account after purchase. Application and agreement to terms is required before purchasing credits. Credits are issued monthly and unused credits expire and do not roll over. Pricing varies. MMS is only available on Premium and Essential plans. See terms for details.
3. Onboarding services differ per plan and are available for new or upgraded users with a paid plan for the first 90 days after account creation or upgrade.
4. Availability of features and functionality varies by plan type. For details, view plans and pricing.
5. All calls with the Mailchimp support team are currently only available in English.
6. Up to 7x more orders through users' connected stores versus when they used bulk emails for Jan 1 2022–Jul 1 2023 period. Features and functionality of CJB varies by plan.
7. 141% more revenue for users' connected stores using predictive segmented emails versus non-predictive segmented emails for Jan 1 2022–Jul 1 2023 period. Standard and Premium plans only.

We use cookies to provide website functionality, to analyze traffic on our Mailchimp Sites, personalize content, serve targeted advertisements and to enable social media functionality. Our Cookie Statement provides more information and explains how to update your cookie settings. View our **Cookie Statement.**