INTUIT
mailchimp

EN ⌄   Sales: +1 (800) 315-5939   Pricing   Hi, Christina ⌄   ≡

‹ **Back to plans**

Compare Marketing plans

Customize your plan

| Contacts | 500 ⌄ | $ USD ⌄ |

| Premium | **Standard** | Essentials | Free |

Feedback

🗨 Chat with Sales

Premium

Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.

Starts at

$350

/month†

Request a demo

Buy Now

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

Standard

Sell even more with personalization, optimization tools, and enhanced automations.

Starts at

$20

/month†

Buy Now

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

Essentials

Send the right content at the right time with testing and scheduling features.

Starts at

$13

/month†

Buy Now

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

Free

Easily create email campaigns and learn more about your customers

Starts at

$0

/month†

Sign Up

*Sending will be paused if contact or email send limit is exceeded. Learn more

Key Plan Features

Monthly Email Sends			
15X contacts	12X contacts	10X contacts	Max of 1,000/mo or 500/day
Marketing Automation Flows			
Up to 200 flow steps	Up to 200 flow steps	Up to 4 flow steps	✕
Generative AI Features			
No additional cost add-on	No additional cost add-on	✕	✕
Premium Migration Services			
Contact Sales	✕	✕	✕

Admin

Users			
Unlimited	5 Seats	3 Seats	1 Seat

Audiences

Feedback
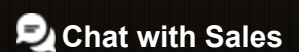
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Unlimited	5 Audiences	3 Audiences	1 Audience
Maximum Contact Count			
Contact us for a custom plan	Up to 100,000 contacts with our $800/mo tier	Up to 50,000 contacts with our $385/mo tier	Up to 500 contacts
Role-based Access			
5 Roles	4 Roles	2 Roles	✕
Services & Support			
Customer Support			
Phone & Priority Support	24/7 Email & Chat Support	24/7 Email & Chat Support	Email support for first 30 days
Guides and Tutorials			
✓	✓	✓	✓
300+ Integrations			
✓	✓	✓	✓
Customer Success Management			
✓	Included with 30k contacts +	Included with 30k contacts +	✕
Personalized Onboarding			
4 Sessions	1 Session	✕	✕
Premium Migration Services			
Contact Sales	✕	✕	✕
Email Marketing & Design			
Email			
✓	✓	✓	✓
Forms & Landing Pages			
✓	✓	✓	✓
Content Studio			
✓	✓	✓	✓
Pre-built Email Templates			
✓	✓	✓	

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Remove Mailchimp Branding			
✓	✓	✓	✗

Email Scheduling			
✓	✓	✓	✗

Custom-coded Templates			
Create and Send	Create and Send	Create and Send until 12/31/2025	Create and Send until 12/31/2025

Dynamic Content			
✓	✓	✗	✗

Reporting & Analytics

Reporting Tools			
✓	✓	Limited	Limited

Personalized Product Recommendations			
✓	✓	✓	✓

Next Best Action			
✓	✓	✓	✓

Subject Line Helper			
✓	✓	✓	✓

Basic Reports			
✓	✓	✓	✓

A/B Testing			
✓	✓	✓	✗

Custom Reports			
✓	✓	✗	✗

Anomaly Detection			
✓	✓	✗	✗

Dynamic Content			
✓	✓	✗	✗

Delivery by Time Zone

Feedback

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✓	✓	✕	✕
Send Time Optimization			
✓	✓	✕	✕
Multivariate Testing			
✓	✓	✕	✕
Comparative Reporting			
✓	✓	✕	✕
Audience Management			
Contact Profiles			
✓	✓	✓	✓
Tags			
✓	✓	✓	✓
Inbox			
✓	✓	✓	✓
Mailchimp Mobile App			
✓	✓	✓	✓
Audience Dashboard			
✓	✓	✓	✓
Surveys			
✓	✓	✓	✓
Campaign Engagement			
✓	✓	✓	✓
Purchase Behavior			
✓	✓	✓	✓
App Engagement			
18 months	3 months	1 month	1 month
Website Engagement			
Page Views	Page Views	Site Views	S

Feedback

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Segmentation			
Advanced	Advanced	Basic	Basic
Predictive Segmentation			
✓	✓	✗	✗
Advanced Segmentation			
✓	✓	✗	✗
Behavioral Targeting			
✓	✓	✗	✗
Customer Lifetime Value			
✓	✓	✗	✗
Purchase Likelihood			
✓	✓	✗	✗
Marketing Channels			
Landing Pages			
✓	✓	✓	✓
Social Posting			
✓	✓	✓	✓
Pop-up Forms			
✓	✓	✓	✓
Social Post Scheduling			
✓	✓	✗	✗
Campaign Manager			
✓	✓	✗	✗
Retargeting Ads (Google)			
✓	✓	✗	✗
Marketing Calendar			
✓	✓	✗	✗
Automations			

Feedback
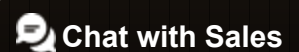
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Marketing Automation Flows			
✓	✓	✓	Free preview
Multiple Starting Points			
✓	✓	✕	✕
Branching Points			
✓	✓	✕	✕
Available Add-Ons			
Transactional Emails			
Prices vary	Prices vary	Demo only	Demo only
Free Website Features			
Build and Publish a Website			
✓	✓	✓	✓
Unlimited Pages			
✓	✓	✓	✓
Unlimited Bandwidth			
✓	✓	✓	✓
SEO Tools			
✓	✓	✓	✓
SSL Certificate			
✓	✓	✓	✓
Site Visit Analytics			
✓	✓	✓	✓
Free Mailchimp Domain			
✓	✓	✓	✓

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

FAQs

Feedback

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How do I switch to a different plan?   ⊕

What payment methods do you offer?   ⊕

What happens if I hit the contact or sending limit?   ⊕

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

*Disclaimers

1. **#1 email marketing and automation platform:** Mailchimp is the #1 email marketing and automation platform based on December 2023 publicly available data on competitors' number of customers.
2. **24X ROI Standard Plan:** Based on all e-commerce revenue attributable to Standard plan users' Mailchimp campaigns from April 2023 to April 2024.
3. **SMS Marketing:** SMS is available as an add-on to paid plans in select countries. Application and agreement to terms is required before purchasing credits. Messages can only be delivered to contacts in the country selected. Australia messaging available only for contacts with +61 country code. SMS credits are added to your account after purchase and approval. Credits are issued monthly and unused credits expire and do not roll over. MMS only available for Standard and Premium plans sending to US and Canada contacts. Pricing varies. Click here for details.
4. **Intuit Assist:** Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change without notice. Availability of features and functionality varies by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various plans and pricing.
5. **Personalized onboarding:** Onboarding services differ per plan and are available for new or upgraded users with a Standard or Premium plan for the first 90 days after account creation or upgrade. Onboarding services are currently offered in English, Spanish and Portuguese for Premium plans, and in English for Standard plans.
6. **Premium Migration Services:** Premium Migration Services are available for certain new to Mailchimp Premium plan account holders in select countries that contact Sales to sign up for Mailchimp and discuss migration needs. Services available for the first 30 days after account creation. Eligibility and agreement to terms is required. See terms for details.
7. **Customer Success Management:** Customer Success is included with select custom plans that spend at least $299 per month with Mailchimp, All calls with the Mailchimp customer success team are currently only available in English. Translation into select languages upon request.
8. **Phone support:** All calls with the Mailchimp support team are currently only available in English.
9. **Custom Premium pricing:** For users with more than 250,000 contacts, several plan options are available to align monthly email limits to your marketing needs. Please contact sales for further details and pricing.
10. **Premium Free Trial:** For qualified new customers, a 1-month free trial of the Premium plan is available. Please contact sales for further details.
11. **Annual Plans:** For Premium and Standard 10,000+ contact plans, annual plans are available. Contact sales to learn about pricing and eligibility.
12. **Up to 7x more orders:** Up to 7x more orders with marketing automation flows automations generated through users' connected stores versus when they used bulk emails for Jan 1 2022 - Jul 1 2023 period. Features and functionality of Flows varies by plan.
13. **Up to 141% more revenue:** Up to 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.
14. **58% Higher Click Rate:** Based on US users who sent both email and SMS campaigns compared to users who sent only email campaigns from 8/1/23 to 5/14/24.
15. **16x SMS ROI:** Based on U.S. SMS users' e-commerce revenue attributable to SMS campaigns within during September 2023 through April 2024.

Feedback

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16. **Popup forms (beta):** Very limited availability to new and existing Mailchimp users and on web browsers only. Features may be more broadly available soon, but represents no obligation and should not be relied on in making a purchasing decision. Availability of features and functionality varies by plan type. For details, view plans and pricing.

17. **2x More Revenue with Predictive Segments:** Standard and Premium users saw 2x more revenue (266%) on average for their connected ecommerce stores using predictive segmented emails versus non-predictive segmented emails for Jan 2023 - Dec 2024 period. Predictive segments available on Standard or Premium plans only.

18. **#1 AI-powered email marketing platform:** Based on May 2025 publicly available data on number of customers of competitors that also advertise using AI to enhance their email marketing and automation products and services.

19. **8x orders:** Based on orders generated from bulk emails of paid plan users across all available geographics from January 2023 - January 2025. Customer Journey Builder (CJB) was rebranded to Marketing Automation Flows (MAF) effective as of June 2025. Any references to "Automation Flows" refers to the same features previously available under CJB. Features and functionality vary by plan type. For details, view Mailchimp's various plans and pricing.

20. **9x revenue:** Based on total revenue generated from bulk emails by users' of Marketing Automation Flows from January 2023 - January 2025. Customer Journey Builder (CJB) was rebranded to Marketing Automation Flows (MAF) effective as of June 2025. Any references to "Automation Flows" refers to the same features previously available under CJB. Features and functionality vary by plan type. For details, view Mailchimp's various plans and pricing.

21. Availability of features and functionality varies by plan type. For details, view plans and pricing.

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