Elevate Your Campaigns: 5 Best Email Marketing Platforms in 2024

Email marketing remains a cornerstone for business models as online spaces continue to dominate the buying market. Having an effective way to reach new and returning customers is the best way to separate the successful from those just getting by. However, with so many software options, how can you determine which program best fits your business's needs?

A great email marketing software will combine quality customer support, ease of use, a fair price, and an assortment of fundamental features (analytics, automation, etc). Constant Contact is the best program for most businesses because it covers all the essentials while allowing you to integrate more options as your business grows.

Still interested? Here's a closer look at the best email marketing software options for 2024.

Best Free Option - MailerLite

MailerLite is perfect for budding businesses aiming to start or grow their email lists. Its free plan supports up to 1,000 subscribers with 12,000 monthly emails. Its simplistic, user-friendly interface and competitive pricing make it a standout choice. Although it is one of the most expansive free programs on the market, MailerLite does lack high-quality analytic tools, and you will need to buy in for their 24/7 customer support.

Key Features:

- Drag-and-drop editor
- Email automation builder
- Up to 10 landing pages
- Comparative reporting
- Signup forms & pop-ups

Besides its free price point, MailerLite's main advantage is its user-friendly interface, which makes creating and managing campaigns hassle-free.

Best for Experienced Marketers - Campaigner

As the name suggests, Campaigner is best for those looking for all the features and advantages a full-scale email marketing campaign can offer. Its base package offers unlimited emails to up to 5,000 contacts. Although Campaigner lacks a free-to-play version, the price includes every tool you need for a successful email marketing strategy.

Key Features:

- Advanced segmentation
- Conversion tracking
- Drag-and-drop email builder
- Landing page and pop-up form creation
- Autoresponders

Campaigner's strength lies in its audience targeting capabilities. It allows users to identify audience behavior and personalize messaging to drive conversions. It is tailored for businesses that require detailed and scalable email marketing solutions.

Best Overall - Constant Contact

Constant Contact is perfect for most businesses or entrepreneurs. It offers an easy-to-use platform without overwhelming features. The pricing is based on the number of emails sent, making it a cost-effective solution as you grow your contact list, ensuring you get all your money's worth.

It's important to note while its basic package comes with fundamental tracking tools, you will need to purchase the higher-tier models for more advanced analytics.

Key Features:

- Easy-to-use interface
- Scalable pricing model
- Basic email marketing tools
- Social media integrations
- Event marketing

Constant Contact provides a straightforward approach to email marketing, ensuring that users can start quickly without sacrificing essential features. It's designed for businesses that need a reliable, entry-level platform that grows with them.

Most “Bang for your Buck” - Moosend

Moosend is an ideal, cost-effective option that offers a wide range of features and integrations. Moosend stands out for its affordability and comprehensive support across different pricing models. Its focus on transactional value makes it an excellent choice for eCommerce, even though it does lack SMS functionality.

Key Features:

- Unlimited emails
- Automation workflows

- Landing pages/forms
- Transactional emails
- SMTP server

Moosend's pricing is one of its biggest selling points. It offers unlimited contacts for a set number of subscribers (up to 500 on the base model), making it one of the most economical choices without compromising essential email marketing functionalities.

Most Feature-Rich - Mailchimp

If you've looked around the email marketing space, you've probably heard of MailChimp. In 2024, it remains one of the marquee options for those looking for a one-stop shop to run a successful online business. While their focus is still email marketing, offering unlimited emailing for up to 500 contacts, Mailchimp ensures you have everything you need to start, edit, and grow your marketing campaign.

Key Features:

- CRM implementation
- Behavioral targeting
- Web hosting
- Advanced segmentation
- Template-based email builders

Mailchimp remains a go-to for many businesses due to its comprehensive feature set and reputation. It’s especially beneficial for those needing a multifaceted platform beyond email marketing and other digital marketing tools.

Conclusion

Choosing the right email marketing platform depends on your specific business’s needs. For beginners, MailerLite offers a robust free plan. Campaigner is perfect for experienced businesses needing advanced features. Constant Contact provides a reliable, scalable option for small businesses. Moosend stands out for its affordability, while Mailchimp offers a robust set of features for those looking for a comprehensive marketing solution.