

# Mailchimp

Product Benefits Overview — April 2026

<https://mailchimp.com>

User Rating: 8.6/10

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## Pricing

- \$20/month
- Free plan available (limited features)
- Custom enterprise pricing on request

## Key Strengths

- analytics
- scheduling
- dashboards
- mobile app
- API
- customizable

## Limitations

- Some advanced features may require a learning curve
- Premium plans needed for full functionality
- Usage limits on lower-tier plans