

Brevo Review

Pricing, pros, cons and practical fit

Email, SMS, marketing automation, transactional messaging, and lightweight CRM in one platform.

QUICK FACTS

At a glance

Starting price	\$9/mo
Free plan	Yes
Free trial	No
Difficulty	Easy
Last verified	Sep 2026
Best for	Ecommerce, Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Combines email marketing, automation, transactional email, SMS, and CRM in one affordable platform.

MAIN LIMITATION

Some advanced marketing and reporting features require higher-tier plans.

WISETECHLIST VERDICT

Should you use Brevo?

Brevo is a strong fit for small businesses that want email marketing, automation, SMS, transactional email, and lightweight CRM in one platform. Its free plan makes it easy to start, while paid tiers add more advanced marketing features as a business grows.

USE CASES

What can you use Brevo for?

- Email campaigns
- Marketing automation
- Transactional email
- SMS marketing

- Lead and contact management

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free plan available
- Combines email, SMS, automation, and CRM
- Affordable starting price
- Useful transactional email features
- Good fit for small businesses

WHAT TO CONSIDER

- Advanced reporting requires higher tiers
- Daily sending limit on the free plan
- CRM is less specialized than dedicated sales CRM platforms

PRACTICAL FIT

How Brevo fits a small business workflow

WHAT IT IS

Brevo is a customer communication and marketing platform that combines email campaigns, SMS, transactional messaging, automation, and lightweight CRM features. It is aimed at small businesses and growing teams that want several customer communication channels in one platform without immediately moving to a large enterprise suite.

WHERE IT FITS

Brevo fits well when a small business needs both marketing and operational messaging. A team can run email campaigns, automate customer journeys, send transactional emails or SMS, and manage contacts from one system. It can reduce the number of separate tools needed for basic CRM and customer communication workflows.

WHEN IT MAY NOT FIT

Brevo may not be the best choice if your main requirement is a highly specialized sales CRM, advanced enterprise analytics, or very complex marketing orchestration. Some more sophisticated capabilities also sit behind higher-tier plans, so growing teams should review which features they actually need.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Brevo if you want an affordable all-in-one platform for email marketing, automation, transactional messaging, SMS, and basic CRM without managing several separate tools.

SKIP IF

Skip Brevo if you need a highly specialized enterprise CRM, very advanced analytics, or complex marketing orchestration that requires a larger marketing suite.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/brevo/>