

GetResponse Review

Pricing, pros, cons and practical fit

Growing businesses and creators that need email newsletters, landing pages, list building, and a path into deeper automation or funnels.

QUICK FACTS

At a glance

Starting price	\$19/mo (Starter, monthly; \$15.58/mo billed annually)
Free plan	Yes
Free trial	Yes
Difficulty	Medium
Last verified	Oct 2026
Best for	Content Creator, Ecommerce, Marketing Team, Small Business,

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Broad email and lead-generation toolkit with a permanent free tier and clear upgrade path to automation, webinars, and creator tools.

MAIN LIMITATION

Free features are basic; advanced segmentation, ecommerce workflows, webinars, and creator tools require higher tiers.

WISETECHLIST VERDICT

Should you use GetResponse?

GetResponse is a flexible option for businesses that want more than newsletters without immediately buying a full marketing suite. The Free plan supports basic email and lead capture, Starter unlocks unlimited email sending with limited automation, and higher plans provide deeper customer journeys and specialized sales or creator features.

USE CASES

What can you use GetResponse for?

- Email newsletters
- Lead generation

- Signup forms
- Landing page campaigns
- Welcome email automations
- Ecommerce marketing funnels
- Webinars and creator monetization on eligible tiers

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Permanent free email tier
- Landing pages and signup forms
- Unlimited sends on paid Starter
- Marketing automation upgrade path
- Audience management and reporting
- Webinars and creator tools on higher plans

WHAT TO CONSIDER

- Free plan has list and sending caps
- Advanced automation requires higher tiers
- Webinar and course features are not included in Starter
- More feature complexity than simple newsletter tools

PRACTICAL FIT

How GetResponse fits a small business workflow

WHAT IT IS

GetResponse is a hosted marketing platform that combines email campaigns, subscriber management, forms, landing pages, and automation. It offers Free and paid service levels; capabilities such as advanced segmentation, ecommerce funnels, webinars, and course creation depend on the selected plan.

WHERE IT FITS

Create signup forms and landing pages to capture leads, organize contacts, send newsletters, and measure engagement. Use welcome sequences on Starter, then expand into multi-step automation, ecommerce recovery, and educational or creator campaigns when the marketing program becomes more sophisticated.

WHEN IT MAY NOT FIT

GetResponse may be excessive for a team sending only occasional newsletters. Its Free plan does not provide the full automation suite, and the more complex funnel, webinar, and course offerings require higher-priced subscriptions, so evaluate the exact tier before choosing it.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose GetResponse if you want to start with newsletters and landing pages, then add customer journeys, funnel campaigns, or creator-focused tools as your marketing grows.

SKIP IF

Skip GetResponse if you only need the simplest broadcast-email interface or if your budget cannot support the higher-tier features required for advanced ecommerce automation or webinars.

Continue your research

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

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