

Omnisend Review

Pricing, pros, cons and practical fit

Online retailers that need ecommerce email campaigns, prebuilt customer journeys, segmentation, and automated follow-ups.

QUICK FACTS

At a glance

Starting price	\$16/mo (Standard; monthly, entry contact tier)
Free plan	Yes
Free trial	No
Difficulty	Medium
Last verified	Oct 2026
Best for	Ecommerce, Marketing Team, Small Business

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Ecommerce-oriented automation templates and store-data segmentation combined with email and web push in one platform.

MAIN LIMITATION

The free plan has a low sending allowance, and paid costs scale with billable contacts; SMS subscriptions for new users require Pro.

WISETECHLIST VERDICT

Should you use Omnisend?

Omnisend is especially compelling for ecommerce stores that want email campaigns and automated journeys built around shopping behavior. A permanent free plan allows testing with real contacts, but its 500-email monthly limit is restrictive for growing stores and SMS or high-volume marketing can require Pro.

USE CASES

What can you use Omnisend for?

- Abandoned-cart recovery
- Welcome email sequences

- Ecommerce promotional campaigns
- Customer segmentation
- Post-purchase follow-ups
- Signup forms and web push

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Permanent free tier
- Ecommerce-focused automation workflows
- Abandoned-cart and post-purchase use cases
- Forms and audience segmentation
- Web push support
- Store integrations and reporting

WHAT TO CONSIDER

- Free plan capped at 500 emails/month
- Standard email volume scales with list size
- SMS subscription access for new customers requires Pro
- Pricing scales with billable contacts

PRACTICAL FIT

How Omnisend fits a small business workflow

WHAT IT IS

Omnisend is a hosted ecommerce marketing platform for email campaigns, automations, forms, push notifications, and customer segmentation. It integrates with store activity so a merchant can create targeted promotions and lifecycle flows based on customer actions and purchases.

WHERE IT FITS

Connect an ecommerce store, sync customer and shopping events, capture subscribers with forms, create automated welcome and cart-recovery sequences, and send targeted product promotions. Monitor campaign revenue and engagement while adjusting segments and sending limits as the customer base grows.

WHEN IT MAY NOT FIT

Omnisend may be less suitable for non-retail businesses that only need occasional newsletters or for teams seeking a fully featured sales CRM. The free plan is intended for small-scale use, Standard sending allowances are limited, and newer accounts need Pro to purchase ongoing SMS credits.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Omnisend if you run an online store and want email marketing driven by purchase behavior, subscriber segments, automated campaigns, and store integrations.

SKIP IF

Skip Omnisend if you are not running ecommerce, need a traditional sales CRM, or expect to send large volumes from a free account. Teams relying heavily on SMS should review Pro requirements and messaging charges.

Continue your research

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

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