

Zoho Campaigns Review

Pricing, pros, cons and practical fit

Small businesses and marketing teams that need cost-conscious email newsletters, subscriber management, and integration with Zoho CRM, with room to grow into automation.

QUICK FACTS

At a glance

Starting price	\$4/mo (Standard, 500 contacts, monthly; \$3/mo billed annually)
Free plan	Yes
Free trial	Yes
Difficulty	Medium
Last verified	Oct 2026
Best for	Agency, Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Forever-free email marketing for up to 2,000 contacts and 6,000 emails monthly, plus a natural fit with the Zoho business-app ecosystem.

MAIN LIMITATION

The free tier does not include automated workflows; advanced behavioral segmentation, scoring, and ecommerce journeys require the Professional plan.

WISETECHLIST VERDICT

Should you use Zoho Campaigns?

Zoho Campaigns is a strong value for small teams already using Zoho CRM or seeking affordable email campaigns. Its Forever Free plan offers a useful contact allowance, but users who need automated journeys must upgrade to Standard or Professional. Compare plans carefully because automation and segmentation depth vary significantly by tier.

USE CASES

What can you use Zoho Campaigns for?

- Email newsletters
- Subscriber list building

- Zoho CRM contact synchronization
- Lead nurturing
- Small-business promotions
- A/B testing on paid plans
- Welcome workflows on Standard or higher
- Ecommerce follow-ups on Professional

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free forever for up to 2,000 contacts
- 6,000 free email sends per month
- Drag-and-drop templates and signup forms
- Native Zoho CRM and Zoho ecosystem integrations
- Unlimited email sends on eligible paid plans
- Basic workflows and A/B testing on Standard
- Advanced segmentation and ecommerce workflows on Professional

WHAT TO CONSIDER

- Free plan has a 6,000-email monthly cap
- No automation workflows on Free
- Advanced segmentation and contact scoring require Professional
- Paid pricing scales with marketing contact tiers
- Some advanced channels and dedicated IP options cost extra
- Full Zoho ecosystem value depends on integration needs

PRACTICAL FIT

How Zoho Campaigns fits a small business workflow

WHAT IT IS

Zoho Campaigns is an email marketing service, distinct from Zoho CRM, for composing marketing emails, managing subscribers, collecting signups, and reviewing email performance. The Free, Standard, Professional, and pay-as-you-go options offer different sending limits and automation capabilities.

WHERE IT FITS

Connect Zoho CRM or import opted-in contacts, organize subscriber lists, embed a signup form, design campaigns in the drag-and-drop editor, send newsletters, and review campaign analytics. Use Standard for A/B testing and basic triggered journeys, or Professional for contact scoring, dynamic content, cart recovery, and more advanced marketing workflows.

WHEN IT MAY NOT FIT

Zoho Campaigns is less suitable if a team expects complex automations or behavioral segmentation at no cost. The free plan allows basic campaigns but no automated workflows. Standard supports simpler workflows, while advanced triggers, ecommerce recovery, dynamic content, and scoring require Professional. Email and contact limits should be checked against the selected billing tier.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Zoho Campaigns if your business needs free or inexpensive newsletter sending, signup forms, reporting, and a straightforward integration path with Zoho CRM. Standard or Professional is better for teams planning automated lead follow-ups.

SKIP IF

Skip Zoho Campaigns if you need automation on a free account, advanced ecommerce triggers on the cheapest paid tier, or a full CRM built into the email tool. For a standalone sales pipeline, evaluate Zoho CRM separately.

Continue your research

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

<https://wisetechlist.com/tools/zoho-campaigns/>