

Brevo vs Mailchimp

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	Brevo	Mailchimp
Starting price	\$9/mo	\$13/mo Essentials
Free plan	Yes	Yes
Free trial	No	Yes
Difficulty	Easy	Easy
Best for	Email, SMS, marketing automation, transactional messaging, and lightweight CRM in one platform.	Email marketing, newsletters, audience management, and basic automation.
Last checked	Sep 2026	Oct 2026

KEY DIFFERENCES

Where each tool stands out

Brevo

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.

Mailchimp

Key strength: Well-known all-in-one email marketing platform with many integrations.

Main limitation: Pricing can rise quickly as your contact list grows.

USE CASES

What can you use them for?

Brevo

- Email campaigns
- Marketing automation
- Transactional email
- SMS marketing
- Lead and contact management

Mailchimp

- Email campaigns
- Audience management
- Marketing automation
- Signup forms
- Ecommerce email

PROS AND CONS

Trade-offs to consider

Brevo

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

Mailchimp

What we like

- + Easy campaign builder
- + Large integration ecosystem
- + Good templates and forms
- + Useful audience management
- + Ecommerce marketing features

What to consider

- Costs increase as contacts grow
- Automation can be less flexible than specialist tools
- Some useful features require higher plans

BEST FIT

Who should choose each tool?

Brevo

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

Mailchimp

Best fit: Choose Mailchimp if you want a familiar email marketing platform with a broad integration ecosystem and straightforward campaign tools.

Skip it if: Skip Mailchimp if low long-term cost or highly advanced automation is your top priority.