WISETECHLIST

Klaviyo vs Omnisend

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	Klaviyo	Omnisend
Starting price	$20/mo for Email plan (251-500 active profiles; pricing scales with profiles; USD)	$16/mo (Standard; monthly, entry contact tier)
Free plan	Yes	Yes
Free trial	No	No
Difficulty	Medium	Medium
Best for	AI-powered B2C CRM and lifecycle marketing for ecommerce brands that need connected customer data, multichannel campaigns, automated flows, and measurable revenue.	Online retailers that need ecommerce email campaigns, prebuilt customer journeys, segmentation, and automated follow-ups.
Last checked	Nov 2026	Oct 2026

DECISION SNAPSHOT

What matters most

Klaviyo

Strength: Deep ecommerce and customer-data integrations connect segmentation, revenue attribution, lifecycle automation, and newer AI-assisted marketing and service workflows.

Watch out: Pricing scales with active profiles and messaging use; Composer, Customer Agent, helpdesk,

Omnisend

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

Watch out: The free plan has a low sending allowance, and paid costs scale with billable contacts; SMS

This PDF is the short version

The full WiseTechList comparison includes product screenshots, detailed use cases, complete pros and cons, pair-specific decision factors, editorial verdict, FAQs, and related alternatives.

Read the full comparison on WiseTechList ->