WISETECHLIST

Mailchimp vs Klaviyo

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	Mailchimp	Klaviyo
Starting price	$13/mo Essentials	$20/mo for Email plan (251-500 active profiles; pricing scales with profiles; USD)
Free plan	Yes	Yes
Free trial	Yes	No
Difficulty	Easy	Medium
Best for	Email marketing, newsletters, audience management, and basic automation.	AI-powered B2C CRM and lifecycle marketing for ecommerce brands that need connected customer data, multichannel campaigns, automated flows, and measurable revenue.
Last checked	Oct 2026	Nov 2026

DECISION SNAPSHOT

What matters most

Mailchimp

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

Watch out: Pricing can rise quickly as your contact list grows.

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,

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 ->