

MailerLite vs Brevo

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	MailerLite	Brevo
Starting price	\$12/mo	\$9/mo
Free plan	Yes	Yes
Free trial	Yes	No
Difficulty	Easy	Easy
Best for	Simple email marketing, newsletters, landing pages, and automation for solopreneurs and small businesses.	Email, SMS, marketing automation, transactional messaging, and lightweight CRM in one platform.
Last checked	Oct 2026	Sep 2026

KEY DIFFERENCES

Where each tool stands out

MailerLite

Key strength: Easy to use with strong email marketing and automation features at an affordable price.

Main limitation: Less advanced automation and CRM capability than larger marketing platforms.

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.

USE CASES

What can you use them for?

MailerLite

- Email newsletters
- Email automation
- Landing pages
- Signup forms
- Subscriber management

Brevo

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

PROS AND CONS

Trade-offs to consider

MailerLite

What we like

- + Easy to use
- + Free plan available
- + Affordable paid plans
- + Useful landing page and form builder
- + Good basic email automation

What to consider

- Less advanced automation than enterprise platforms
- Limited CRM functionality
- Some advanced features require higher plans

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

BEST FIT

Who should choose each tool?

MailerLite

Best fit: Choose MailerLite if you want an easy and affordable email marketing platform for newsletters, forms, landing pages, and straightforward automations.

Skip it if: Skip MailerLite if you need advanced CRM, highly complex customer journeys, or enterprise-level marketing automation and reporting.

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.