

MailerLite 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	MailerLite	Mailchimp
Starting price	\$12/mo	\$13/mo Essentials
Free plan	Yes	Yes
Free trial	Yes	Yes
Difficulty	Easy	Easy
Best for	Simple email marketing, newsletters, landing pages, and automation for solopreneurs and small businesses.	Email marketing, newsletters, audience management, and basic automation.
Last checked	Oct 2026	Oct 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.

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?

MailerLite

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

Mailchimp

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

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

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?

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.

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.