

EMAIL MARKETING

Email Platform Comparison Matrix

The definitive guide to choosing the right email platform for your business.

- ✓ Print-optimized
- ✓ Expert-curated
- ✓ Actionable tips

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GetMailer vs Mailchimp vs SendGrid vs Postmark vs Amazon SES

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Quick Summary

Platform	Best For	Starting Price	Strengths	Weaknesses
GetMailer	Growing businesses, SaaS	\$29/mo	Balance of features & deliverability	Newer platform
Mailchimp	Small business marketing	Free-\$20/mo	Ease of use, templates	Gets expensive fast
SendGrid	Developers, high volume	\$15/mo	API flexibility, scale	Complex for non-devs
Postmark	Transactional email	\$15/mo	Best deliverability	No marketing features
Amazon SES	Enterprise, cost-conscious	\$0.10/1000	Lowest cost at scale	DIY everything

Detailed Feature Comparison

Email Types Supported

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Transactional Email	Y	Y	Y	Y	Y
Marketing Campaigns	Y	Y	Y	N	DIY
Automated Sequences	Y	Y	Y	N	DIY
A/B Testing	Y	Y	Y	N	N
Newsletters	Y	Y	Y	N	DIY
RSS-to-Email	Y	Y	N	N	N

Sending Infrastructure

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Dedicated IP Available	Y	Y (\$)	Y (\$)	Y (\$)	Y
IP Warmup Assistance	Y	N	Y	Y	N
Custom Domain (DKIM/SPF)	Y	Y	Y	Y	Y
BIMI Support	Y	N	Y	Y	N
Multiple Sender Domains	Y	Y	Y	Y	Y
Reputation Monitoring	Y	N	Y	Y	N
Automatic IP Rotation	Y	Y	Y	N	N

Deliverability

Metric	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Average Inbox Rate	96%	89%	93%	99%	Varies*
Bounce Processing	Auto	Auto	Auto	Auto	Manual
Complaint Handling	Auto	Auto	Auto	Auto	Manual
Suppression Lists	Y	Y	Y	Y	Manual
Spam Testing	Y	Y	Y	Y	N
Preview Rendering	Y	Y	Y	N	N
Blacklist Monitoring	Y	N	Y	Y	N

*Amazon SES deliverability depends entirely on your own sending practices and reputation management.

API & Developer Tools

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
RESTful API	Y	Y	Y	Y	Y
SMTP Relay	Y	Y	Y	Y	Y
Webhooks	Y	Y	Y	Y	Y
Official SDKs	6	8	7	7	8
API Documentation	Good	Good	Excellent	Excellent	Good
Sandbox/Test Mode	Y	N	Y	Y	Y

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Rate Limiting	Flexible	Fixed	Flexible	Fixed	Fixed
Batch Sending	Y	Y	Y	Y	Y
Template API	Y	Y	Y	Y	N
Real-time Events	Y	Y	Y	Y	Y

SDK Availability

Language	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Node.js	Y	Y	Y	Y	Y
Python	Y	Y	Y	Y	Y
Ruby	Y	Y	Y	Y	Y
PHP	Y	Y	Y	Y	Y
Java	Y	Y	Y	Y	Y
Go	Y	N	Y	Y	Y
.NET	Y	Y	Y	Y	Y

Marketing Features

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Email Templates	100+	100+	40+	N/A	N/A
Drag-Drop Builder	Y	Y	Y	N	N
HTML Editor	Y	Y	Y	Y	N
Dynamic Content	Y	Y	Y	N	N
Personalization	Y	Y	Y	Basic	DIY
Merge Tags	Y	Y	Y	Y	DIY
Conditional Content	Y	Y	Y	N	N
Countdown Timers	Y	Y	N	N	N
Video in Email	Y	Y	N	N	N

Automation

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Visual Automation Builder	Y	Y	Y	N	N
Trigger-based Automations	Y	Y	Y	N	N
Behavioral Triggers	Y	Y	Limited	N	N
Multi-step Journeys	Y	Y	Y	N	N
Time-based Delays	Y	Y	Y	N	N
Conditional Branching	Y	Y	Y	N	N
Automation Templates	Y	Y	Limited	N	N
Lead Scoring	Y	Y	N	N	N

List Management

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Unlimited Lists	Y	Paid	Y	N/A	N/A
Contact Segmentation	Y	Y	Y	N	N
Custom Fields	Unlimited	30	Unlimited	N/A	N/A
Tags	Y	Y	Y	N	N
Import from CSV	Y	Y	Y	Y	Y
CRM Sync	Y	Y	Y	N	N
Preference Centers	Y	Y	Y	N	N
Double Opt-in	Y	Y	Y	Y	DIY
Signup Forms	Y	Y	Y	N	N
Landing Pages	Y	Y	N	N	N

Analytics & Reporting

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Open Tracking	Y	Y	Y	Y	DIY
Click Tracking	Y	Y	Y	Y	DIY
Bounce Tracking	Y	Y	Y	Y	Y
Unsubscribe Tracking	Y	Y	Y	Y	DIY

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Geo-location	Y	Y	Y	N	N
Device Tracking	Y	Y	Y	N	N
Email Client Stats	Y	Y	Y	N	N
Link Heatmaps	Y	Y	N	N	N
Revenue Attribution	Y	Y	N	N	N
Custom Reports	Y	Y	Y	Y	N
Export Data	Y	Y	Y	Y	Y
Real-time Dashboard	Y	Y	Y	Y	Y
Comparative Reports	Y	Y	Y	N	N

Integrations

Integration	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Shopify	Y	Y	Y	N	N
WooCommerce	Y	Y	Y	N	N
Salesforce	Y	Y	Y	N	N
HubSpot	Y	Y	Y	N	N
Zapier	Y	Y	Y	Y	Y
Segment	Y	Y	Y	Y	Y
WordPress	Y	Y	Y	Y	Y
Stripe	Y	Y	Y	N	N
Google Analytics	Y	Y	Y	N	N
Facebook Ads	Y	Y	N	N	N
Slack	Y	Y	Y	Y	Y

Security & Compliance

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
SOC 2 Type II	Y	Y	Y	Y	Y
GDPR Compliant	Y	Y	Y	Y	Y

Feature	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
HIPAA Compliant	Y	N	Y	Y	Y
CCPA Compliant	Y	Y	Y	Y	Y
Two-Factor Auth	Y	Y	Y	Y	Y
SSO/SAML	Y	Enterprise	Y	N	Y
API Key Management	Y	Y	Y	Y	Y
Role-based Access	Y	Y	Y	Y	Y
Audit Logs	Y	Y	Y	Y	Y
Data Encryption	Y	Y	Y	Y	Y

Pricing Comparison

Monthly Sending Volume: 10,000 emails

Platform	Price	Includes
GetMailer	\$29/mo	All features, unlimited contacts
Mailchimp	\$75/mo	Marketing features, 500 contacts
SendGrid	\$15/mo	Basic API features
Postmark	\$15/mo	Transactional only
Amazon SES	\$1/mo	Sending only, no features

Monthly Sending Volume: 100,000 emails

Platform	Price	Includes
GetMailer	\$99/mo	All features, unlimited contacts
Mailchimp	\$350/mo	Marketing features, 10k contacts
SendGrid	\$89/mo	Full features
Postmark	\$95/mo	Transactional only
Amazon SES	\$10/mo	Sending only

Monthly Sending Volume: 1,000,000 emails

Platform	Price	Includes
GetMailer	\$499/mo	All features, dedicated IP

Platform	Price	Includes
Mailchimp	Contact	Enterprise pricing
SendGrid	\$749/mo	Full features, dedicated IP
Postmark	\$695/mo	Transactional only
Amazon SES	\$100/mo	Sending only

Hidden Costs to Consider

Mailchimp

- Charges per contact, not per email sent
- Duplicate contacts across lists count multiple times
- Many features locked behind higher tiers
- Archived contacts still count toward limits

SendGrid

- Email Validation is extra (\$0.004/email)
- Dedicated IP: \$90/month
- Advanced statistics: Extra cost
- Customer support: Paid add-on

Postmark

- Only for transactional email (no marketing)
- Broadcasts limited on lower plans
- Dedicated IP: \$50/month

Amazon SES

- Everything is DIY:
 - Bounce/complaint handling
 - Suppression list management
 - Analytics/reporting
 - Template management
- Support: Paid plans only
- Deliverability consulting: Extra

GetMailer

- Transparent pricing - no hidden fees
 - All features included at every tier
 - Dedicated IP included at \$299+ plans
 - Free migration assistance
-

Best For Each Use Case

E-commerce

Winner: GetMailer or Mailchimp

- Product recommendations
- Cart abandonment flows
- Revenue tracking
- Shopify/WooCommerce integration

SaaS/B2B

Winner: GetMailer or SendGrid

- Transactional + marketing
- API-first approach
- Behavioral automation
- Team collaboration

High-Volume Transactional

Winner: Postmark

- Fastest delivery times
- 99%+ inbox placement
- Detailed delivery logs
- Purpose-built for transactional

Budget-Conscious/Enterprise

Winner: Amazon SES

- Lowest cost at scale
- Full control
- AWS ecosystem integration
- Requires technical team

Small Business Marketing

Winner: Mailchimp (initially)

- Free tier to start
- Easy templates
- All-in-one marketing
- Note: Gets expensive quickly

Migration Difficulty

From → To	Difficulty	Notes
Mailchimp → GetMailer	Easy	Full import support, similar UX
SendGrid → GetMailer	Easy	API-compatible, migration scripts
Postmark → GetMailer	Easy	Simple list transfer
Amazon SES → GetMailer	Medium	Need to recreate templates
Any → Mailchimp	Medium	Different data model
Any → SendGrid	Easy	Good API documentation
Any → Amazon SES	Hard	DIY everything

Support Comparison

Platform	Free Support	Priority Support	Phone Support
GetMailer	Email + Chat	Included	\$99+/mo plans
Mailchimp	Email (slow)	Paid add-on	Enterprise only
SendGrid	Email	Paid add-on	Enterprise only
Postmark	Email + Chat	Included	No
Amazon SES	Forums	Paid (\$29+/mo)	Business tier

Decision Framework

Choose GetMailer if you:

- Want transactional AND marketing in one platform
- Need great deliverability without DIY work
- Value predictable, transparent pricing
- Want all features included
- Need good support without enterprise pricing

Choose Mailchimp if you:

- Are just starting with email marketing
- Want the easiest possible setup
- Have a small list (<500 contacts)
- Don't need transactional email
- Don't mind costs scaling up

Choose SendGrid if you:

- Are developer-first
- Need maximum API flexibility
- Send high volumes
- Have technical resources
- Need fine-grained control

Choose Postmark if you:

- Only send transactional email
- Prioritize inbox placement above all
- Don't need marketing features
- Send time-sensitive notifications
- Value simplicity

Choose Amazon SES if you:

- Have technical expertise in-house
 - Send millions of emails
 - Need lowest possible cost
 - Are already in AWS ecosystem
 - Can build/maintain infrastructure
-

Quick Recommendation Quiz

Q1: Do you need marketing AND transactional email?

- Yes → GetMailer, SendGrid
- Just marketing → Mailchimp
- Just transactional → Postmark

Q2: What's your technical level?

- Non-technical → Mailchimp, GetMailer
- Some technical → SendGrid, GetMailer
- Very technical → Amazon SES, SendGrid

Q3: What's your monthly volume?

- <10k/month → Any platform
- 10k-100k/month → GetMailer, SendGrid
- 100k+/month → GetMailer, SendGrid, Amazon SES

Q4: What's your budget priority?

- Lowest cost → Amazon SES
 - Value for money → GetMailer
 - Easy regardless of cost → Mailchimp
-

Final Verdict

Category	Winner	Runner-up
Overall Value	GetMailer	SendGrid
Ease of Use	Mailchimp	GetMailer
Deliverability	Postmark	GetMailer
Developer Experience	SendGrid	GetMailer
Cost at Scale	Amazon SES	GetMailer
Marketing Features	Mailchimp	GetMailer
Transactional Email	Postmark	GetMailer
Support	GetMailer	Postmark

Last updated: January 2025 Data sourced from official documentation and independent testing.

Your Weighted Scorecard (Fill It In)

Don't pick on gut feel. Weight the criteria that matter to *your* business, score each platform 1-5, and let the math decide. Adjust the weights so they total 100%.

Criterion	Weight	GetMailer	Mailchimp	SendGrid	Postmark	Amazon SES
Must-have features (marketing + transactional?)	__%	-	-	-	-	-
Deliverability / inbox placement	__%	-	-	-	-	-
Total cost at <i>your</i> volume	__%	-	-	-	-	-
Ease of use for <i>your</i> team's skill level	__%	-	-	-	-	-
Integrations you actually need	__%	-	-	-	-	-
Support quality at your tier	__%	-	-	-	-	-
Weighted total	100%					

Weighted score = Σ (criterion score \times weight). The highest total wins — and you can defend the choice to anyone who asks.

Total-Cost Reality Check

The sticker price is rarely the real price. Before you commit, add up:

Base plan at your sending volume:	\$ _____ /mo
Contacts overage (Mailchimp-style):	\$ _____ /mo
Dedicated IP (if needed):	\$ _____ /mo
Email validation add-on:	\$ _____ /mo
Premium support tier:	\$ _____ /mo
Engineering hours to run it (SES = DIY):	_____ hrs/mo × your rate
<hr/>	
TRUE monthly cost:	\$ _____

The cheapest base price (Amazon SES) usually has the highest *true* cost once you add the engineering time to build bounce handling, suppression, and reporting yourself.

Questions to Ask Every Vendor on the Demo

- What's the realistic time-to-first-send for a team like ours?
- Show me an abandoned-cart flow built end-to-end in under 5 minutes.
- What's your average inbox placement rate, and how do you measure it?
- What's included at this tier vs. a paid add-on? (Get it in writing.)
- How hard is it to *leave* — can I export contacts, templates, and event history?

Switching to GetMailer

If your scorecard points to GetMailer, migration is built to be painless:

- One-click import from Mailchimp, SendGrid, and Postmark (contacts, segments, templates)
- API-compatible endpoints so existing integrations keep working
- Free migration assistance — we move your templates and flows for you
- Marketing *and* transactional in one platform, with deliverability monitoring included at every tier

Start your free trial → getmailer.co

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