omnisend

Do it better with Omnisend

We make it easy, and we make it work.

Revenue

mailchimp | omnisend

$300 K
$250 K
$200 K
$150 K
$100 K
$50 K

Feb 3   Feb 4   Feb 6   Feb 7   Feb 9   Feb 10

Omnisend is the top choice for ecommerce businesses who've outgrown Mailchimp and want to drive more sales with powerful, ecommerce-tailored features all from one place. With Omnisend's Email & SMS marketing automation platform, you'll have access to all the tools you need to continue growing your business, minus the complexities.

shopify   **WIX**   **ecwid**   **BIGCOMMERCE**   **WORDPRESS**   **WOO COMMERCE**   **SHOPLAZZA**

Why have 33,500 Mailchimp users already switched to Omnisend?

☑ **Easy migration**

With a built-in Mailchimp Data Import Tool, Omnisend instantly syncs data from your store. Plus, we're giving you a full migration package which includes cloning your existing segments and automations, creating signup forms, and submitting a toll-free number verification process for your SMS marketing.

☑ **Multiple integrated channels**

Instead of using multiple apps, you can combine email, SMS and push notifications within the same automated sequences to build smooth, personalized, and omnichannel experiences.

☑ **Ecommerce-tailored marketing automation**

Omnisend's ready-to-use automated workflows cover the complete journey of an online customer. Browse, product and cart abandonment messages, post-purchase follow-ups, and anniversary reminders — they're all here, ready to generate profit 24/7.

☑ **Unparalleled customer service**

Multiple awards prove we take customer service seriously — with 24/7 live chat & email support for all customers. In addition, all customers on Standard or Pro plans with $400+/mo get a dedicated Customer Success Manager for personal guidance, for as long as it's needed.

On average, it **only takes 30 minutes to switch** & get your first workflows running on Omnisend.

Customers love us:

★ **4.7** Capterra   ★ **4.7** Shopify   ★ **4.6** G2   ★ **4.7** GetApp   ★ **4.9** WordPress

Hassle-free ecommerce sales automation

- Outback Trading Limited

Pre-built email and SMS automations + Product reviews

Spanning across the whole online customer journey

- Browse abandonment
- Product abandonment
- Cart abandonment
- Welcome series
- Transactional emails
- Post-purchase follow-ups
- Cross-sells

Robust segmentation

Sophisticated customer targeting designed to convert

- Shopping behavior-based segments
- Intuitive segment suggestions and ready-made segments
- Real-time updates
- Customer lifecycle stages
- Facebook & Google audience sync
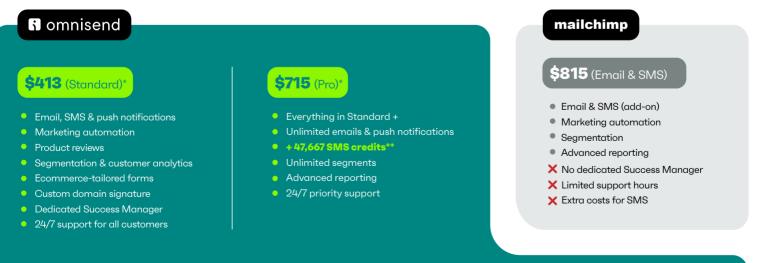- Create unlimited segments from over 500 data points

Spot-on reporting

Cross-channel tracking & reporting to see what's actually driving your sales

- Sales dashboard
- Campaign, automation & form reports
- Built-in reports in automation workflows
- Audience growth trends
- Live view dashboard
- Advanced reporting for aggregate metric analysis

What about the pricing?

All you need for ecommerce marketing automation + built-in global SMS + award-winning customer service, for a price that makes sense:

omnisend

$413 (Standard)*

- Email, SMS & push notifications
- Marketing automation
- Product reviews
- Segmentation & customer analytics
- Ecommerce-tailored forms
- Custom domain signature
- Dedicated Success Manager
- 24/7 support for all customers

$715 (Pro)*

- Everything in Standard +
- Unlimited emails & push notifications
- **+ 47,667 SMS credits**
- Unlimited segments
- Advanced reporting
- 24/7 priority support

mailchimp

$815 (Email & SMS)

- Email & SMS (add-on)
- Marketing automation
- Segmentation
- Advanced reporting
- ✗ No dedicated Success Manager
- ✗ Limited support hours
- ✗ Extra costs for SMS

* Price based on 50,000 contacts for Omnisend and Mailchimp, in August 2024. The price you pay will depend on your contact list size, selected plan, and amount of SMS credits.

** Omnisend's Pro plan offers a bonus of SMS credits equal to the price of your monthly plan.

Book a demo to learn more.