MARKET SCAN · MAILERLITE.COM

MailerLite

AI engines name it more often than any rival. Its reviews and its rivals' ads now focus on the June price rise and suspended accounts.



Category
Email marketing for creators and small businesses

Compared against
8 direct competitors

Date
14 October 2026

THE SHORT VERSION

AI engines pick MailerLite first, but they quote its old prices and buyers complain about suspensions

51/68

unbranded AI answers name MailerLite

More than any rival. Brevo is next with 36 and Kit has 32.

16/25

AI answers quote an old or wrong MailerLite price

Usually "free up to 1,000 subscribers" or "$9–10 a month". None of them cite mailerlite.com.

57%

of recent negative reviews are suspended accounts

From the newest 58 codable 1–2 star Trustpilot reviews. At least 13 came at or before the first or second send.

The product is rarely the complaint. The June 16 price rise and strict account reviews are, and rivals now bid on MailerLite's name with **"Fairer Pricing Than Mailerlite"**.

COMPETITORS AND OFFERS

After the June price rise, MailerLite sits in the low middle of the market, not at the bottom

Monthly price at 1,000 subscribers, cheapest paid plan with automations (USD)



Monthly billing, list prices observed on each pricing page on 14 Oct 2026. Mailchimp's tier comes from a third-party page.

+10 to 38%

On June 16, Growing Business became Comfort and Advanced became Power. Comfort also lost unlimited sending, and existing customers can't keep their old price.

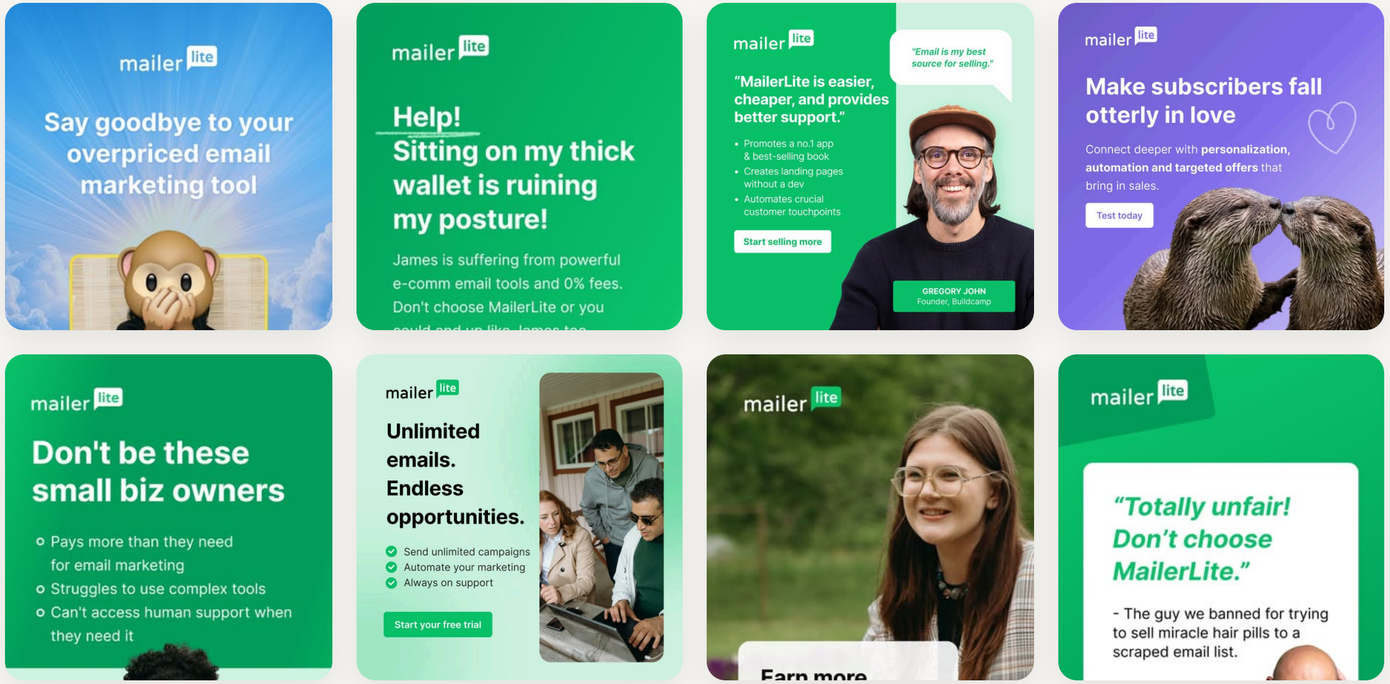
250 free subscribers

The free plan has shrunk from 1,000 in August 2025. Kit's free plan now goes to 10,000. MailerLite gives no refunds, while ActiveCampaign and Constant Contact offer guarantees.

Sources: mailerlite.com/pricing.md, Internet Archive copies of /pricing, competitor pricing pages, MailerLite ToS §18

ADVERTISING · MAILERLITE

MailerLite's ads still promise the plans it sold before June



Real MailerLite ads from the Meta Ad Library, 2025 and 2026. The last one is a 2025 anti-spam ad, now inactive.

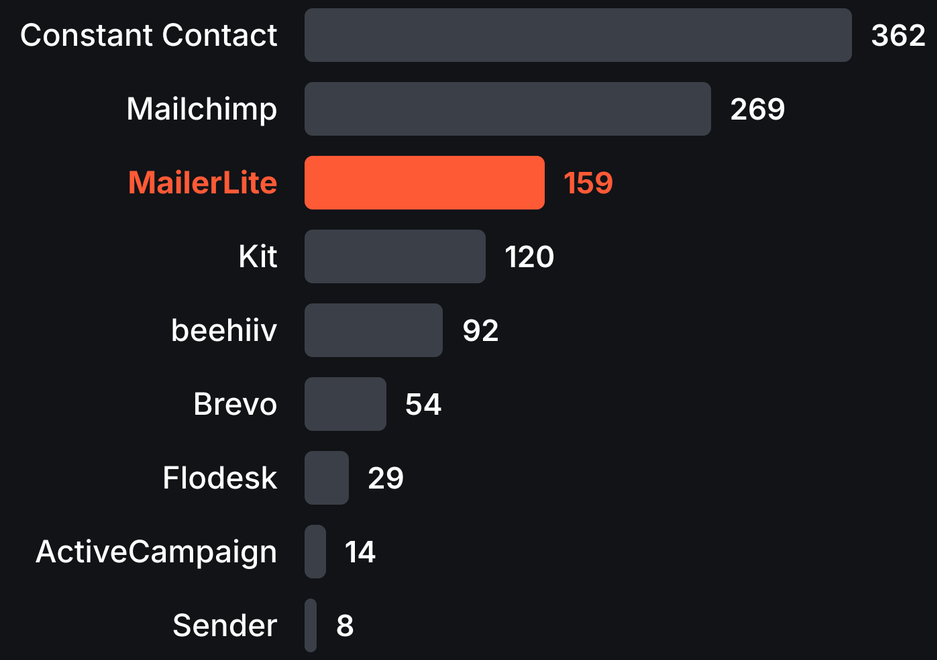
- **About 159 active Meta ads.** New batches go out every 2–4 days in English, Spanish and Polish, and almost all of them link to signup.
- **The claims don't match the pricing page.** Live ads say "$10/month plans" and "unlimited emails". A Google ad live since 2022 offers "12,000 emails/month for Free".
- **Only 7 of 108 active ads are video,** and none mention MCP, Claude or ChatGPT.
- **Two ad destinations return 404,** and /signup redirects with a fixed Google Ads click ID, which may credit Meta signups to Google.

Sources: Meta Ad Library, Google Ads Transparency Center, SpyFu, landing pages fetched 14 Oct 2026

ADVERTISING · COMPETITORS

Every rival has bid on MailerLite's name, and their ads lead with angles MailerLite doesn't use

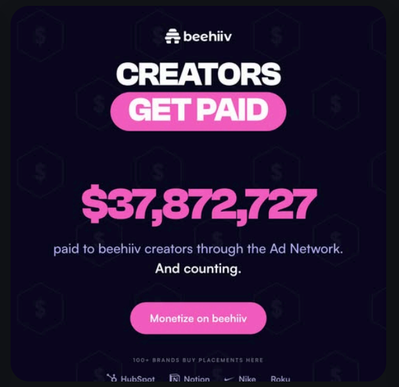
Active Meta ads, 14 Oct 2026



On Google, Kit runs "Fairer Pricing Than Mailerlite" and Brevo runs "9000 Emails a month, Free" on MailerLite's brand terms.



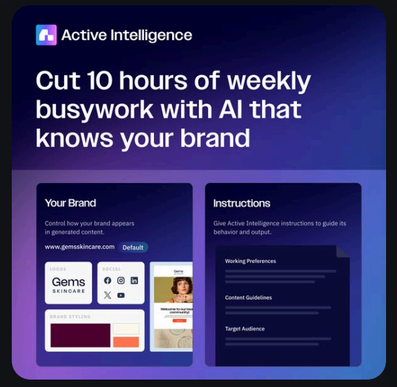
Flodesk · email run from Claude



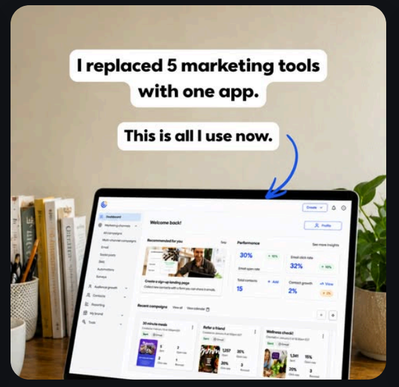
beehiiv · $37.9M paid to creators



Kit · a named creator's result



ActiveCampaign · AI saves 10 hours



Constant Contact · one app, not five



Mailchimp · "up to 30x ROI"

Sources: Meta Ad Library (Ads Manager MCP counts, ScrapeCreators creatives), SpyFu ad history, 14 Oct 2026

SOCIAL, CONTENT AND CREATORS

MailerLite's own channels are quiet, while the founders of Kit and beehiiv post every day

316 views

Median views per new YouTube video

The channel has 20.6K subscribers and posts 2–3 videos a week. X has had no original post since June 15.

22 months

Since the CEO's last public post

Kit's Nathan Barry (151.5K on X) and beehiiv's Tyler Denk (46.7K) post every day.

3 vs 46

Creators sponsored by MailerLite vs Kit

Brevo has 71 per SponsorRadar. MailerLite's best YouTube reviews are 1–6 years old. Its affiliates get 30% for life; Kit pays 50% in the first year.

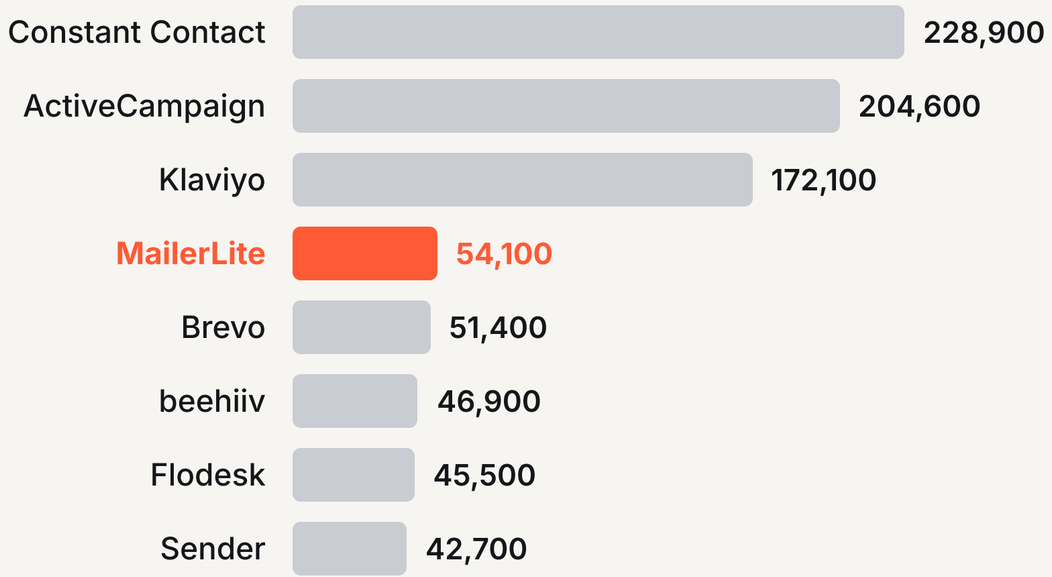
On 13 Oct, Modest Mitkus (93.9K followers) posted that he is leaving MailerLite. **beehiiv's CEO replied to pitch beehiiv, and MailerLite didn't respond.**

Sources: X, YouTube, LinkedIn and Instagram profiles via treg; SponsorRadar (third-party); affiliate pages; 14 Oct 2026

SEO AND SEARCH DEMAND

MailerLite has the third-most linking sites in the set but fewer US rankings than any rival

Estimated US organic visits per month, marketing site only



Mailchimp (about 1.58M) is off the scale. Kit isn't shown because creator subdomains can't be separated out. MailerLite has 82,700 referring domains and 8,093 US keywords. Searches for "mailerlite" are up 24% in a year.

Searches MailerLite could win

SEARCH	VOLUME	DIFFICULTY
newsletter templates ranks #29	9,900	13
email marketing for small business "2024" title	1,900	4
mailchimp vs constant contact no page	1,600	5
substack alternative ranks #16	880	0
klaviyo alternatives no page	480	2
mailerlite alternatives no own page	320	10

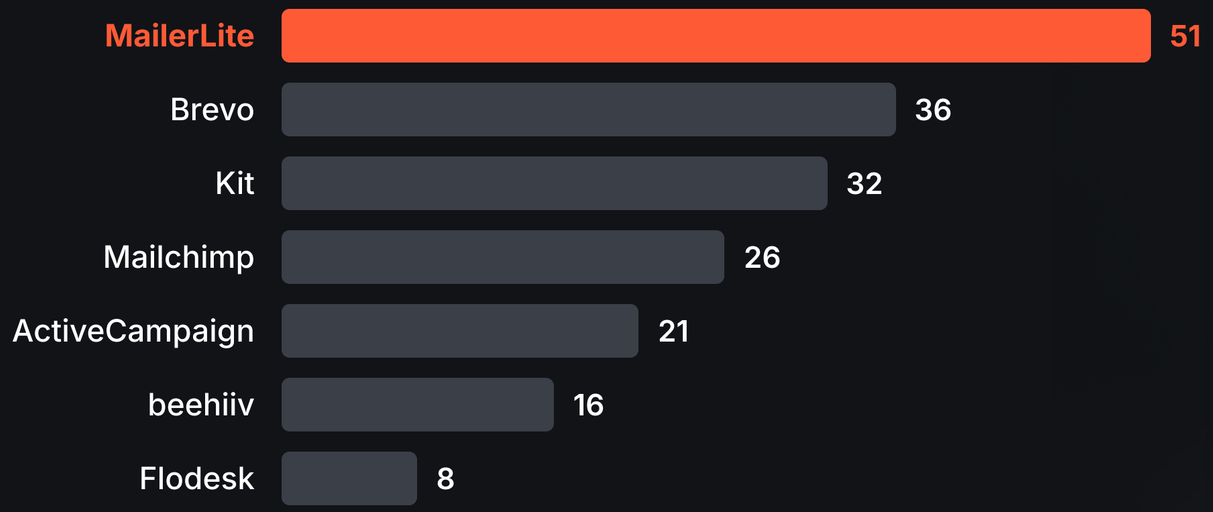
Seven competitors have pages aimed at MailerLite; beehiiv alone has 10. Volumes and traffic are third-party estimates.

Sources: DataForSEO Labs and SERP, Serpstat, mailerlite.com sitemaps, 14 Oct 2026

AI VISIBILITY

AI engines name MailerLite more than any rival, but most of the prices they quote for it are out of date

Unbranded AI answers that name each tool (out of 68)





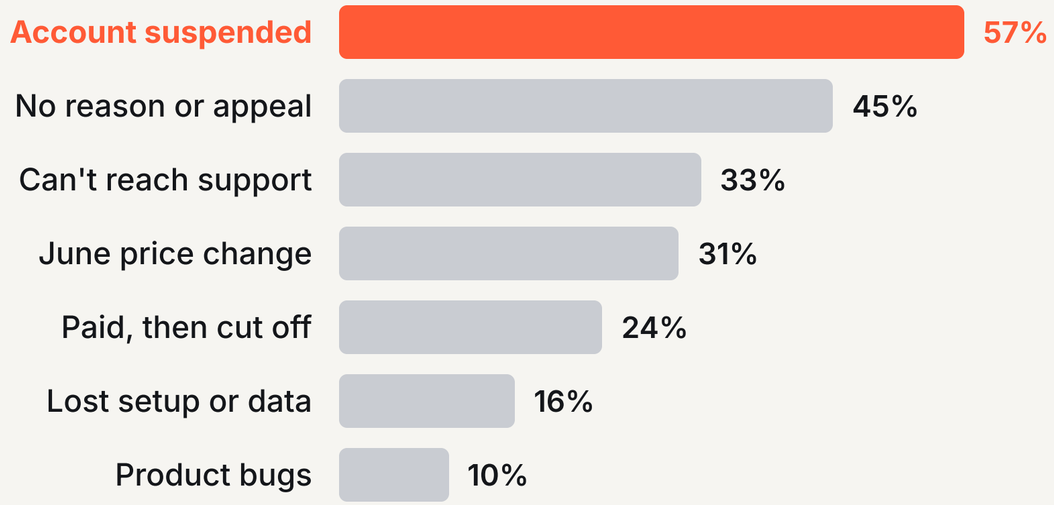
16 of 25 answers that quote a MailerLite price get it wrong. The most-cited stale page is Zapier's free email marketing list, cited 5 times. MailerLite shows up in only 2 of 6 answers for Shopify, and 2 of 6 for "control from Claude or ChatGPT", despite its MCP server.

12 prompts × 7 engines, run once each, logged out, US, 14 Oct 2026. Google AI Overview answered 2 of 12. Kit and Mailchimp are excluded from their own prompts.

CUSTOMER VOICE

Over half of MailerLite's recent negative reviews are about suspended accounts, not the product

Share of the newest 58 codable 1–2 star Trustpilot reviews, by theme



Reviews posted 16 Jun to 13 Oct 2026; one review can count under several themes. Ratings: Trustpilot 4.1 (3,374), G2 4.6, Capterra 4.7. MailerLite replies to 45% of Trustpilot negatives; Brevo replies to 97%.

> **"within less than 24 hours of activating my account, I sent my very first email campaign to a small group. Without any prior warning, notification, or explanation, my account was terminated immediately."**
>
> Trustpilot, 1 star, 7 July 2026

> **"My current annual cost has been about £252. Under the new pricing, the Comfort plan I'm being forced to migrate to would cost me roughly £407 per year"**
>
> Trustpilot, 1 star, 5 August 2026

Source: Trustpilot reviews hand-coded 14 Oct 2026; G2, Capterra aggregates

THE SHARPEST PROBLEM

A new account can be closed before its first send, and the payment isn't refunded

The rules that trigger most suspensions only appear in the legal pages. Four of six AI engines now list lockouts as a MailerLite con.



DAY 0

Pays and imports

Contacts not emailed in 2 years break the anti-spam policy.

FIRST SEND

Suspended

At least 13 of 33 cases came at or before the first or second send.

AFTER

No refund

14 reviewers paid and were refused one.

Sources: Trustpilot reviews (newest 60 negatives), mailerlite.com anti-spam policy and ToS §18, AI answers to "Is MailerLite good?"

CATEGORY TRENDS

The big tools are shrinking free plans and adding AI agents, while Mailchimp loses ground



250

Free subscribers at MailerLite and Mailchimp

Both cut to 250 in 2026. Kit's free plan goes to 10,000, and Sender's and beehiiv's to 2,500.

Jul 2025

MailerLite ships MCP first

Kit, beehiiv, ActiveCampaign, Brevo, Mailchimp and Constant Contact had matched it by mid-2026.

–29%

US search interest in "mailchimp"

From Q4 2025 to Q3 2026. Intuit cut 17% of its staff in May, including at Mailchimp.

€500M

Raised by Brevo in December 2025

It plans to spend more than €100M on growth in the US.

Sources: pricing pages and Internet Archive, MailerLite newsroom, DataForSEO trends, TechCrunch, emailexpert.com

WHAT MAILERLITE SHOULD DO NEXT

Five things to fix, in this order

1

Fix the suspension experience

Approve accounts before charging them, or refund automatically if one is closed before its first campaign. Give a reason and one human appeal, and warn at import.

57% of negative reviews are suspensions, and 4 of 6 AI engines repeat it.

2

Make every public number current

Pull the "$10/month" and "12,000 free emails" ads, fix the 404s and the /signup redirect, and ask Zapier and other cited lists to update.

16 of 25 AI price quotes are stale.

3

Answer the price comparisons

Run a brand-defence search ad, publish an honest comparison with Kit, Brevo and Sender, and reply to pricing reviews.

Pricing complaints went from 0% to 34% of negatives, and only 1 of 18 got a reply.

4

Advertise its AI-agent features

Put the MCP server and ChatGPT app in ads and on leadership channels, and answer churn threads in public.

0 of 108 ads mention it, and it shows up in 2 of 6 Claude or ChatGPT answers.

5

Win its own brand searches

Publish review and alternatives pages, fix the dated titles, and push newsletter templates and Klaviyo, Sender and Omnisend comparisons.

There is no MailerLite page in the top 20 for "mailerlite alternatives".

HOW THIS WAS MADE

Sources and limits

- **Offers:** mailerlite.com/pricing.md, Internet Archive copies of /pricing, competitor pricing pages and price files, Vercom investor coverage.
- **Ads:** Meta Ad Library (counts and 176 saved creatives), Google Ads Transparency Center, SpyFu ad history, LinkedIn and TikTok ad libraries.
- **Social and creators:** X, YouTube, LinkedIn, Instagram and TikTok data via treg, SponsorRadar, affiliate pages, Shopify and WordPress listings.
- **SEO:** DataForSEO Labs and live SERPs, Serpstat backlinks, three MailerLite sitemaps.
- **AI visibility:** 12 prompts on ChatGPT, Perplexity, Gemini, Google AI Mode, AI Overview, Copilot and Claude.
- **Customer voice:** 100 Trustpilot negatives (60 hand-coded), G2, Capterra, app stores, about 20 Reddit threads.

- Traffic, keyword volumes, SpyFu bids and Meta "all ads" counts are third-party estimates. SpyFu shows past bids, not the live auction.
- Each AI prompt ran once per engine, so single cells are directional. Google AI Overview answered only 2 of 12 prompts.
- Trustpilot reviews are unverified, and some suspended reviewers may have had real list problems.
- mailerlite.com rate-limited some fetches, so its alternative pages weren't read. The new two-way Shopify app listing wasn't found.
- The "mailerlite" keyword volume is up 24% year on year, while a weekly trends index shows −9% from a holiday-season base.
- Data collected 14 October 2026. Paid data cost $1.78.