

LIST OF NICHE EMAIL SERVICE PROVIDERS

General Small Business (many have free tiers with subscriber limits)

- Constant Contact
- CampaignMonitor
- MailChimp (owned by Intuit)
- ActiveCampaign
- Brevo
- MailerLite
- GetResponse

Multi-Channel Marketing

- Constant Contact
- Braze
- HubSpot
- Emarsys

E-commerce

- Shopify
- Flodesk

Content Creators (bloggers, article producers)

- ConvertKit

Newsletters (paid subscriptions)

- Substack

B2B (email and CRM, focus on lead gen, scoring, automations)

- Pardot (now part of Salesforce)
- Marketo

SaaS companies

- Loops

SMS campaigns

- Omnisend

Retail and Major Airlines

- Klaviyo
- Responsys

Integrated Email and CRMs

- Hubspot
- Drip
- Zoho