

Shopify Email App Comparison

Klaviyo vs Omnisend vs Mailchimp . 2026

kaspianfuad.com

| App | Free tier | ~500 | ~5,000 | ~25,000 | Best for |
|------------------|------------------|-------------|--------------|--------------|-------------------------------|
| Klaviyo | 250 / 500 sends | \$20 | \$100 | \$400 | Deepest Shopify sync; premium |
| Omnisend | 250 / 500 emails | \$16 | \$81 | \$282 | Cheapest; email+SMS+push |
| Mailchimp | 250 / 500 emails | \$20 | \$100 | \$310 | All-in-one; shallowest sync |

Regular monthly list prices at that contact count, comparable automation tier. Free up to 250 contacts / 500 sends on all three.

The cost story

Klaviyo bills by ACTIVE PROFILES, so every contact counts, not just the ones you email. Its cost jumps 167% from \$150/mo at 10,000 profiles to \$400 at 25,000, which is why merchants search 'klaviyo alternatives'. Omnisend is cheapest at every size and bundles SMS + push. Clean dead profiles before you switch for cost alone.

Shopify sync: Klaviyo deepest, Mailchimp shallowest

Klaviyo streams real-time orders, events, cart and back-in-stock (Shopify holds an equity stake). Omnisend syncs the same core events. Mailchimp is shallowest: it lost the Shopify partnership in 2019 and returned later through a rebuilt app.