DECISION SHEET

Shopify Email App Decision Sheet

Choose on cost as your list grows and Shopify sync depth, not the editor. July 2026 list prices.

START HERE

Model your bill at your real engaged list first. At 25,000 contacts Omnisend is **$282** with SMS and push, Klaviyo $400.

Which one fits your store?

Under about 10,000 contacts and cost-sensitive?	**Yes: Omnisend**
Want email, SMS and push in one bill?	**Yes: Omnisend**
Do your flows act on real-time Shopify behavior?	**Yes: Klaviyo**
Do you live in deep segments and predictions?	**Yes: Klaviyo**
Does revenue per contact absorb profile pricing?	**Yes: Klaviyo**

Real-time Shopify sync

Klaviyo	**Deepest**
Omnisend	**Solid native**
Mailchimp	**Basic**

Split from Shopify in 2019, returned later

Monthly list price

Contacts	Klaviyo	Omnisend	Mailchimp
Free tier	250	250	250
~500	$20	$16	$20
~5,000	$100	$81	$100
~25,000	$400	$282	$310

Klaviyo rises 167% from 10,000 to 25,000
From $150 to $400 a month

Before you switch for cost

Archive unengaged profiles first
Klaviyo bills every active profile, emailed or not.

Budget Omnisend at the monthly rate
The 30% discount is a 3-month prepay.

Budget Mailchimp at list price after year one
The 50% promo runs for 12 months only.

If you only send, pay for sends; if you segment on Shopify data, pay for depth.

Choose Omnisend when

- Under about 10,000 contacts
- Email plus SMS in one cheaper bill

Choose Klaviyo when

- Flows built on real-time Shopify events
- Revenue per contact covers the profile bill

Cost of being wrong with Omnisend: shallower segmentation than Klaviyo's.
Cost of being wrong with Klaviyo: $118 a month more at 25,000 contacts, about $1,400 a year.
Default: Omnisend for small and mid stores. Exception: Mailchimp if you want email, SMS, WhatsApp and landing pages in one login.

Want a second pair of eyes on your email stack? Ask me. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant
Migrated a brand off Klaviyo when its list outgrew its revenue.

kaspianfuad.com/blog/klaviyo-vs-omnisend-vs-mailchimp | v1.0 | 2026-10-09
Sources: Klaviyo, Omnisend and Mailchimp pricing pages, Jul 2026; Shopify App Store listings