













Here's a comparison between MailChimp and VBOUT which shows the difference between both in terms of features, pricing and onboarding.









Email marketing

VBOUT allows you to import and manage unlimited contacts into their platform, whereas MailChimp charges you for specific number of contacts and pricing increases as you add more.

		
Lead Management		
Unlimited Contacts		
Drag and Drop Builder		
A/B Testing		













Marketing automation

VBOUT's automation builder has [browser push notifications](#), which allow you to target your contacts as well as anonymous visitors with continuous updates about your company. The difference is that MailChimp doesn't have this feature built in and you have to integrate it with a browser push notification notification platform using Zapier.

		
Browser Push Notification		
Email Automation		
SMS Messaging		

Social media













VBOUT has social media management feature that allows you to manage all your social channels and profiles in one place. MailChimp, however doesn't have this feature.

		
Social Calendar		
Posts Composing / Scheduling		
Social Stream Management		
Mass Posting		
Social Listening		

[Access the comparison chart](#)



Landing pages

VBOUT allows you to personalize your landing pages and create dynamic content that changes based on your visitors data. MailChimp doesn't have these features.

		
Ready-Made Templates		
Responsive Design		
Drag & Drop Builder		
Dynamic Content		
Merge Tags		



Pricing

MailChimp has a free plan for up to 2000 contacts and 12K emails per month, including social media ads, landing pages, single step automation (welcome email, order notifications and abandoned cart, excluding nurture campaigns, onboarding series and more) and basic reports but charges you \$99 for custom domains. VBOUT, however, charges you \$100 for unlimited contacts, 5000 emails per month, including unlimited social media profiles, landing pages, automations and analytics. Check out our [pricing plans](#) for more details.

		
Basic Plan	\$149/mo - Up to 5000 contacts - Max 12K emails/mo - Custom domain - Forced branding - Month-to-month - Basic features	\$100/mo - Unlimited contacts - 5000 emails/ mo - Month-to-month - All Features
Intermediate Plan	\$174/mo - Up to 10K contacts - Unlimited emails/ mo - Custom domain - Forced branding - Month-to-month - Excluding some features	\$150/mo - Unlimited contacts - 10K emails per month - Month-to-month - All features
Advanced Plan	\$598/mo - Up to 100K contacts - Max 1.2M emails/ mo - Month-to-month - All features	\$500/mo - Unlimited contacts based on 100K emails per month - Month-to-month - All features

Onboarding

In order to setup your account to get started using MailChimp, you have to pay \$1000 for onboarding. VBOUT's onboarding starts at \$995 but you will get you a personalized training provided by one of our experts to help you setup your account and get your marketing automation up and running. You will also get different sessions on how to use each of the marketing initiative on the platform.

		
Onboarding Fee	\$1000	\$995

Interested in finding out more details about how both tools compare as well as a side-by-side comparison of other top marketing automation software vendors?

[Access the comparison chart](#)

N.B: We made every effort to provide the most accurate figures, however, we advise verifying details with MailChimp as pricing and packages can change.



Copyright (c) 2019 VBOUT Inc.