Mailchimp's reviews praise *easy*; its angriest are about reaching support

> On G2, 38 of Mailchimp's 77 reviews praise how easy campaigns are, against 22 of Klaviyo's 79. Of its 42 one- and two-star reviews read, 23 say support is hard to reach or a bot. Price is a complaint it shares with Klaviyo (28 and 30 G2 reviews), and Brevo reviews that name Mailchimp mostly prefer Brevo on it. Klaviyo leads on segmentation, 36 of its G2 reviews against Mailchimp's 16.

Mailchimp
against Constant Contact, Klaviyo, Brevo

553 reviews read
G2, Trustpilot
dated 7 Feb 2025 to 2 Nov 2026

477 of the 553 in a theme
sorted by a model, 58 corrected by hand, counted exactly

November 2, 2026
public reviews only; no reviewer names

THE SHORT VERSION

Reaching support is Mailchimp's sharpest problem; price it shares with Klaviyo

23

of Mailchimp's 42 low-star reviews read say support is hard to reach or a bot

Trustpilot reviews saying so: Klaviyo 32 of 60, Brevo 16, Constant Contact 10, over different spans

28

of Mailchimp's 77 G2 reviews say it costs too much or climbs with the list

Klaviyo 30 of 79, Constant Contact 4, Brevo 3

8

Brevo reviews name Mailchimp; 5 prefer Brevo, mostly on price

4 Klaviyo G2 reviews say they left Mailchimp, for segmentation and support. Few: anecdotes

36

of Klaviyo's 79 G2 reviews praise segmentation; Mailchimp's 16 of 77

Brevo 28 of 79, Constant Contact 9

01 **Trustpilot: support**

25 of Mailchimp's 60 Trustpilot reviews read, from 13 Aug 2026, say support is hard to reach or a bot. Its score is 2.5; Constant Contact's 4, Brevo's 3.8, Klaviyo's 1.6.

02 **G2: easy, and price like Klaviyo**

Mailchimp's G2 reviews praise easy campaigns (38 of 77) and fault price (28), as Klaviyo's fault price (30 of 79). Brevo's (3) and Constant Contact's (4) rarely do.

03 **Why reviews prefer rivals**

5 Brevo reviews that name Mailchimp prefer Brevo, mostly on price; 4 Klaviyo G2 reviews say they left Mailchimp, for segmentation and support. Few: treat them as the questions a prospect will ask.

Counts are of the 553 reviews we read (G2, Trustpilot), not of everyone who uses it. A share is of each product's own reviews read. Themes are a model's sorting; the counts of that sorting are exact.

WHAT WE READ

The newest G2 and Trustpilot reviews of each product, back two years at the longest

G2 reviews are three answers each, counted once. Most Constant Contact and Brevo G2 reviews we read are from two recent months and many read alike; incentivized counts are per product. Trustpilot spans differ: compare by site and mind the dates.

PRODUCT	G2	TRUSTPILOT	1-2★ READ
Mailchimp YOU	read **77**, newest, 21 Feb 2025 to 1 Nov 2026 4.54★ average of those read; 43 incentivized; 11 through the vendor's own invitation	**2.5★** · 1,556 reviews read 60: 13 Aug 2026 to 30 Oct 2026; 67% 1-2★; 7 through a company link	31% (42 of 137)
Constant Contact RIVAL email marketing for small businesses	read **78**, newest, 7 Feb 2025 to 22 Oct 2026 4.46★ average of those read; 57 incentivized; 17 through the vendor's own invitation	**4★** · 2,119 reviews read 60: 13 Sep 2026 to 29 Oct 2026; 30% 1-2★; 9 through a company link	14% (19 of 138)
Klaviyo RIVAL email marketing for online stores	read **79**, newest, 24 Jul 2025 to 22 Oct 2026 4.74★ average of those read; 42 incentivized; 21 through the vendor's own invitation	**1.6★** · 373 reviews read 60: 22 Sep 2025 to 2 Nov 2026; 88% 1-2★; 2 through a company link	38% (53 of 139)
Brevo RIVAL email marketing with similar pricing tiers	read **79**, newest, 22 Mar 2025 to 28 Oct 2026 4.58★ average of those read; 66 incentivized	**3.8★** · 7,251 reviews read 60: 20 Jul 2026 to 2 Nov 2026; 53% 1-2★; 25 through a company link	24% (33 of 139)

G2: up to 80 newest reviews from the last 24 months; each is three answers (likes, dislikes, the problem it solves), counted once. Trustpilot: up to 60 newest English reviews, and Trustpilot's own score and count.

SIDE BY SIDE

Support and price are Mailchimp's complaints; Klaviyo shares both

Each cell pools both sites, whose spans differ; the slides on complaints and praise give each site. Green is praise, red a complaint.

SHARE OF EACH PRODUCT'S REVIEWS READ THAT SAY IT · REVIEWS IN BRACKETS

THEMES SORTED BY A MODEL (GEMINI) · COUNTS EXACT

WHAT REVIEWERS SAY	MAILCHIMP	CONSTANT CONTACT	KLAVIYO	BREVO
PRAISE easy to make and send campaigns	28% (38)	43% (60)	17% (23)	9% (13)
COMPLAINT costs too much, or climbs with the list	27% (37)	7% (10)	30% (42)	4% (5)
COMPLAINT support is hard to reach, or a bot	20% (27)	9% (12)	27% (37)	12% (17)
PRAISE good segmentation	12% (16)	7% (9)	26% (36)	21% (29)
PRAISE helpful human support	13% (18)	27% (37)	6% (9)	15% (21)
PRAISE seamless third-party and ecommerce integrations	10% (14)	5% (7)	23% (32)	13% (18)
PRAISE automations that save time	5% (7)	25% (34)	10% (14)	7% (10)
COMPLAINT the email editor is clunky	13% (18)	8% (11)	4% (5)	9% (13)
COMPLAINT takes time to learn	3% (4)	2% (3)	10% (14)	3% (4)

Other themes: account suspended without warning (37); billing, cancelling or refunds go wrong (31); request for more detailed analytics (27); poor deliverability and spam folder flags (19); AI generated content needs editing (17). 477 of the 553 reviews are in a theme; of the 76 that are not, 7 are a few words of four- or five-star praise and 20 give one or two stars. Every review is listed in the HTML version.

A model (Gemini) named one set of themes for every product and marked which each review says (up to three); we count its sorting. Base per product: Mailchimp 137 reviews; Constant Contact 138 reviews; Klaviyo 139 reviews; Brevo 139 reviews.

WHAT MAILCHIMP'S REVIEWERS COMPLAIN ABOUT

Mailchimp's low stars are about *support*; its price complaints sit in reviews that like it

Of its 42 one- and two-star reviews read: support 23, price 10, suspensions 10, billing or cancelling 8. A review can say several.

support is hard to reach, or a bot

G2, then Trustpilot, reviews read: Mailchimp 2 of 77, 25 of 60 · Constant Contact 2 of 78, 10 of 60 · Klaviyo 5 of 79, 32 of 60 · Brevo 1 of 79, 16 of 60

So hard to get ahold of anyone

“So hard to get ahold of anyone, except in onboarding.”

1★ · Mailchimp · Trustpilot · Sep 2026

Responses are not fast enough to...

“Responses are not fast enough to address immediate concerns”

3★ · Mailchimp · Trustpilot · Sep 2026

costs too much, or climbs with the list

G2, then Trustpilot, reviews read: Mailchimp 28 of 77, 9 of 60 · Constant Contact 4 of 78, 6 of 60 · Klaviyo 30 of 79, 12 of 60 · Brevo 3 of 79, 2 of 60

“The pricing can become expensive as contact list grow, especially for small businesses with limited budgets.”

5★ · Mailchimp · G2 · what they dislike · incentivized review · Jun 2026

“Pricing can climb quickly. Mailchimp’s free plan is now limited to 250 contacts, and paid plans scale based on contact numbers”

5★ · Mailchimp · G2 · what they dislike · May 2026

the email editor is clunky

G2, then Trustpilot, reviews read: Mailchimp 15 of 77, 3 of 60 · Constant Contact 10 of 78, 1 of 60 · Klaviyo 3 of 79, 2 of 60 · Brevo 12 of 79, 1 of 60

“I didn't catch the new template builder. For me, the old one is more intuitive and easy to use.”

5★ · Mailchimp · G2 · what they dislike · Jul 2026

“Images are hard to put in sometimes, it doesnt let me choose fonts, it doesnt have spellcheck or prediction the same way email does.”

5★ · Mailchimp · G2 · what they dislike · May 2026

The themes here hold 32 of Mailchimp's 42 one- and two-star reviews read; 4 are in no theme. Quoted as written, whole, without reviewer names; each quote is an example, the share beside the theme the evidence.

WHAT THE RIVALS' REVIEWERS SAY

Klaviyo's G2 reviews say it takes time to learn

These sit in reviews that like Klaviyo overall: a point for a sales call, not an ad. Support isn't an opening: Klaviyo's Trustpilot reviews say it as often, over a longer span (22 Sep 2025 on, Mailchimp's from 13 Aug 2026).

takes time to learn

G2, then Trustpilot, reviews read: Mailchimp 3 of 77, 1 of 60 · Constant Contact 3 of 78, 0 of 60 · Klaviyo 14 of 79, 0 of 60 · Brevo 3 of 79, 1 of 60

> “It can be a bit overwhelming to create flows within the program.”
>
> 5★ · Klaviyo · G2 · what they dislike · incentivized review · Apr 2026

> “Klavyo is a powerful platform; navigating flows and segments can take time to master. It can have a longer learning curve.”
>
> 5★ · Klaviyo · G2 · what they dislike · incentivized review · Mar 2026

> “The main downside of Klaviyo is its pricing as your contact list scales, and some advanced automation features can take time to learn at first.”
>
> 5★ · Klaviyo · G2 · what they dislike · incentivized review · Apr 2026

Brevo reviews that name Mailchimp

8 of Brevo's 139 reviews read; 1 prefers Mailchimp, 5 prefer Brevo

> “It’s very affordable compared to when we used Mailchimp, which was so expensive. The automation builder is intuitive, and I like that you can see the results right within the builder, since it helps inform the content decisions you make.”
>
> 4★ · Brevo · G2 · what they like best · incentivized review · Sep 2026

> “I like Brevo Marketing Platform for its simplicity and ease of use compared to others like Mailchimp. Its user interface and user experience are straightforward, without unnecessary features. I also appreciate the better offers and pricing that influenced my decision to switch from another product. Additionally, the integration process was smooth and hassle-free. Overall, I'd rate it a 9 out of 10, as Brevo is a top platform for my needs.”
>
> 5★ · Brevo · G2 · what they like best · Oct 2026

WHAT REVIEWERS PRAISE

Mailchimp is praised as *easy*; Klaviyo for segmentation; Constant Contact for human support

What each product's reviews praise, with every product's counts beside the theme.

easy to make and send campaigns

G2, then Trustpilot, reviews read: Mailchimp 38 of 77, 0 of 60 · Constant Contact 58 of 78, 2 of 60 · Klaviyo 22 of 79, 1 of 60 · Brevo 12 of 79, 1 of 60

> “It’s easy to use, and there are lots of templates to choose from.”

5★ · Mailchimp · G2 · what they like best · Aug 2026

> “Easy to set up campaigns, and it feels both affordable and sustainable.”

5★ · Mailchimp · G2 · what they like best · Jun 2026

good segmentation

G2, then Trustpilot, reviews read: Mailchimp 16 of 77, 0 of 60 · Constant Contact 9 of 78, 0 of 60 · Klaviyo 36 of 79, 0 of 60 · Brevo 28 of 79, 1 of 60

> “It's very intuitive and not hard to figure out. I also like how granular you can get the flows and segments for better retargeting initiatives.”

5★ · Klaviyo · G2 · what they like best · Mar 2026

> “Klaviyo is a strong data collection platform that allows me to use what I know about my customers to provide targeted marketing messages.”

4★ · Klaviyo · G2 · what it solves for them · incentivized review · Dec 2025

helpful human support

G2, then Trustpilot, reviews read: Mailchimp 8 of 77, 10 of 60 · Constant Contact 4 of 78, 33 of 60 · Klaviyo 6 of 79, 3 of 60 · Brevo 6 of 79, 15 of 60

Fantastic customer support...

> “It's great to be talking to a real person (not a bot) who really knows the system and offers practical help. Superb service!”

5★ · Mailchimp · Trustpilot · Aug 2026

The customer service responded quickly

> “The customer service responded quickly, their advice wa brief and it worked first time. Thank you for your support”

4★ · Mailchimp · Trustpilot · Aug 2026

THEIR WORDS, AND THREE MOVES

Put a person within reach; then answer price and segmentation

The phrases reviews repeat across the four products (each chip says how many are Mailchimp's), one line we wrote around a review's words, and two from the reviews.

PHRASES 4+ REVIEWS WROTE · REVIEWS, MAILCHIMP'S OF THEM

- easy to use 61 Mailchimp 19
- customer service 42 Mailchimp 16
- user friendly 30 Mailchimp 9
- contact list 29 Mailchimp 9
- drag and drop 27 Mailchimp 10
- email lists 27 Mailchimp 1
- customer support 26 Mailchimp 8
- ease of use 21 Mailchimp 6

Counted, not chosen by a model: runs of 2 to 4 words that 4 or more of the reviews we read wrote, names left out; 8 of the 40 counted.

SUPPORT PAGE AND PLAN PAGES · HELPFUL HUMAN SUPPORT

A person within reach

START FROM THEIR WORDS

“It's great to be talking to a real person”

23 of Mailchimp's low-star reviews say support is hard to reach or a bot. Product decides who answers; once a person can, say so in these words.

From reviews: #277 (Mailchimp), #275 (Mailchimp)

PRICING PAGE · COSTS TOO MUCH, OR CLIMBS WITH THE LIST

Say the price as the list grows

START FROM THEIR WORDS

“What you pay as contact lists expand”

A line we wrote around #51's words, for a price table by list size. 28 of Mailchimp's 77 G2 reviews fault price, and Brevo reviews that name Mailchimp prefer Brevo on it.

From reviews: #51 (Mailchimp), #69 (Mailchimp)

FEATURE PAGE AND KLAVIYO COMPARISON · GOOD SEGMENTATION

Show the segmentation that's there

START FROM THEIR WORDS

“Tags and segments make audience management easier”

Klaviyo reviews that left Mailchimp name segmentation. 36 of Klaviyo's G2 reviews praise it, 16 of Mailchimp's. Show it with a real example.

From reviews: #44 (Mailchimp), #74 (Mailchimp)

Each line takes a run of 3 or more words from the first review named; the others are on the same subject (#n = its number in the HTML list). Built on reviewers' words, with a few of our own where a reply needs them: match it to Mailchimp's own voice before using it.

HOW WE READ IT

What we read, how it was sorted, and what it cannot tell you

What was asked. “mailchimp.com”: we read it as Mailchimp (email marketing software). No rivals were named, so we picked 3: Constant Contact (email marketing for small businesses); Klaviyo (email marketing for online stores); Brevo (email marketing with similar pricing tiers).

The reviews. Per product, up to 80 newest G2 reviews from the last 24 months and up to 60 newest English Trustpilot reviews. G2 marks some reviews as incentivized or as a vendor's swag offer; they are counted, and the incentivized ones marked where quoted. Many G2 reviews came through the vendor's own invitation, and some Trustpilot reviews through a link the company sent, as those sites record it: slide 3 gives the count per product, because on Trustpilot those lean kinder.

Dates. Mailchimp on G2 21 Feb 2025 to 1 Nov 2026; Mailchimp on Trustpilot 13 Aug 2026 to 30 Oct 2026; Constant Contact on G2 7 Feb 2025 to 22 Oct 2026; Constant Contact on Trustpilot 13 Sep 2026 to 29 Oct 2026; Klaviyo on G2 24 Jul 2025 to 22 Oct 2026; Klaviyo on Trustpilot 22 Sep 2025 to 2 Nov 2026; Brevo on G2 22 Mar 2025 to 28 Oct 2026; Brevo on Trustpilot 20 Jul 2026 to 2 Nov 2026; read November 2, 2026.

The themes. A model (Gemini) named one set of themes from a sample of the reviews, added themes for reviews it left out, then read each of the 1,161 reviews and G2 answers and marked the themes it says, up to three; a second pass reread each against its theme and kept only those that say it. 477 of the 553 reviews are in a theme (58 corrected by hand, each with its reason in the HTML list). The counts are exact tallies of that sorting; the sorting is a reading, not a measurement.

The quotes. Every quote is one review, or one answer of a G2 review, stored as written and shown whole. No reviewer names. Reviews that name an account, carry a link, or name or describe a private person are counted but never quoted (37 left out for naming a person).

What it cannot tell you. Trustpilot reviews that did not come through a company link are often there to complain. A share is of the reviews we read, not of customers.

The evidence. The HTML version of this report lists every review we read, by theme, with a link to the review on G2 or Trustpilot.