

## Email Services Comparison (ConvertKit, MailerLite, MailChimp, Squarespace)

Feature	ConvertKit	MailerLite	MailChimp	Squarespace Email Campaigns
Ease of Use	Easy to use (designed for creators)	Easy to use (drag-and-drop & HTML editor)	Moderate (can be complex for beginners)	Very easy (built into Squarespace)
Pricing	Free up to 1,000 subs, then from \$15/month	Starts free, then from \$10/month	Free up to 500 subs, then from \$13/month	Starts at \$7/month (with site plan)
Best For	Authors, bloggers, content creators	Authors, small businesses, bloggers	E-commerce & larger businesses	Best for existing Squarespace users
Automation Features	Strong automation with visual workflows	Advanced automation (multi-step workflows)	Powerful automation & AI-driven insights	Basic automation (limited options)
Segmentation & Personalization	Excellent segmentation & tagging	Strong segmentation & personalization	Advanced segmentation & A/B testing	Limited compared to MailerLite & MailChimp
Integration with Websites	Integrates well with most platforms	Integrates well with most platforms	Strong e-commerce integrations	Best for Squarespace users
Landing Pages & Forms	Landing pages & opt-in forms included	Good landing page builder	Customizable forms & landing pages	Basic forms & templates
Customer Support	Email & live chat support	Live chat & email support	24/7 chat & email support (paid plans)	Email-only support
Scalability	Scales well for growing businesses	Scales well for growing businesses	Scales well for larger businesses	Limited scalability
Free Plan Availability	Free for up to 1,000 subscribers	Free for up to 1,000 subscribers	Free plan with limited features	No free plan (only trial with Squarespace)