What is Zoho Campaigns?

Zoho Campaigns is an email marketing and automation product that helps you reach, and engage your customers. Create campaigns by choosing from our collection of templates, send them out to your intended mailing list, share them on social media and easily track their reach.

Why Zoho Campaigns?

Do you run a business? Are you looking out for a steadfast means that will help you engage your leads and customers? If yes, then here's the solution.
Zoho Campaigns gives you all that you need for email marketing, automation, and social media promotion, at reasonable prices. It's an extremely easy-to-use product and does not require you to have much of design skills.

Why Zoho Campaigns?

Email deliverability
We make sure that our software delivers your emails straight to your recipients' inboxes.

Value for the money
Zoho Campaigns gives you a multi-user account. You can maintain a single account for your entire marketing team.

Start for free
Start with 2,000 contacts and send up to 12,000 emails/month in the free plan. Upgrade if you need to.

Convenient handling
You do not have to worry about backup solutions, upgrades or maintenance. We ensure that your account is always up-to-date.

More than email marketing
Get access to the entire suite of Zoho services when you sign up with us. You get all the right tools to run your business.

Integration with Zoho CRM

Zoho Campaigns' seamless integration with Zoho CRM makes email marketing process and sales pitches go hand in hand, in order to reach out to leads, prospects and customers.

- Take better sales decisions and grow your customers with the responses you receive for your campaigns.
- Make communication process easier and measure your campaigning efforts using the CRM system.
- Through this integration, manage and sync your subscribers' information, and also maintain up-to-date customer base.

Cost Comparison
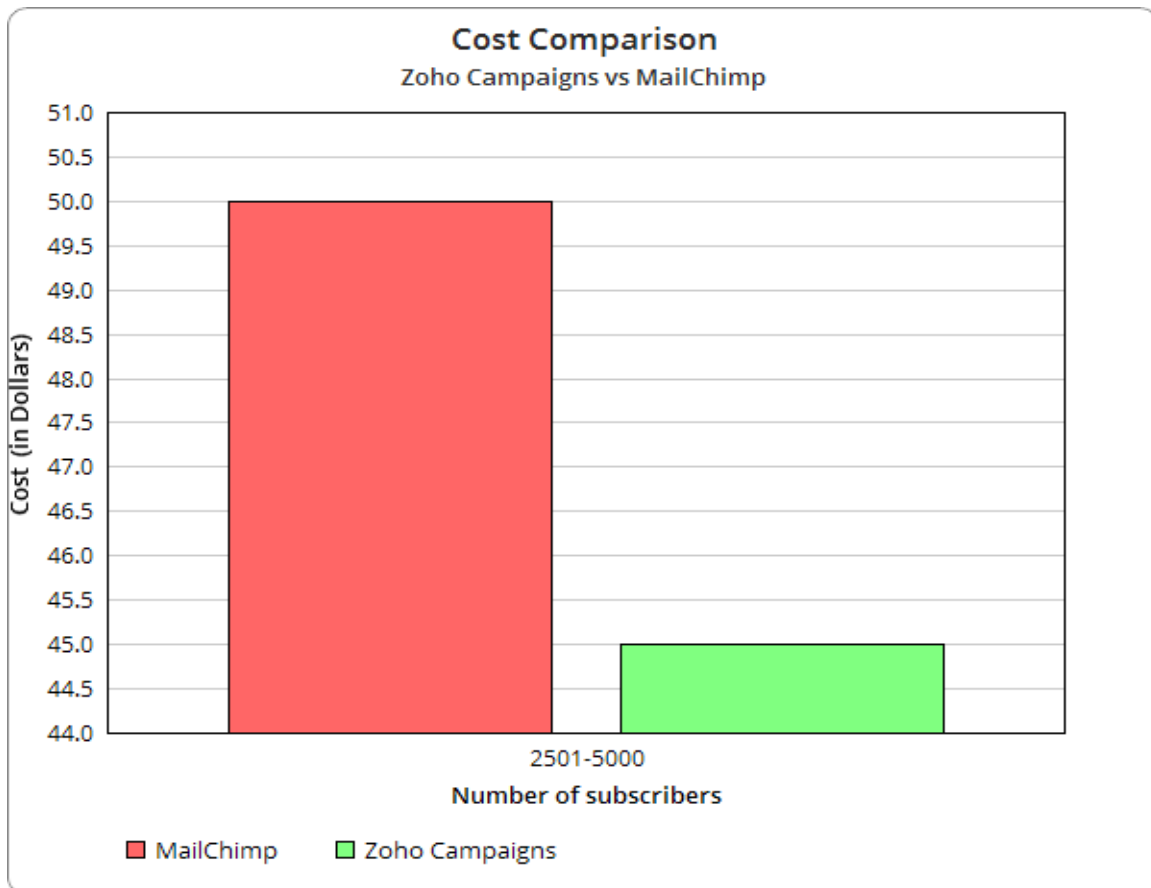
*Pricing Details

Number of Subscribers	ZOHO Campaigns	MailChimp
1-500	$5	$10
501-1000	$10	$15
1001-2500	$25	$30
2501-5000	$45	$50
5001-10000	$70	$75
10001-25000	$125	$150
25001-50000	$200	$240
50001-100000	$350	$475

	Zoho Campaigns	MailChimp
Subscription Period	*Monthly and pay-as-you-go*	*Monthly and pay-as-you-go*
Free Plan	*2000 subscribers and 12,000 emails per month*	*2000 subscribers and 12,000 emails per month*
Email credits based payment	✓	✓
Subscriber based Payment	✓	✓

High volume and customizable plans	✓	✓

For detailed information on pricing, visit https://www.zoho.com/campaigns/pricing.html

Feature Comparison

Contact Management details

	Zoho Campaigns	MailChimp
Mailing List Creation	✓	✓
Mandatory description for mailing lists	✓	–
Segmentation of contacts	✓	✓
Automatic Bulk Segmentation	✓	–
Merge Mailing lists	✓	✓
Sync and import contacts	✓	✓

	Zoho Campaigns	MailChimp
Contacts based stats **(*List performance, list growth, campaigns details and email clients*)**	✓	✓
Custom Fields	✓	✓
In-house integration with Zoho CRM	✓	–
Automatic removal of unsubscribes	✓	✓
Subscriber Scoring	✓	✓

Email Marketing

	Zoho Campaigns	MailChimp
Template gallery	✓	✓
Template Responsiveness	✓	✓
Drag-and-drop template editor	✓	✓

Feature	Zoho Campaigns	MailChimp
Import template content from Google Drive	✓	–
Merge Tags	✓	✓
Automatic A/B testing *(System chooses the better performing version)*	✓	✓
RSS Email Campaigns	✓	✓
Campaign Archives	✓	✓
Video email marketing	✓	✓
Built-in image editor	✓	✓
Test preview of emails	✓	✓
Dynamic email content	✓	✓
Attachments in emails	✓	✓
Poll campaigns	✓	✓

Multiple versions of a campaign	✓	✓
Marketing Calendar	✓	–
Folders	✓	✓
Quick links for easy navigation	✓	–

Social Media Marketing

	Zoho Campaigns	MailChimp
Social sharing options	✓	✓
Facebook page marketing	✓	–
Page and Post campaigns *(Post links, images, quotes and status on social media)*	✓	–
RSS-to-Social Campaigns	✓	–

Campaign Reporting

	Zoho Campaigns	MailChimp
Location based recipient information	✓	✓
Date and time of recipient opens/clicks	*Detailed chart with the exact date and time is provided.*	*24-hour performance chart is provided*
User stats **(*Type of browser and device, and email clients, for each campaign*)**	✓	–
Campaign-based relative reports	✓	✓
Report sharing	✓	✓
Advanced analytics **(*with Google Analytics*)**	✓	✓
List-based and Campaign-based detailed reports	✓	–
Campaign Comparison	✓	✓

Send time optimization	✓	✓
Batch delivery of emails	✓	✓

Automation

	Zoho Campaigns	MailChimp
Sign-up Based Autoresponder	✓	✓
Calendar Based Autoresponder	✓	–
Closed Group Autoresponder	✓	–
Email Action Based Autoresponder	✓	–
Autoresponder Reports	✓	✓
Smart Series Autoresponder	✓	–
Cyclic Autoresonder	✓	–

	Zoho Campaigns	MailChimp
Instant Workflow	✓	–
Time-based recurrent workflow	✓	–
Subscriber activity based workflow	✓	–

Consent Management

	Zoho Campaigns	MailChimp
Consent Campaigns	✓	–
Deny option in confirmation emails	✓	–
Advanced Signup Forms *(Double opt-in technique)*	✓	✓
Subscriber Group Preferences	✓	✓
Update Profile Option	✓	✓

Export of Personal Data	✓	✓
Unsubscribe Link	✓	✓
Mandatory inclusion of Privacy Policy in Signup Forms.	✓	_

**Integrations

• - MailChimp includes few integrations through third-party platforms like Zapier.*

	Zoho Campaigns	MailChimp
Survey Campaigns	✓	✓
Event Campaigns	✓	✓
Facebook	✓	✓
Twitter	✓	✓
LinkedIn	✓	✓ •

G Suite (Formerly Google Apps)	✓	✓
Zoho CRM	✓	✓ •
Shopify	✓	✓ •
Eventbrite	✓	✓
Zoho Survey	✓	✓ •
SurveyMonkey	✓	✓
Zoho Creator	✓	✓ •
Zoho Forms	✓	✓ •
Google Analytics	✓	✓
Google Photos	✓	✓ •
Flickr	✓	✓ •
Bigstock	✓	–

Youtube	✓	✓ •
Vimeo	✓	✓ •
Dropbox	✓	✓ •
Box	✓	✓
Onedrive	✓	✓ •
Zoho Docs	✓	_
Zoho Sites	✓	_
Wordpress	✓	✓
Gravatar	✓	✓ •
Office 365	✓	✓ •
Litmus	✓	✓
GoToWebinar	✓	✓ •

Zoho Invoice	✓	✓ •
Zoho Recruit	✓	✓ •
Giphy	✓	✓
Evernote	✓	✓ •
Tumblr.	✓	✓ •

** For detailed information on the integrations, visit
https://www.zoho.com/campaigns/integration/

Developers

	Zoho Campaigns	MailChimp
Web Services API	✓	✓

The Zoho Advantage

By signing up for Zoho Campaigns, you can be a part of the Zoho business suite that encompasses a list of products. With just a single account, access all our products, helping your business run steadily. Customer relationship management, online project management, management of invoices and accounts, online document storage, customer support and more — use them all to make your work more productive and easy.

Quick Read

1. An email marketing and marketing automation software with rich feature-set at affordable prices.
2. Instant access, from anywhere and at anytime.
3. Flexible and tailor made pricing plans that let you upgrade only when there's a need.
4. Timely updates for product with no additional cost or service disruptions.
5. Dedicated customer support, to provide help during setup and implementation.

FAQs

1. **Does your product have a free trial?**
   Yes. The *Forever Free Plan* lets you add about 2000 subscribers and send up to 12,000 emails/month.

2. **Do you provide a free demo for the product?**
   Yes, we do provide a free demo for our product. If you would want one, refer
   https://www.zoho.com/campaigns/email-marketing-demo.html

3. **How are the pricing plans classified?**
   You can select a plan based on the number of subscribers you have or the email credits. The former plan is used for sending unlimited emails to your subscribers while the latter is used for payment as per usage i.e. number of emails you send.

4. **Is technical support for the product, available?**

   Yes. We have a dedicated support team that works 24*5 to assist you if you need help. Also, we provide limited support during weekends. You can write to us and we'll get back to you soon.

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