

EMAIL MARKETING BUDGET COMPARISON

Date: _____ Subscriber Tier: 5,000 - 10,000

Platform Name	Monthly Base Cost	Annual Cost (Discount)	Key Features Included	Overage Fees
Mailchimp	\$135.00	\$1,458.00	Automations, Retargeting	\$0.01 / email
ConvertKit	\$119.00	\$1,190.00	Visual Builders, Paid Subs	N/A
ActiveCampaign	\$149.00	\$1,788.00	Advanced CRM, Scoring	Variable
MailerLite	\$54.00	\$583.20	24/7 Support, Pop-ups	\$5.00 / 1k
Current Selection	\$ _____	\$ _____	_____	_____

Decision Notes:

Total Budget Allocation: \$ _____ Approval Signature: _____
Internal Marketing Document & Confidential & Prepared by: _____