Which Email App Is Right For You? (Quiz)

This is an extra resource to go along with the original article:
[How to Use Email Integration to Improve Your Content Marketing](#)

Choosing an email app can seem daunting if you're not quite sure what your needs are. That's why we've put together this little quiz: to help you determine the right app for the job.

If you're a MemberMouse customer, then be sure to check [our current list of email integrations](#).

We need the cost to be:

☐ FREE (1 point)
☐ Low cost or flexible depending on needs (2 points)
☐ It doesn't matter (3 points)

Our audience is:

☐ Small – less than 2K users (1 point)
☐ Medium – between 2K and 5K (2 points)
☐ Large – Between 5K and 10K (3 points)
☐ Extra large – Above 10K (4 points)

We plan to send:

☐ A variety of email types (2 points)
☐ Only email newsletters or specific emails (1 point)

Our designers are:

☐ Robust, so we can handle a lot of design work on our own (1 point)
☐ Competent, but they prefer drag-and-drop if possible (2 points)
☐ Non-existent, and we need all the help we can get (3 points)

Our email lists will be:

☐ Varied, with many segmented lists (3 points)
☐ Fairly simple, with some segmentation (2 points)

▢ Singular, with minimal or no segmentation (1 point)

Our level of commitment is:

▢ Low, we want to test-drive before we commit (1 point)
▢ Average, we don't mind commitment if it's not a hassle (2 points)
▢ High, we're in it to win it (3 points)

Total Points: _____

Answer Key

6-10 points
You may want to use a free email marketing app like Sendicate, SendWithUs, Mailjet or TinyLetter.

10-15 points
Your needs are a bit more varied, so your safe bet is to use MailChimp. If you're willing to shell out a few extra bucks, you could use AWeber or iContact.

15-18 points
You probably want something that can handle a larger audience. Active Campaign, Campaign Monitor or the pro levels of MailChimp are all great choices.