

# 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](#)*

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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.

## **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.