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How E-mail Marketing is priced: per e-mail sent, with a volume discount and a tailored proposal

Billing & Payments

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How E-mail Marketing is priced: per e-mail sent, with a volume discount and a tailored proposal

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The short answer: E-mail Marketing is charged **per e-mail sent**, with a **volume discount**. There is no published price list: you tell us **how many e-mails you send a month** and the sales team prepares a **tailored proposal** for the size of your list.

What counts as a send

Each campaign e-mail, to each person, counts as one send. A campaign to a group of 500 contacts is 500 sends; the same campaign repeated the next month is another 500.

Situation	Sends
One campaign to a group of 500 contacts	500
Two campaigns in a month to the same group	1,000
One campaign to a segment of 120 contacts	120

The figures in the table only show how the sum works. The price per send is in the proposal you receive.

Asking for a proposal

1. **Count the contacts** who agreed to receive e-mail. Not the ones you have; the ones who agreed.
2. **Decide the pace**: how many campaigns a month, to how many contacts each. See **how often to send**.
3. **Multiply** to get your e-mails per month and give that number to the sales team through the **contact page**.

Sending less, and better, is also cheaper.

With **segments** and a **clean list**, you only pay for e-mails that stand a chance of being read.

Contacts who never open cost sends and hurt delivery.

Removing them saves money and reputation at the same time.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **E-mail Marketing with us: the block editor, AI, sector templates and your SMS contacts** →
- **Keeping an e-mail list healthy: bounces, contacts who never open and a last-chance campaign** →
- **E-mail campaign segments: sending only to the customers of a city or a product** →
- **How often to send a newsletter, and on which day: regularity without tiring your list** →

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