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RESEARCH ARTICLE

**ANALYSIS OF THE EXISTING E-MAILING MANAGEMENT TOOLS AND
SYSTEMS: METHODOLOGY FOR THE STUDY OF THE EXISTING SITUATION**

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Abstract

This study presents a structured and comparative analysis of the most widely used email marketing tools in the context of e-commerce. Building upon previous research on the email marketing solutions landscape, it outlines a rigorous methodology that includes the definition of clear evaluation criteria, the selection of relevant tools, and the use of diverse information sources. Key platforms such as Mailchimp, Brevo, GetResponse, ActiveCampaign, HubSpot Email Marketing, Klaviyo, and Omnisend are analyzed according to essential and advanced functionalities, including automation, personalization, segmentation, integrations, pricing models, usability, support, and compliance. A comparative table synthesizes their main characteristics, offering insights into their respective strengths and market positioning. The analysis reveals that while no single tool is universally optimal, each offers distinct advantages depending on business needs. This work lays the foundation for identifying the limitations of existing solutions and exploring the potential for a more tailored email marketing system aligned with the specific requirements of e-commerce environments.

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Introduction:-

In order to conduct a rigorous and relevant analysis of the current landscape of email marketing tools and systems, this article outlines the methodology adopted for our review of existing solutions. Building on our previous research focused specifically on analyzing the email marketing tools market, this methodical approach was designed to systematically identify the main players, their distinctive features, and the key functionalities they offer (Bailloul, Khaldi, 2024; Bailloul et al., 2023; Ellis-Chadwick & Doherty, 2012). This article will detail the criteria used to select the tools analyzed, the analytical dimensions chosen for comparing features, and the preferred information sources used to gather the necessary data for this comparative assessment (Maillefer, 2016). Transparency in this methodology is essential to ensure the validity and reproducibility of our analysis, thus providing a solid foundation for the conclusions drawn in this work and for subsequent design phases (Creswell & Creswell, 2018).

Definition of Tool Analysis Criteria

To carry out a rigorous and relevant comparative analysis of existing email marketing tools, it was essential to define clear and precise evaluation criteria. These criteria were developed based on academic literature related to email

marketing, customer relationship management (CRM) systems, and essential e-commerce platform features (Maillefer, 2016; Ellis-Chadwick & Doherty, 2012). They were also shaped by our understanding of the specific needs of an e-commerce management system seeking to integrate optimized email marketing. The selected criteria can be grouped into the following categories:

Basic Email Marketing Features

These criteria assess the core capabilities of tools in terms of email creation, sending, and tracking (Ellis-Chadwick & Doherty, 2012):

- **Email editor:** Ease of use (drag-and-drop vs. HTML), availability of pre-designed templates, customization options (design, dynamic content);
- **Contact list management:** Ability to import, segment, and manage contact lists (segment creation based on various criteria, unsubscribe management, list cleaning);
- **Sending options:** Flexibility of sending options (scheduling, A/B testing on subject and content, sender personalization);
- **Tracking and reporting:** Key metrics tracked (open rate, click-through rate, bounce rate, conversions), report quality, and export options.

Advanced Marketing Automation Features

These criteria examine the tools' capabilities to automate email sequences based on user behavior and specific triggers (Roberts et al., 2019):

- **Automation workflows:** Complexity and flexibility of workflows (triggers, actions, conditions, logical branches);
- **Automated transactional emails:** Ability to automate the sending of transactional emails (order confirmations, shipping notifications, abandoned cart recovery);
- **Lead scoring:** Ability to assign scores to contacts based on engagement to identify the most qualified leads.

Segmentation and Personalization Features

These criteria assess the tools' capacity to target specific audiences and personalize email content (Maillefer, 2016):

- **Advanced segmentation:** Available segmentation criteria (demographic data, purchasing behavior, website activity, email engagement);
- **Content personalization:** Level of possible personalization (insertion of dynamic fields, conditional content based on segments);
- **Product recommendations:** Ability to include personalized product recommendations based on purchase history or browsing behavior.

Integrations with E-commerce Platforms and Other Tools

This criterion assesses the tools' ability to connect with other essential systems (Laudon & Traver, 2021):

- **E-commerce integrations:** Compatibility and depth of integration with major e-commerce platforms (Shopify, WooCommerce, Magento, etc.);
- **CRM integrations:** Connections with customer relationship management systems (Salesforce, HubSpot, etc.);
- **Marketing integrations:** Connections with other marketing tools (social media, advertising platforms);
- **APIs and webhooks:** Availability of APIs and webhooks for custom integrations.

Pricing and Subscription Plans

This criterion compares the pricing models and associated costs of the various tools (Ellis-Chadwick & Doherty, 2012):

- **Pricing models:** Based on number of contacts, email volume, features, etc.;
- **Cost per contact/email:** Cost analysis based on list size and sending volume;
- **Availability of a free plan or free trial.**

Usability and Customer Support

These criteria evaluate the user experience and the level of assistance offered by providers (Maillefer, 2016):

- **User interface:** Intuitiveness, ergonomics, and ease of navigation;
- **Documentation and help resources;**
- **Quality and responsiveness of customer support** (email, chat, phone).

Compliance and Security

This criterion assesses the providers' commitment to data protection and compliance with regulations (Laudon & Traver, 2021):

- **GDPR/CCPA and other regulatory compliance;**
- **Data security measures.**

These comprehensively defined criteria served as a framework for the evaluation and comparison of the various email marketing tools analyzed in our review of existing solutions. They enabled the structured collection of information and helped identify the strengths and weaknesses of each solution in relation to the specific needs of an e-commerce management system.

Presentation of the Most Well-Known Email Marketing Tools (with Their Key Features – Comparative Table)

To provide a concrete overview of the current landscape, this section presents the most widely used email marketing tools in the context of e-commerce. Based on the previously defined analysis criteria, we highlight the key features of leading platforms such as: Mailchimp, Brevo (formerly Sendinblue), GetResponse, ActiveCampaign, HubSpot Email Marketing, Klaviyo, and Omnisend. The aim is to illustrate the variety of features offered by these market-leading solutions and to lay the groundwork for a more in-depth comparative analysis in the following section. A summary table of the main characteristics of these tools will offer a clear visualization of their strengths and distinctive features.

Selection of Email Marketing Tools

Based on the analysis criteria defined earlier, our review of existing solutions focused on evaluating the most widely recognized and used email marketing tools within the e-commerce context (Bailloul, Khaldi, 2024; Bailloul et al., 2023). The selection of these tools was guided by their market share, reputation, breadth of features, and relevance for online businesses of various sizes. The following tools were thoroughly analyzed:

- **Mailchimp (USA):** Often considered a market leader, Mailchimp is known for its intuitive user interface, powerful marketing automation features, and numerous integrations with e-commerce platforms (Mailchimp, 2024);
- **Brevo (formerly Sendinblue) (France):** This all-in-one marketing platform offers robust email campaign management, SMS marketing capabilities, an integrated CRM, and is often seen as providing strong value for money (Brevo, 2024);
- **GetResponse (Poland):** GetResponse stands out for its built-in conversion funnel tools, webinar capabilities, and advanced marketing automation features (GetResponse, 2024);
- **ActiveCampaign (USA):** Known for its sophisticated marketing automation and dynamic segmentation, ActiveCampaign is often favored by experienced marketers (ActiveCampaign, 2024);
- **HubSpot Email Marketing (USA):** Integrated into the HubSpot CRM suite, this tool offers strong synergy with customer data and advanced personalization features (HubSpot, 2024);
- **Klaviyo (USA):** Designed specifically for e-commerce, Klaviyo excels in behavior-based segmentation using purchase data and offers deep integration with platforms like Shopify and Magento (Klaviyo, 2024);
- **Omnisend (Lithuania):** An omnichannel marketing platform, Omnisend combines email with SMS and push notifications, with a strong focus on e-commerce features (Omnisend, 2024).

The key features of these tools were systematically gathered and compared using the evaluation criteria outlined in the previous section. The primary sources of information for this data collection include:

- **Official provider websites:** Offering detailed information on features, pricing plans, and integrations;
- **Platform documentation and help resources:** Providing user guides, tutorials, and FAQs;
- **User reviews and comparison platforms:** Such as G2, Capterra, and TrustRadius, offering real-user insights on usability, customer support, and overall value;
- **Industry analyst reports and studies on email marketing.**

Key Features of the Selected Email Marketing Tools

The collected data was then synthesized into a comparative table (presented below as an illustration of the structure and types of information included), allowing for a clear visualization of each tool's strengths and weaknesses in relation to the evaluation criteria. This table helped identify market trends, standard features, and key differentiators among the available solutions.

Comparative table (Example of structure and partial content) :

Features	Mailchimp	Brevo (Ex Sendinblue)	GetResponse	ActiveCampaign	HubSpot Email Marketing	Klaviyo	Omnisend
Ease of use	Very intuitive	Intuitive	Easy to use	Can be complex	Intuitive (if HubSpot ecosystem)	E-commerce-oriented interface	Claire Interface
Automatisation	Powerful, predefined workflows	Powerful, complex scenarios	Advanced, visual workflows	funnels Very sophisticated advanced	advanced scoring Simple and visual (CRM-based)	Very powerful for e-commerce	Automatisation omnicanale
Segmentation	Advanced (behavior, data)	Advanced (behavior, CRM)	Behavioral	Dynamic, data-driven	Based on CRM lists	Very granular (e-commerce data)	Omnichannel segmentation
E-commerce Integration	Numerous (Shopify, WooCommerce...)	Numerous	Numerous	Numerous	Strong HubSpot CRM synergy	Very strong (Shopify, Magento...)	Strong (Shopify, WooCommerce...)
Personalization	Good	Good	Good	Very advanced	Push (via CRM data)	Highly advanced (e-commerce data)	Push (omnichannel data)
Price (Entry point)	Limited free, then chargeable	Limited free, then chargeable	Limited free, then chargeable	Chargeable	Limited free, then chargeable	Chargeable (based on contacts)	Limited free, then chargeable
Customer support	Variable	Variable	Reagent	Reagent	Variable	Good	Good
E-commerce features	Basic features	Basic features	Basket recovery	Basket recovery	CRM-integrated sales tracking	Highly focused on e-commerce segmentation	Focus on e-commerce omnichannel

Analysis of the Selected Email Marketing Tools

The detailed analysis of the comparative table and the collected information has made it possible to identify the strengths and weaknesses of each tool in relation to the specific needs of an e-commerce management system aiming to integrate optimized email marketing.

Interpreting the comparative table of email marketing tools reveals a diversity of approaches and specializations within the market. Most platforms offer robust basic features for email creation, sending, and tracking, but differentiate themselves through their advanced capabilities and specific strengths. Notably:

- **Mailchimp** and **Brevo (formerly Sendinblue)** position themselves as versatile and relatively accessible solutions, suitable for a wide range of businesses, with generally intuitive user interfaces;
- **GetResponse** emphasizes its conversion funnel tools and webinar functionalities, making it a potential fit for companies focused on lead generation and engagement through online events;

- **ActiveCampaign** stands out for the sophistication of its automation and segmentation features, targeting more experienced marketers seeking complex workflows and advanced personalization;
- **HubSpot Email Marketing**, thanks to its native integration with the HubSpot CRM, is a logical choice for companies already using the HubSpot ecosystem, offering strong customer data synergy;
- **Klaviyo** clearly positions itself as a leader in e-commerce, with extremely granular segmentation and personalization features based on purchase data, making it a powerful tool for online stores looking to run highly targeted campaigns;
- Finally, **Omnisend** differentiates itself with its omnichannel approach, integrating email with SMS and push notifications — particularly relevant for businesses seeking a unified multichannel communication strategy.

In terms of pricing, most tools offer limited free plans or free trials, allowing businesses to test the platform before committing. Pricing models vary, ranging from contact-based pricing to models based on sending volume or feature sets.

The analysis of customer support and ease of use also reveals differences: some tools are known for their intuitive interfaces, while others — with more complex advanced features — may require a steeper learning curve.

In summary, the overview of the most well-known email marketing tools highlights the richness and diversity of solutions available to e-commerce businesses. Each platform stands out through its specific strengths, pricing models, and market positioning. The high-level comparative analysis of key features shows that no tool is universally perfect, and the optimal choice will depend on each company's specific needs and priorities in terms of functionality, ease of use, integration with their e-commerce management system, and scalability. This overview is a crucial step in contextualizing the potential limitations of existing solutions and identifying opportunities for a more e-commerce-centric approach to email marketing — an aspect that will be explored further in the following chapters.

Conclusion:-

In conclusion, the methodology adopted for our review of existing email marketing tools and systems — based on our prior research — has enabled a structured and comparative analysis of the solutions available on the market. The definition of clear evaluation criteria, the rigorous selection of tools, and the use of multiple sources of information have contributed to the robustness of this assessment (Bailloul, Khaldi, 2024; Bailloul et al., 2023).

This methodical approach — detailing the dimensions of analysis and the data collection processes — ensures the transparency and reproducibility of our findings, thereby providing a solid foundation for understanding the current landscape and for identifying opportunities to develop a solution better suited to the specific needs of e-commerce (Creswell & Creswell, 2018). The results of this analysis, presented in the following sections, directly build on this rigorous methodology.

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