

# 7 Best Shopify Email Marketing Apps for 2024

## Introduction

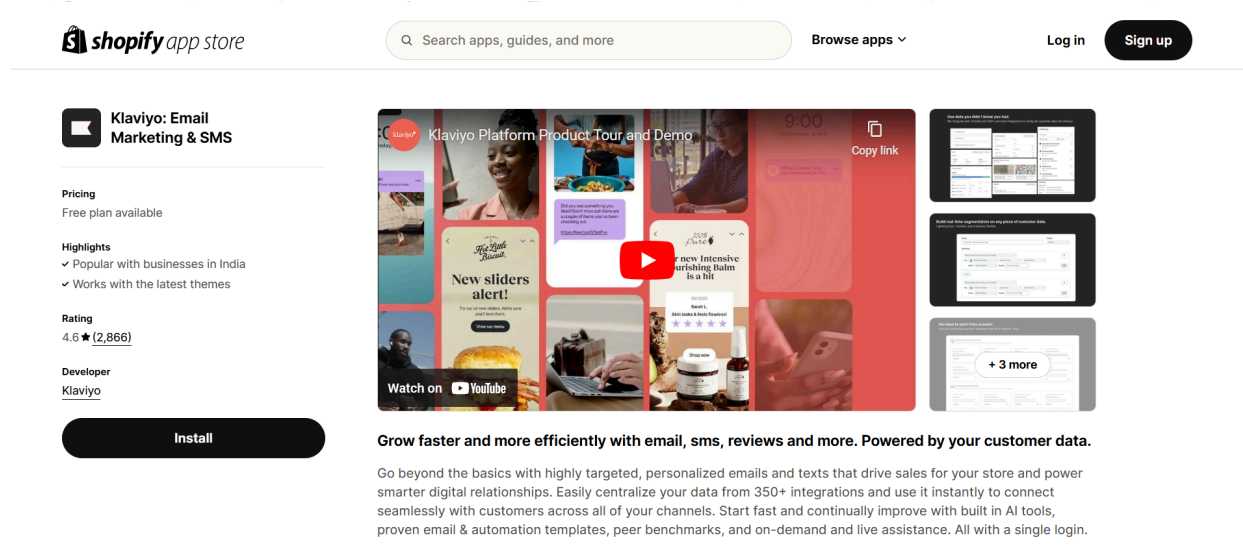
In the realm of online retail, **email marketing** continues to be a pivotal force for driving customer engagement and sales. For Shopify merchants, the selection of an appropriate **email marketing app** can dramatically influence their business outcomes. As we traverse 2024, email's significance in digital marketing strategies remains undiminished.

Industry analyses consistently affirm email marketing's potency. Research indicates exceptional returns on investment, with Shopify's data revealing email's substantial contribution to platform-wide order generation. These metrics underscore email's enduring relevance in the e-commerce landscape.

This comprehensive overview examines the **7 best Shopify email marketing apps for 2024**, offering valuable insights to guide your selection of the optimal tool for elevating your email marketing initiatives and propelling your online store's success.

## 7 best Shopify email marketing apps for 2024

### 1. Klaviyo: The All-in-One Email Marketing Powerhouse



The screenshot displays the Klaviyo app page on the Shopify App Store. At the top, the 'shopify app store' logo is on the left, and a search bar with the text 'Search apps, guides, and more' is in the center. To the right of the search bar are links for 'Browse apps', 'Log in', and a 'Sign up' button. The main content area features a large video player titled 'Klaviyo Platform Product Tour and Demo' with a red play button. To the left of the video, the app's name 'Klaviyo: Email Marketing & SMS' is shown with a Klaviyo icon. Below the name, the 'Pricing' section states 'Free plan available'. The 'Highlights' section lists 'Popular with businesses in India' and 'Works with the latest themes'. The 'Rating' section shows a 4.6 star rating from 2,866 reviews. The 'Developer' section lists 'Klaviyo'. A large 'Install' button is at the bottom left. To the right of the video, there are several smaller images showing app interfaces and a 'Copy link' button. Below the video, a text block reads 'Grow faster and more efficiently with email, sms, reviews and more. Powered by your customer data.' followed by a paragraph describing the app's features: 'Go beyond the basics with highly targeted, personalized emails and texts that drive sales for your store and power smarter digital relationships. Easily centralize your data from 350+ integrations and use it instantly to connect seamlessly with customers across all of your channels. Start fast and continually improve with built in AI tools, proven email & automation templates, peer benchmarks, and on-demand and live assistance. All with a single login.'

[Klaviyo](#) distinguishes itself in the **Shopify email marketing** arena, delivering a comprehensive suite of e-commerce-centric features.

Key Features:

- Granular audience segmentation
- Behavior-activated email sequences
- Extensive performance analytics
- Dual email and SMS capabilities
- Adaptive content customization

Pricing: Klaviyo employs a tiered pricing model, offering a complimentary entry-level option and scaling paid plans: SMS \$15/month, Email \$20/month.

Shopify Integration: Klaviyo's seamless Shopify connectivity facilitates precision-targeted campaigns, potentially [amplifying conversion rates](#) and fostering customer allegiance.

## 2. Omnisend: Omnichannel Marketing Made Easy

The screenshot shows the Omnisend app listing on the Shopify App Store. The header includes the Shopify App Store logo, a search bar, and links to 'Browse apps', 'Log in', and 'Sign up'. The app's name 'Omnisend Email Marketing & SMS' is displayed with its icon. Below this, the pricing is listed as 'Free plan available'. The highlights section mentions it is 'Popular with businesses in India' and 'Works with the latest themes'. The rating is 4.7 stars from 5,951 reviews. The developer is Omnisend. A large 'Install' button is prominent, along with a 'View demo store' link. The main image features a man speaking into a microphone, with text overlays stating 'Trusted by over 90,000 Shopify brands just like yours' and 'More sales from your emails. Less worry.' A list of features includes 'Send emails, newsletters & SMS', 'Build your email list with popups and forms', 'Collect and display product reviews' (marked as NEW), and 'Get 24/7 email & live chat support'. To the right, there are smaller images showing email templates and a 'Product reviews' section. At the bottom, a description states: 'Easily create email marketing campaigns. Use popups to get more emails and sell to more people. Omnisend's email & SMS marketing automation app helps Shopify merchants sell more stuff to more people. It's packed with features that make it easy to grow your email list with landing pages & popups, and quickly create beautiful emails with hundreds of pre-made templates. You can also send personalized emails that hit the mark and boost your sales with perfectly timed abandoned cart & welcome automation workflows. All of that's backed with 24/7 email & live chat support for all—even free users.'

[Omnisend](#) vies for the **best Shopify email marketing app** title, presenting a holistic toolkit encompassing email, SMS, and push notification functionalities.

Key Features:

- Accessible email design platform
- Ready-to-deploy automation workflows
- Sophisticated testing and refinement tools
- Multi-channel marketing orchestration
- Seamless Shopify product incorporation

**Pricing:** Omnisend provides a basic no-cost plan, with premium tiers unlocking enhanced capabilities and expanded message allowances. Premium subscription starting at \$16/month.

**Shopify Integration:** Omnisend's robust Shopify connection streamlines product promotion across diverse marketing channels.

### 3. Privy: Conversion-Focused Email Marketing

The screenshot shows the Privy app page on the Shopify App Store. At the top, there's a search bar and navigation links for 'Browse apps', 'Log in', and 'Sign up'. The app is titled 'Privy - Pop Ups, Email, & SMS'. It has a 4.6-star rating from 24,913 reviews. The pricing is listed as 'From \$12/month. Free trial available.' There is an 'Install' button and a link to 'View demo store'. The main visual is a large purple banner with the text 'Why You Should Add Privy to Your Shopify Store' and 'AVAILABLE IN THE shopify APP STORE'. Below the banner, there's a section titled 'Your all-in-one ecommerce platform to grow your sales with popups, email, and SMS marketing.' followed by a paragraph describing how Privy helps businesses grow their email and SMS contacts, automate email marketing, and improve website conversion rates.

[Privy](#) has carved a niche among Shopify vendors by melding email marketing with on-site conversion optimization tools.

#### Key Features:

- Customizable email acquisition interfaces
- Automated cart abandonment recovery
- Tailored product suggestion engine
- Foundational automation sequences
- Versatile on-site display options

**Pricing:** Privy offers a limited free tier, with paid subscriptions starting at \$12/month providing access to advanced functionalities.

**Shopify Integration:** Privy excels in list expansion and transaction recovery, catering to Shopify stores focused on broadening their customer base and reclaiming potential sales.

### 4. Seguno Email Marketing

[Browse apps](#)

[Log in](#)
[Sign up](#)

**Seguno Email Marketing**  
 Built for Shopify

**Pricing**  
Free plan available. Free trial available.

**Highlights**  
 ✓ Popular with businesses in India  
 ✓ Use directly in Shopify admin  
 ✓ Works with the latest themes

**Rating**  
 4.8 ★ (1,166)

**Developer**  
 Seguno

[Install](#)

[View demo store](#)

**the marketing suite made for merchants**

- ✓ email marketing
- ✓ product reviews
- ✓ popups & forms

**Create and automate your email marketing from inside your shop admin.**

Running a shop means time is your most valuable asset. Seguno helps you get results from email marketing faster. Built exclusively for Shopify, create engaging emails, trigger automated sends, and track your success from one convenient place inside the platform you already know. With best practices baked in and your shop's data instantly on hand, spend less time worrying about making mistakes and more time on what matters—growing your business... Now, with Back in Stock restock alerts!

[Seguno](#) distinguishes itself as an email marketing solution specifically **built for Shopify**, earning an impressive 4.8 out of 5 stars from over 1,166 reviews.

#### Key Features:

- Shopify-specific email templates
- Streamlined newsletter creation
- Advanced automation workflows
- Product synchronization
- Built-in campaign analytics
- Drag-and-drop email builder
- Time-saving automation templates

#### Pricing:

- Free plan available for basic features
- Premium plans scale based on subscriber count, starting at \$35/month
- Additional features unlock with paid tiers

**Shopify Integration:** Native Shopify integration enables seamless product imports, customer data synchronization, and automated workflows specifically designed for e-commerce. The app's direct connection to Shopify's ecosystem ensures reliable performance and real-time data updates.

## 5. PushOwl+Brevo: Email, Push, SMS

**PushOwl+Brevo:**  
Email, Push, SMS

**Pricing**  
Free plan available

**Highlights**  
✓ Popular with businesses in India  
✓ Works with the latest themes

**Rating**  
5.0 ★ (3,030)

**Developer**  
PushOwl powered by Brevo

**Install**

[View demo store](#)

PushOwl + Brevo: Web push, email, and SMS campaigns

Copy link

Watch on YouTube

**Boost Sales by using Brevo-powered Email Marketing, Web Push Notifications, & SMS Marketing Suite.**

PushOwl (powered by Brevo) offers powerful email marketing, web push notifications, email automation, & SMS marketing capabilities - specifically designed for Shopify! It helps reduce the shopping cart abandonment rate, by enabling effective cart recovery using abandoned cart reminders, back-in-stock notifications, price-drop updates, etc. With unlimited contact support, powerful segmentation & automation tools, & world-class support, it's a powerhouse to improve sales, retention, & revenue!

With a perfect 5.0-star rating from over 3,030 reviews, [PushOwl+Brevo](#) offers a comprehensive marketing solution combining email, web push notifications, and SMS capabilities.

#### Key Features:


- Multi-channel marketing automation
- Advanced segmentation
- Abandoned cart recovery
- Browser push notifications
- Integrated SMS marketing
- Customer journey mapping
- Revenue attribution tracking

#### Pricing:

- Free plan with basic features
- Tiered pricing based on features and contact volume, starting at \$19/month

**Shopify Integration:** Deep integration with Shopify allows for unified customer communications across multiple channels. The app automatically syncs with your store's data to create targeted campaigns and automated sequences.


## 6. Yotpo Email Marketing & SMS



[Browse apps](#)

[Log in](#)

[Sign up](#)

**Yotpo Email Marketing & SMS**

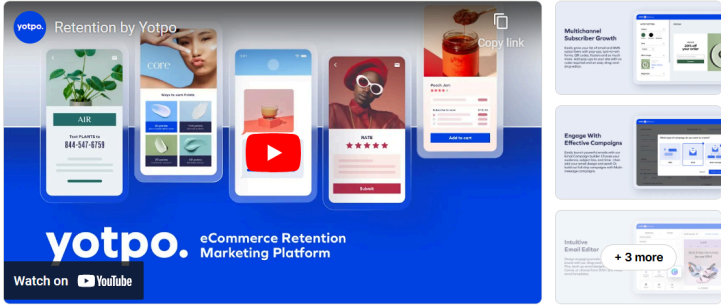
**Pricing**  
Free plan available

**Highlights**  
✓ Popular with businesses in India

**Rating**  
4.9 ★ (8,158)


**Developer**  
Yotpo - Email & SMS

[Install](#)



**Retention by Yotpo**

**yotpo. eCommerce Retention Marketing Platform**

Watch on 

**Easily engage with customers and grow your brand with intuitive email & SMS marketing**

With flexible, pay-as-you-send pricing, we're helping brands grow and scale without excessive costs. Design effective emails with 300+ templates and a drag & drop editor with built-in Canva. Send powerful email & SMS campaigns and create automated flows that run on autopilot to drive sales and build relationships with your customers. Plus, save time with AI that helps you write better texts, send at the best times, build audiences, and even choose products to recommend in your emails.

[Yotpo's](#) email and SMS marketing solution maintains a 4.9-star rating from over 8,157 reviews, demonstrating its effectiveness for e-commerce businesses.

#### Key Features:


- Revenue-driven automation
- Advanced segmentation capabilities
- Visual email builder
- SMS marketing integration
- A/B testing functionality
- Customer insights dashboard
- Review collection integration

#### Pricing:


- Free plan available
- Premium plans based on feature requirements starting at \$19/month,

**Shopify Integration:** Yotpo's integration with Shopify provides seamless synchronization of customer data, purchase history, and product information. The app leverages this data to create highly targeted and personalized marketing campaigns.

## 7. AfterShip Email Marketing & SMS



[Browse apps](#)
[Log in](#)
[Sign up](#)



**AfterShip Email Marketing, SMS**

**Pricing**  
Free plan available. Free trial available.

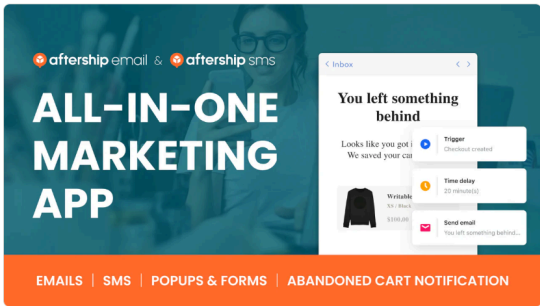
**Highlights**  
✓ Popular with businesses in India  
✓ Works with the latest themes

**Rating**  
4.9 ★ (6,380)

**Developer**  
AfterShip

[Install](#)

[View demo store](#)



**ALL-IN-ONE MARKETING APP**

EMAILS | SMS | POPUPS & FORMS | ABANDONED CART NOTIFICATION

**All-in-one marketing platform that empowers brands to drive leads, customer engagement, and sales.**

Find world-class sales and marketing tools via one intuitive portal. On top of email and SMS marketing, AfterShip Marketing serves merchants with other advanced tools like AI-powered product recommendations, countdown timers, and promotional bars to create interactive experiences that are proven to drive sales. What's more, all these tools are ready to be used with minimal effort and without technical expertise or assistance.

[AfterShip](#) has established itself as a powerful marketing solution with an impressive 4.9 out of 5 stars from over 6,380 reviews, highlighting its effectiveness in the **Shopify email marketing** space.

### Key Features:

- Advanced customer segmentation
- Post-purchase email automation
- Order status notifications
- Smart product recommendations
- Abandoned cart recovery sequences
- Cross-sell and upsell automation
- Delivery update communications
- Customer lifecycle campaigns
- SMS marketing integration
- Analytics and reporting dashboard

### Pricing:

- Free plan available for essential features
- Tiered pricing structure based on starting at \$11/month
  - Number of contacts
  - Email sending volume
  - SMS credits
  - Advanced feature access
- Premium plans scale with business growth

Shopify Integration: AfterShip's native Shopify integration provides:

- Real-time order synchronization

- Automatic customer data import
- Seamless product catalog integration
- Order tracking automation
- Customer purchase history tracking
- Behavioral trigger implementation

Best Suited For:

- E-commerce businesses focusing on customer retention
- Stores with high shipping volume
- Merchants prioritizing post-purchase communication
- Businesses seeking integrated tracking and marketing

The combination of robust email marketing features with order tracking capabilities makes AfterShip a unique option in the **Shopify email marketing** landscape. Its high user rating and extensive feature set demonstrate its value for e-commerce businesses looking to enhance their customer communication and marketing efforts.

## Choosing the Right Email Marketing App for Your Shopify Store

When evaluating the **best email marketing app for your Shopify** store, consider these critical factors:

1. Shopify integration depth
2. Interface intuitiveness and learning requirements
3. Automation sophistication
4. Personalization capabilities
5. Scalability potential and pricing structure
6. Customer support quality and accessibility

Each application possesses distinct advantages, and the optimal choice hinges on your specific requirements, budgetary constraints, and marketing objectives.

## The Future of Email Marketing in E-commerce

Emerging trends in e-commerce email marketing include:

1. AI-powered hyper-personalization
2. Dynamic, interactive email content
3. Enhanced data privacy measures
4. Seamless integration with complementary marketing channels



Maintaining a competitive edge may necessitate exploring cutting-edge features such as advanced data integration or headless commerce architectures.

## Frequently Asked Questions

### What is the best email platform to use with Shopify?

The ideal platform varies based on individual business needs and financial considerations. Robust solutions like Klaviyo and Omnisend contrast with more economical options such as MailerLite and Constant Contact for smaller operations.

### What is the next big thing in email marketing?

Anticipated developments include AI-driven personalization, interactive content experiences, and tighter integration with other marketing channels.

### Is there a future for email marketing?

Email marketing continues to demonstrate strong return on investment and evolves in tandem with technological advancements, ensuring its ongoing relevance in digital marketing strategies.

## Conclusion

Selecting an appropriate email marketing app is crucial for maximizing your Shopify store's potential. The featured applications offer diverse capabilities to craft targeted campaigns, automate customer interactions, and drive e-commerce growth.

Success in email marketing demands continuous refinement. Regularly analyze performance metrics, experiment with novel strategies, and stay abreast of e-commerce and digital marketing trends. With the right tools and approach, your Shopify store can thrive in 2024 and beyond.

### Need expert help?

For [specialized guidance](#) on Shopify development or advanced email marketing strategies, consider engaging with experienced professionals who can provide tailored solutions aligned with your unique business objectives. [Contact us](#) today.