



AI SEARCH VISIBILITY REPORT

MailerLite

mailerlite.com · United States

Week 43, 2026 (Oct 19 – Oct 25) · data collected Oct 22, 2026

MailerLite was named in **29 of 32** AI answers. **Brevo** was named in **20**.

8 buyer questions asked on ChatGPT, Perplexity, Gemini and Google AI Mode.

1 · Summary

Score, competitors, first move

2 · Action queue

5 actions with evidence

3 · Detail

Every question, every engine

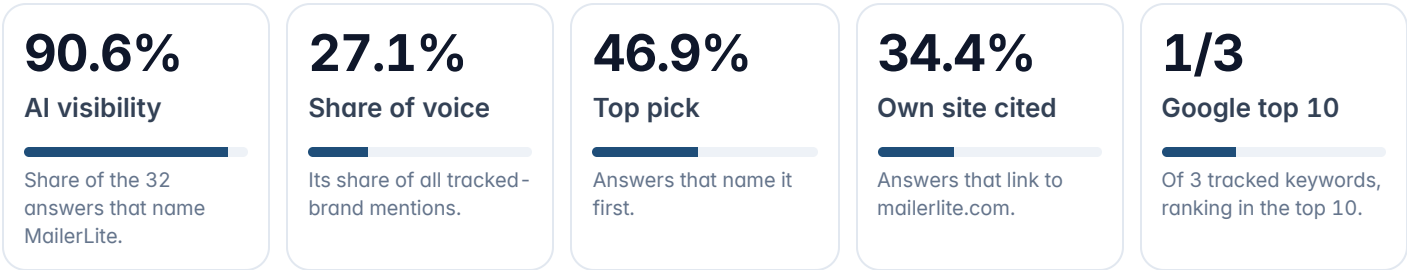
4 · Evidence

All 32 answers and method

MailerLite was named in 29 of 32 AI answers

Brevo was named in 20 of the same 32, Mailchimp in 19. We asked ChatGPT, Perplexity, Gemini and Google AI Mode the 8 questions a buyer asks before choosing.

United States · data collected Oct 22, 2026 · Week 43, 2026 (Oct 19 – Oct 25) (baseline week)



EXECUTIVE SUMMARY

Where it stands, who wins instead, what to do first

Three lines to read before anything else. The action queue below has 5 items, highest impact first.

WHERE IT STANDS

Named in 29 of 32 answers (90.6%). Strongest on ChatGPT (8 of 8).

WHO AI RECOMMENDS INSTEAD

Brevo is named in 20 of 32. 3 answers name a tracked competitor but not MailerLite: those are the openings.

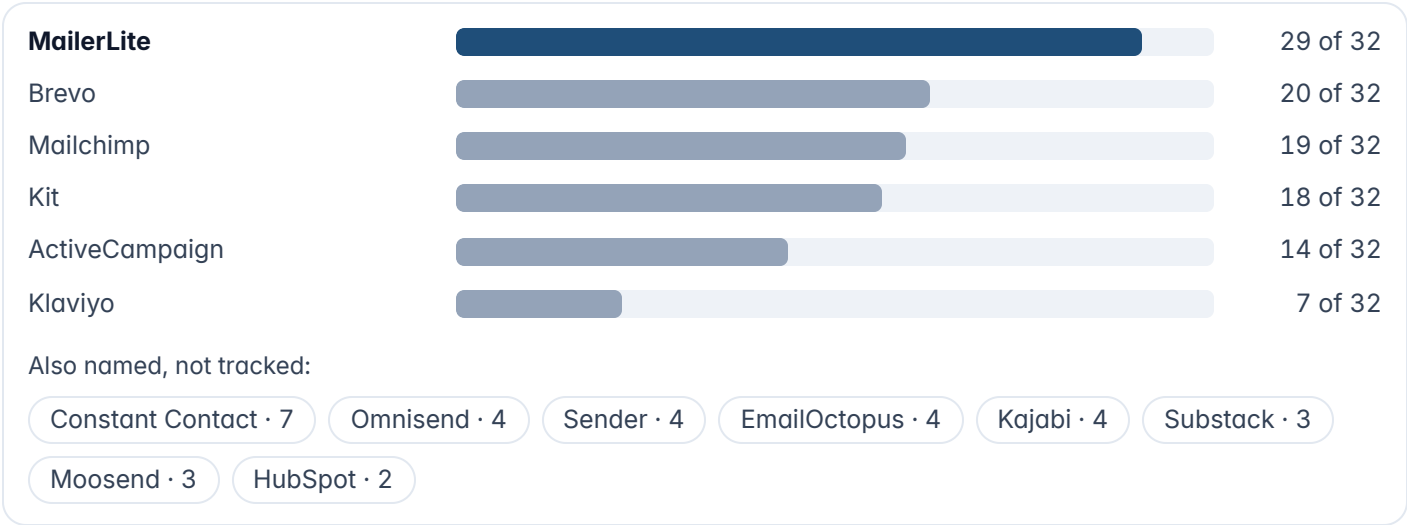
FIRST MOVE

Win the top pick from Kit. Publish an honest "MailerLite vs Kit" comparison and make sure review sites state where MailerLite is the better choice.

COMPETITIVE PICTURE

Who the engines recommend

Answers (of 32) that name each tracked business, and how MailerLite does on each engine.



FASTEST WINS

Where to get listed first

List, directory and review pages the engines cited in the 3 answers that named a competitor but not MailerLite. Competitor sites and image hosts are excluded. Getting onto these pages is the most direct route into the same answers.

PAGE	SITE	ANSWERS CITING IT
10 Best Email Marketing Software Of 2026	forbes.com	1
The Best Email Marketing Software We've Tested for 2026	pcmag.com	1
The Best Email Marketing Software for 2026	uk.pcmag.com	1
Best Email Marketing Platform for Small Business in 2026	salesforce.com	1
Best Email Marketing Service & Software Reviews of 2026	business.com	1
Best Email Marketing Platform for Small Business in 2026	salesforce.com	1

ACTION QUEUE

5 actions, highest impact first

Each item is tied to the answers behind it: the question, which engines answered, who they named, and the pages they cite.

1 **MEDIUM** Win the top pick from Kit

"What is the best email marketing tool for creators and newsletters?": 4 engines recommend Kit first; MailerLite appears further down.

Do: Publish an honest "MailerLite vs Kit" comparison and make sure review sites state where MailerLite is the better choice.

CHATGPT

"My starting recommendation is Kit for most independent creators."

PERPLEXITY

"Kit (formerly ConvertKit) is the best all-around email marketing tool for creators and newsletter writers."

2 **MEDIUM** Win the top pick from Brevo

"What is the cheapest reliable email marketing service?": 2 engines recommend Brevo first; MailerLite appears further down.

Do: Publish an honest "MailerLite vs Brevo" comparison and make sure review sites state where MailerLite is the better choice.

CHATGPT

"My recommendation: Brevo for the lowest cost, or MailerLite for the best balance of affordability and ease of use."

PERPLEXITY

"For most small businesses, Brevo is the cheapest reliable choice: it has a free plan with unlimited contacts and up to 300 emails per day, while paid plans start around \$9/month for approximately 5,000 emails."

3 **MEDIUM** Get cited in the AI Overview for "mailchimp alternative"

You rank #6 on Google, but the AI Overview cites reddit.com, zapier.com, coterra.co.

Do: Add a 40-60 word direct answer and a summary table near the top of <https://www.mailerlite.com/mailchimp-alternative>.

4 **LOW** Track Constant Contact as a competitor

Constant Contact is named in 7 answers but is not on this client's competitor list.

Do: Add "Constant Contact" to the competitors column of the client book.

5

LOW Track Omnisend as a competitor

Omnisend is named in 4 answers but is not on this client's competitor list.

Do: Add "Omnisend" to the competitors column of the client book.

DETAIL**Question by question**

Position of MailerLite among tracked businesses in each answer (– = not named). Small text: the business named first.

QUESTION	CHATGPT	PERPLEXITY	GEMINI	GOOGLE AI MODE
Q1 What is the best email marketing platform for a small business?	#1 MailerLite	– Mailchimp	#1 MailerLite	#1 MailerLite
Q2 What is the best email marketing tool for creators and newsletters?	#2 Kit	#2 Kit	– Kit	#2 Kit
Q3 What is the cheapest reliable email marketing service?	#2 Brevo	#2 Brevo	#2 Mailchimp	#1 MailerLite
Q4 What is the best Mailchimp alternative?	#1 MailerLite	#1 MailerLite	#2 Mailchimp	#2 Mailchimp
Q5 Which email marketing software has the best automation for a small budget?	#2 Brevo	#1 MailerLite	#1 MailerLite	#2 Brevo
Q6 What is the best email newsletter tool for a nonprofit?	#3 Mailchimp	#1 MailerLite	#1 MailerLite	#1 MailerLite
Q7 What is the easiest email marketing tool for beginners?	#1 MailerLite	#1 MailerLite	#1 MailerLite	#1 MailerLite
Q8 What is the best email marketing software for an online course creator?	#2 Kit	#3 Kit	#2 Kit	– Kit

Tracked businesses

The same answers, scored for every tracked business.

BUSINESS	NAMED IN	SHARE OF VOICE	TOP PICK	AVG. POSITION	OWN SITE CITED
MailerLite	90.6%	27.1%	46.9%	1.55	34.4%
Brevo	62.5%	18.7%	12.5%	2.2	34.4%
Mailchimp	59.4%	17.8%	15.6%	2.21	12.5%
Kit	56.2%	16.8%	25%	2.94	12.5%
ActiveCampaign	43.8%	13.1%	0%	3.5	28.1%

BUSINESS	NAMED IN	SHARE OF VOICE	TOP PICK	AVG. POSITION	OWN SITE CITED
Klaviyo	21.9%	6.5%	0%	4.43	6.2%

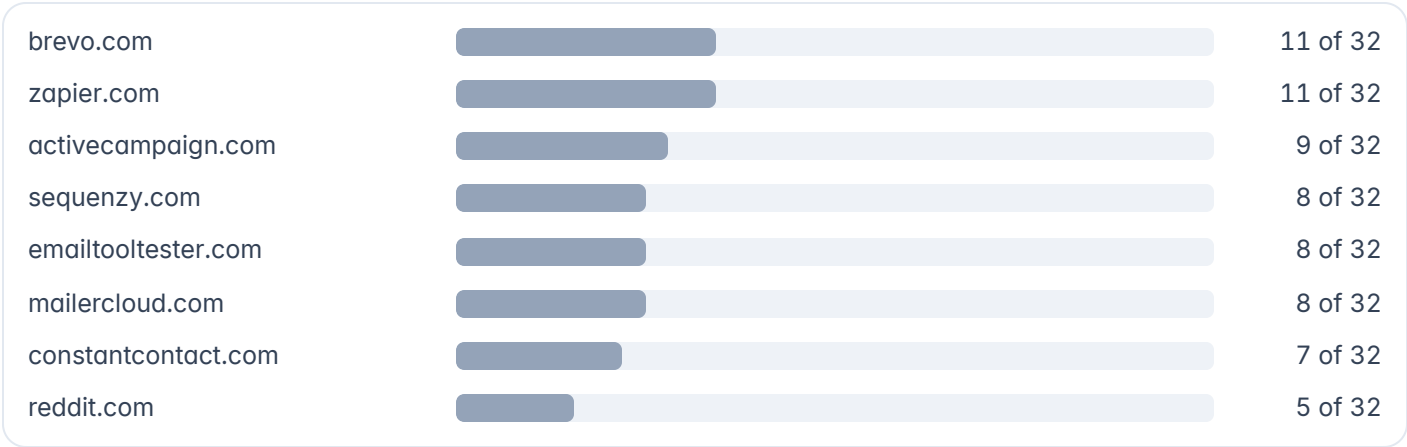
Google rankings

Organic position (top 20, desktop) and whether the AI Overview on the same results page cites the site.

KEYWORD	POSITION	AI OVERVIEW	CITED IN IT	TRACKED COMPETITORS
email marketing software	not in top 20	yes	no	Mailchimp #3, Brevo #17
mailchimp alternative	#6	yes	no	ActiveCampaign #7
newsletter software	not in top 20	yes	no	–

Sources the engines trust here

Domains cited most often across these answers (the client’s own site excluded). Being listed, reviewed or quoted on them is the fastest route into AI answers.



APPENDIX

Evidence: every answer behind the scores

For each question and engine: whether the brand was named and its position among tracked businesses, the business named first, and the quote.

ENGINE	NAMED	NAMED FIRST	QUOTE
Q1 What is the best email marketing platform for a small business?			
ChatGPT	#1	MailerLite	For most small businesses, I'd recommend MailerLite as the best overall starting point.
Perplexity	no	Mailchimp	
Gemini	#1	MailerLite	Best Overall for Beginners & Simple Newsletters: MailerLite
Google AI Mode	#1	MailerLite	MailerLite — Best for Simplicity and Value: Why it's great: It offers a clean, distraction-free interface, an intuitive drag-and-drop editor, and a very approachable price-to-feature ratio.
Q2 What is the best email marketing tool for creators and newsletters?			
ChatGPT	#2	Kit	3. MailerLite: (Best for simplicity and value)
Perplexity	#2	Kit	MailerLite: Best budget-friendly alternative for simple newsletters, landing pages, and basic automations.
Gemini	no	Kit	
Google AI Mode	#2	Kit	MailerLite — Best for clean, affordable minimalism.
Q3 What is the cheapest reliable email marketing service?			
ChatGPT	#2	Brevo	My recommendation: Brevo for the lowest cost, or MailerLite for the best balance of affordability and ease of use.
Perplexity	#2	Brevo	Best deliverability and simplicity: MailerLite — starts around \$10-\$12/month and has reported strong inbox-placement results.
Gemini	#2	Mailchimp	Best Overall Value for Small-to-Mid-Sized Lists: Mailercloud or MailerLite
Google AI Mode	#1	MailerLite	MailerLite — Best overall budget-friendly balance.
Q4 What is the best Mailchimp alternative?			
ChatGPT	#1	MailerLite	MailerLite is my top recommendation for most businesses switching from Mailchimp.
Perplexity	#1	MailerLite	MailerLite is the best overall Mailchimp alternative for most small businesses and creators.

ENGINE	NAMED	NAMED FIRST	QUOTE
Gemini	#2	Mailchimp	MailerLite — Best Overall / Best for Small Businesses & Clean Design
Google AI Mode	#2	Mailchimp	MailerLite: Best overall budget & simplicity.
Q5 Which email marketing software has the best automation for a small budget?			
ChatGPT	#2	Brevo	For a small budget, I'd start with Brevo or Sender for the best value, or MailerLite if you want easy-to-build automations.
Perplexity	#1	MailerLite	MailerLite is the best overall choice for most small businesses on a tight budget: its free plan supports up to 500 subscribers and 12,000 monthly emails, while including a visual automation builder with branching logic and time delays.
Gemini	#1	MailerLite	MailerLite — Best Overall Value & Simplest Visual Builder
Google AI Mode	#2	Brevo	Brevo (formerly Sendinblue) and MailerLite offer the best email marketing automation for a small budget, depending on whether you price by email volume or subscriber count.
Q6 What is the best email newsletter tool for a nonprofit?			
ChatGPT	#3	Mailchimp	For most nonprofits, I'd start by comparing Mailchimp, Brevo, and MailerLite.
Perplexity	#1	MailerLite	MailerLite is the best overall choice for most nonprofits that primarily need attractive newsletters, simple automation, audience segmentation, and an easy-to-use editor.
Gemini	#1	MailerLite	Best Overall for Value & Simplicity: MailerLite
Google AI Mode	#1	MailerLite	MailerLite is the best overall email newsletter tool for most nonprofits because of its clean drag-and-drop editor, generous free tier, and 30% nonprofit discount.
Q7 What is the easiest email marketing tool for beginners?			
ChatGPT	#1	MailerLite	My recommendation for a beginner is MailerLite.
Perplexity	#1	MailerLite	MailerLite is the easiest overall choice for most beginners.
Gemini	#1	MailerLite	When looking for the absolute easiest email marketing tool as a beginner, two platforms consistently stand out for their clean interfaces, gentle learning curves, and intuitive drag-and-drop builders: MailerLite and Mailchimp. www.salesforce.com
Google AI Mode	#1	MailerLite	MailerLite – Widely considered the cleanest and most intuitive interface for beginners.
Q8 What is the best email marketing software for an online course creator?			
ChatGPT	#2	Kit	If you're starting on a budget, consider MailerLite.

ENGINE	NAMED	NAMED FIRST	QUOTE
Perplexity	#3	Kit	Best budget option: MailerLite — A practical choice for simple newsletters, landing pages, and basic automations at a lower cost.
Gemini	#2	Kit	MailerLite — Best for Beginners & Budget-Conscious Creators
Google AI Mode	no	Kit	

Method

Each question was asked fresh on Oct 22, 2026 through each engine’s live interface or API (ChatGPT, Perplexity, Gemini and Google AI Mode) from United States, with no login or personalization. A business counts as named when its name or a listed alias appears in the answer; position is its order among tracked businesses. AI answers vary between runs: read single answers as signals and week-over-week trends as the measure.

Google positions are organic positions in the top 20 for a desktop search. Data comes from licensed providers.

Prepared by Northwind Digital for MailerLite. Week 43, 2026 (Oct 19 – Oct 25); this is the baseline week, so changes appear from the next round.