



AI Brand Leader Report

AI Email Marketing Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Email Marketing Platforms Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.

AI Email Marketing Platforms enable businesses to design, personalize, automate, and optimize email campaigns at scale.

These platforms combine audience segmentation, campaign orchestration, deliverability management, and analytics with AI-driven capabilities such as subject line optimization, send-time prediction, personalization, and automated content generation. As the category evolves, email marketing is shifting from batch campaigns to intelligent, lifecycle-based engagement systems that adapt messaging in real time based on user behavior and intent.

Mailchimp was voted Market Leader (36.51%) and Accuracy & Trust Leader (32.93%), reinforcing its position as the most recognized and reliable platform. Klaviyo leads Intelligence & Innovation (31.06%), ActiveCampaign leads Creativity & Expression (33.33%), and Constant Contact leads Human Empowerment (28.22%). The results highlight a market where incumbency, innovation, automation, and usability each define distinct leadership positions.



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Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

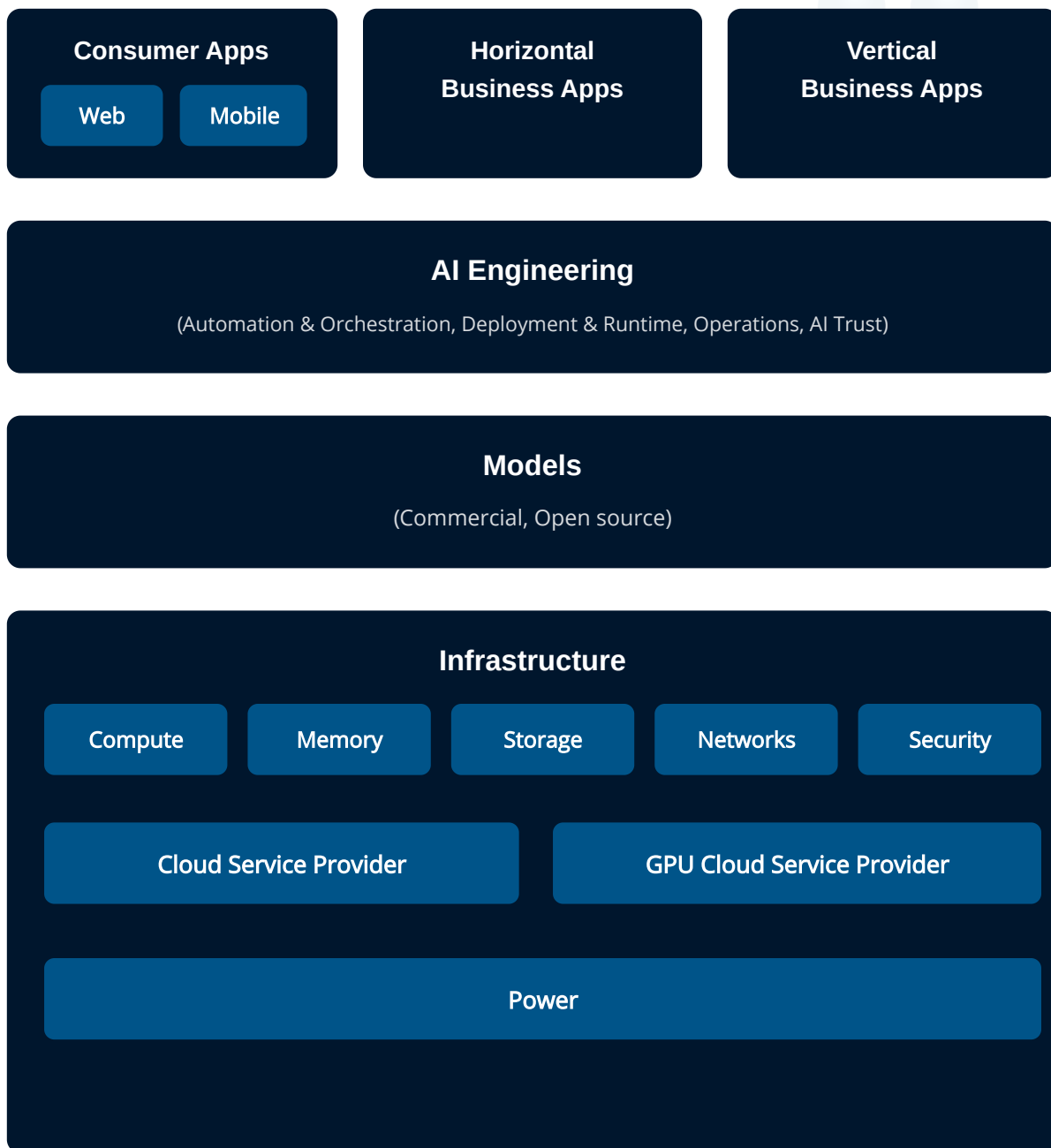


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

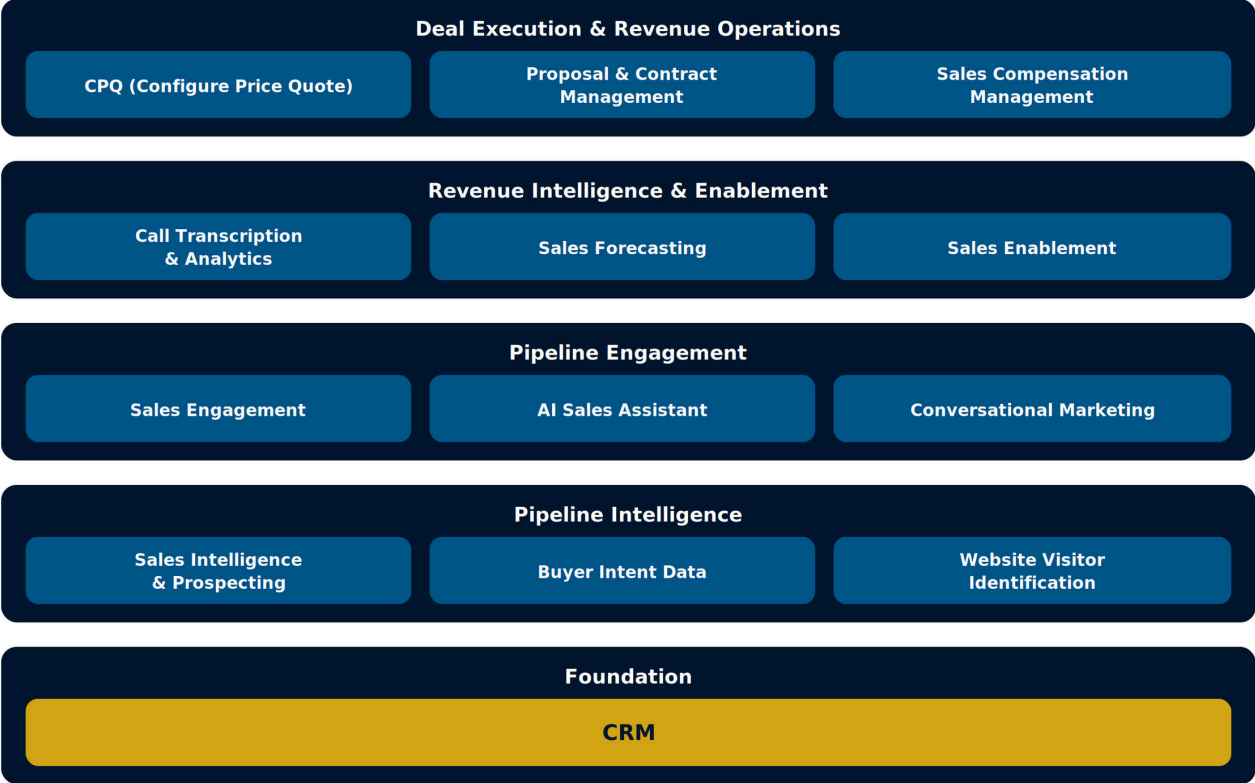
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



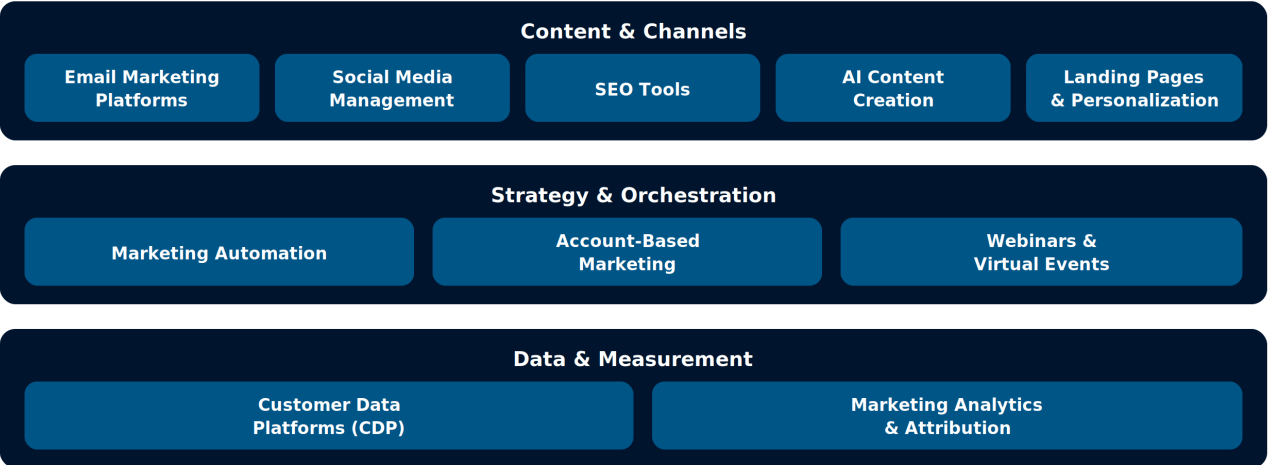
AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



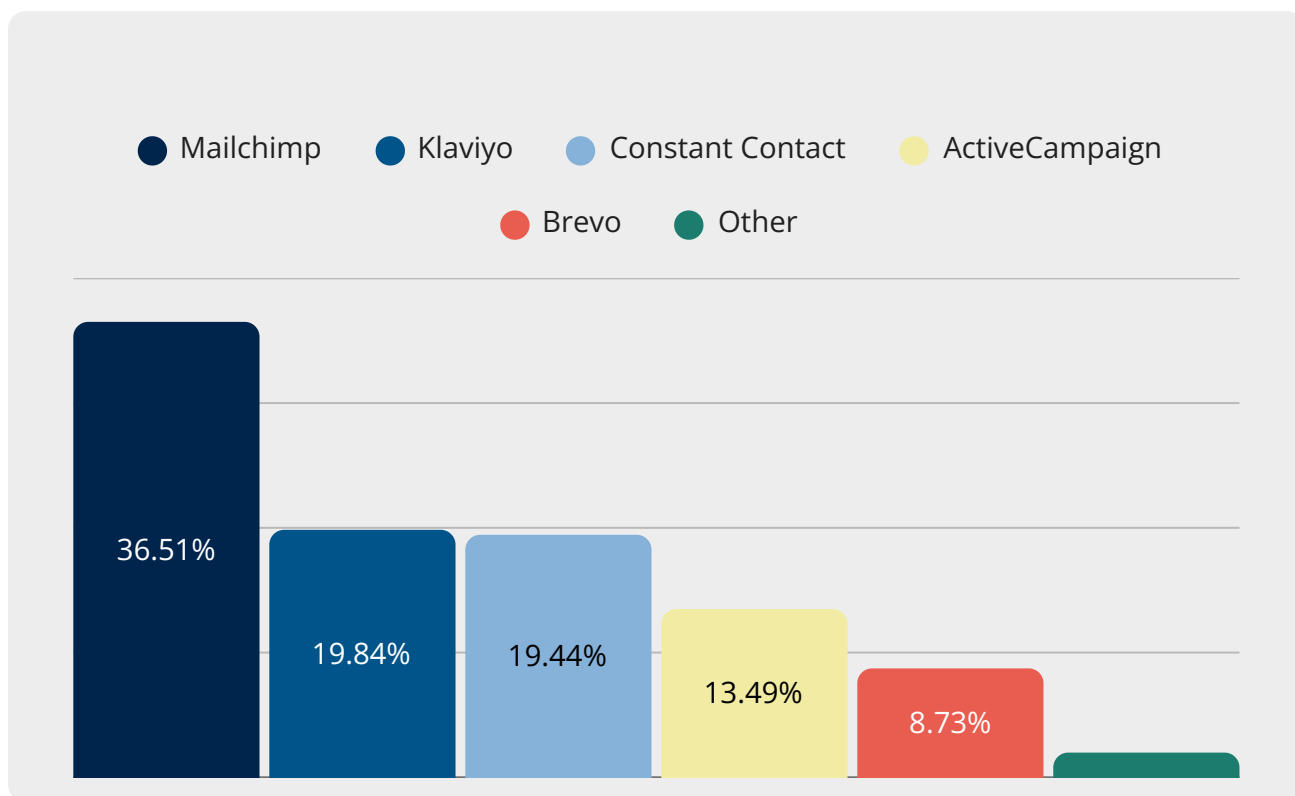
AI Marketing Products



AI Email Marketing Platforms



Mailchimp is the clear Market Leader with 36.51% of votes, followed by Klaviyo (19.84%) and Constant Contact (19.44%). The 16.67-point spread between first and second is one of the largest margins across all categories analyzed, indicating strong and durable leadership. Mailchimp's brand recognition, ease of entry, and widespread adoption across small businesses and growing organizations continue to anchor its dominance.

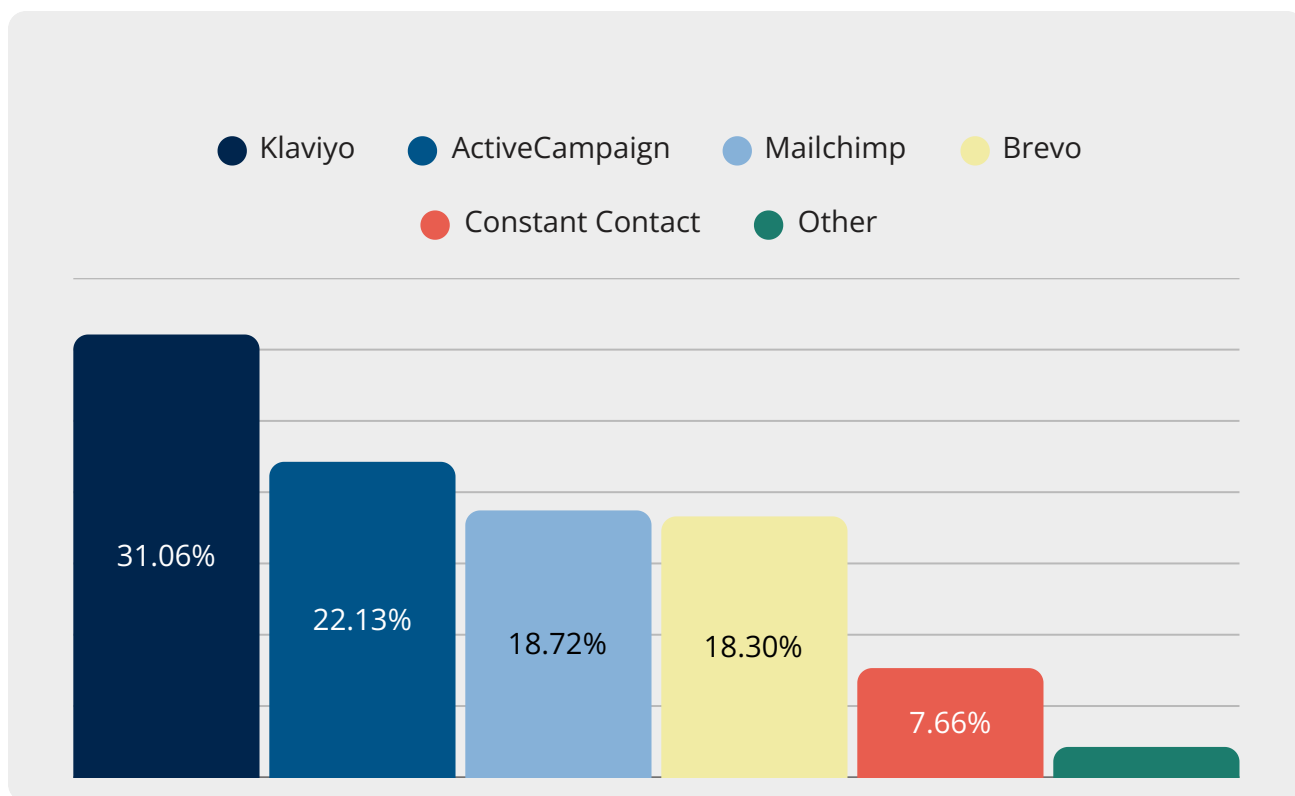


Voting likely reflects Mailchimp's long-standing position as the default email marketing platform for a broad range of users. Its accessibility, freemium model, and continuous expansion into marketing automation and AI-driven features have maintained its relevance. The strong correlation between Market leadership and Accuracy & Trust reinforces that users associate Mailchimp with core requirements in email marketing.

AI Email Marketing Platforms



Klaviyo leads Intelligence & Innovation with 31.06% of votes, followed by ActiveCampaign at 22.13% and Mailchimp at 18.72%. The 8.93-point lead indicates a strong perception that Klaviyo is driving the next wave of AI-powered email marketing innovation.

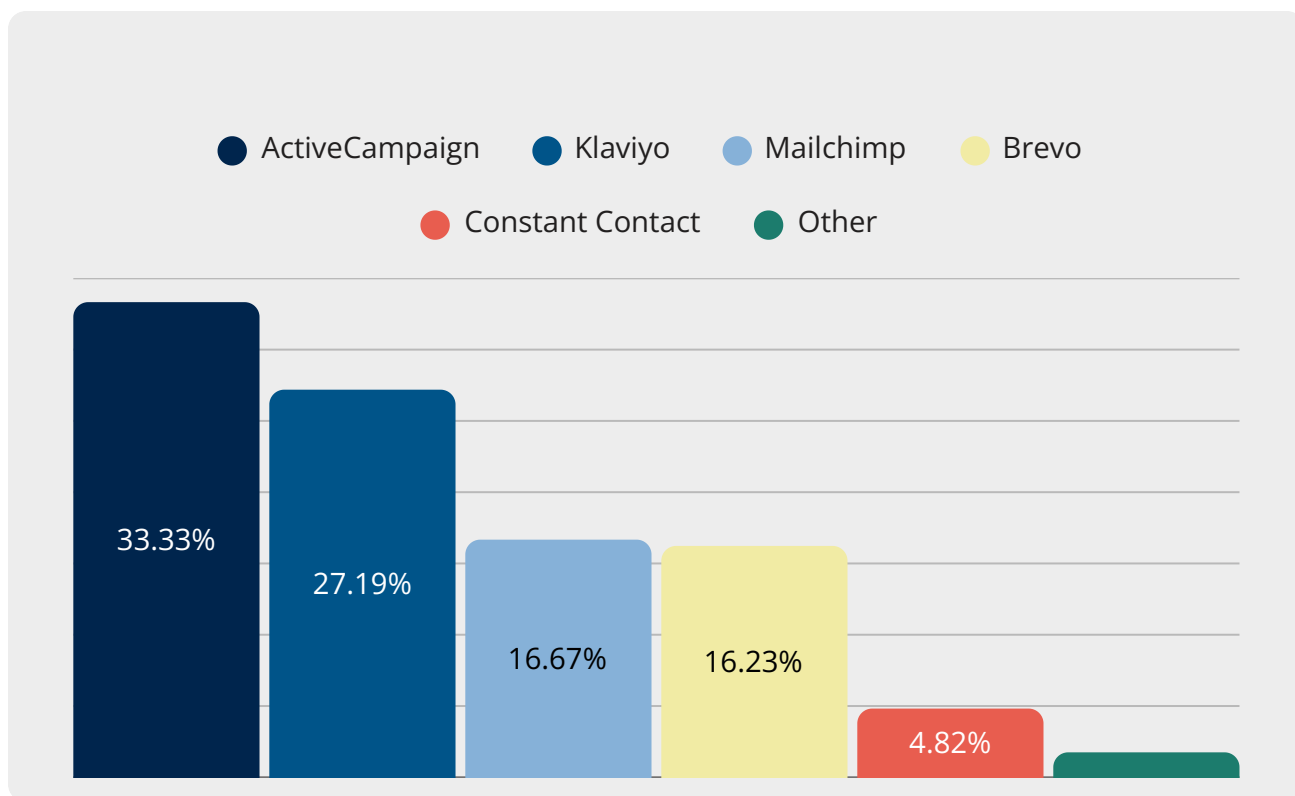


Klaviyo's leadership likely stems from its strength in data-driven personalization, predictive analytics, customer lifecycle automation, and tight integration with e-commerce platforms. It enables highly targeted, behavior-driven campaigns that go beyond traditional segmentation. Klaviyo ranks second for Market Leader, indicating that Innovation Leadership is not translating into overall category dominance.

AI Email Marketing Platforms



ActiveCampaign leads Creativity & Expression with 33.33% of votes, followed by Klaviyo (27.19%). The 6.14-point spread indicates a clear but competitive lead. ActiveCampaign is perceived as the platform that best enables marketers to design dynamic, personalized, and automated customer journeys.



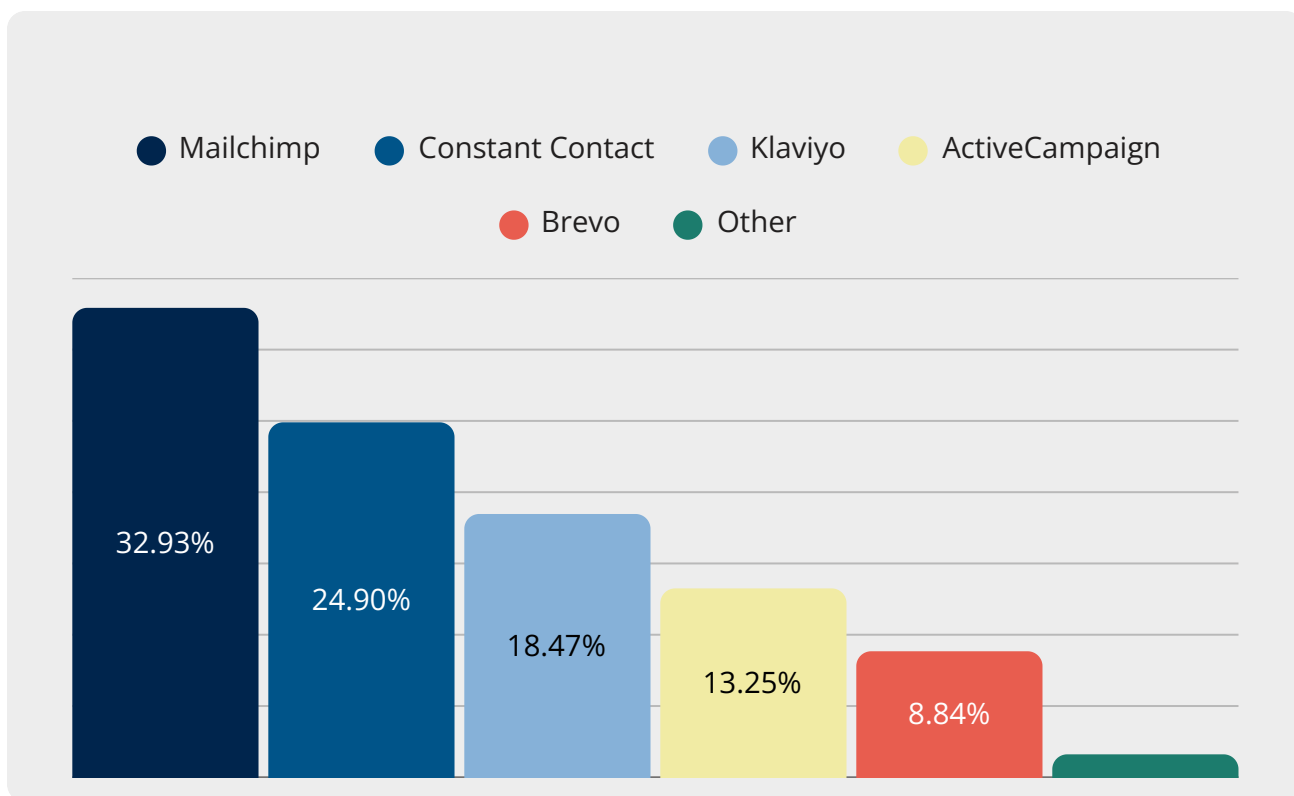
Active Campaign ➤

Perceptions of ActiveCampaign leadership likely reflects its advanced automation workflows, conditional logic, and campaign orchestration capabilities, which allow marketers to build sophisticated, highly personalized experiences. ActiveCampaign is a platform that excel in campaign design and flexibility often lead in creativity, even if it's not the most widely adopted.

AI Email Marketing Platforms



Mailchimp leads Accuracy & Trust with 32.93% of votes, followed by Constant Contact at 24.90% and Klaviyo at 18.47%. The 8.03-point spread between first and second reinforces Mailchimp's strong reputation for reliability and deliverability.

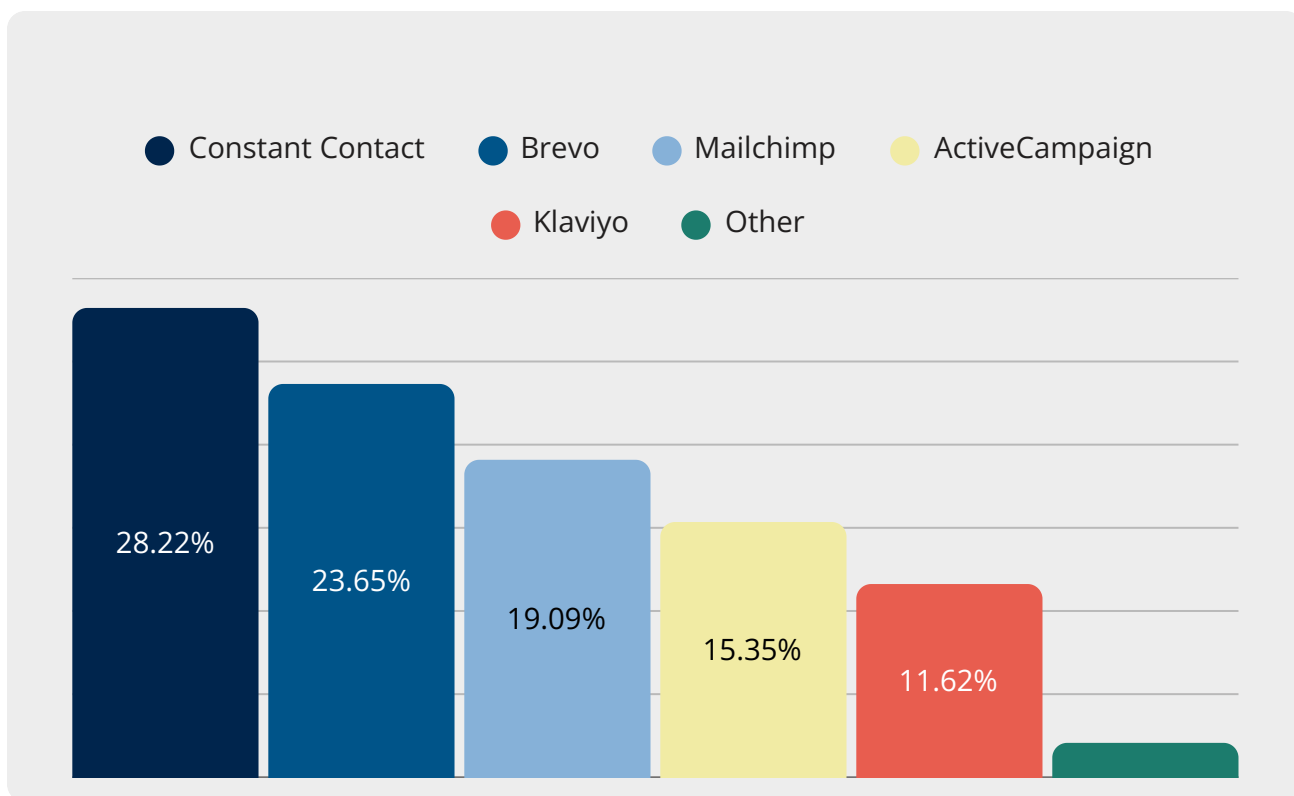


Perceptions of Mailchimp leadership likely reflects its long history in email infrastructure, deliverability optimization, and compliance management. In email marketing, where inbox placement and sender reputation are critical, trust is foundational. The strong alignment between Market leadership and Accuracy & Trust suggests that reliability remains a key driver of platform selection.

AI Email Marketing Platforms



Constant Contact leads Human Empowerment with 28.22% of votes, followed by Brevo at 23.65% and Mailchimp at 19.09%. The 4.57-point spread indicates a competitive category, but Constant Contact has a clear edge in usability and accessibility.



Votes for Constant Contact's leadership likely reflects its focus on simplicity, guided workflows, and support for small and mid-sized businesses. The platform emphasizes ease of campaign creation, list management, and reporting, enabling non-technical users to execute effective email marketing.

Looking Forward



Predictions

1. Email Marketing Platforms will evolve into “AI Lifecycle Engagement Platforms.”

Future taxonomy will expand beyond email to include cross-channel orchestration (email, SMS, push, and in-app), introducing new categories such as Lifecycle Automation Leader and Customer Journey Orchestration Leader.

2. AI-driven personalization will become the primary competitive axis.

Brand Leader voting will increasingly reward platforms that deliver real-time personalization, predictive segmentation, and next-best-action recommendations, redefining Innovation Leader around AI-driven customer intelligence.

3. The market will bifurcate between enterprise automation platforms and SMB-friendly platforms.

Klaviyo and ActiveCampaign will lead advanced automation and data-driven marketing, while Mailchimp and Constant Contact will dominate accessibility and ease of use, driving future Brand Leader reports to segment voting by enterprise vs. SMB platforms.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

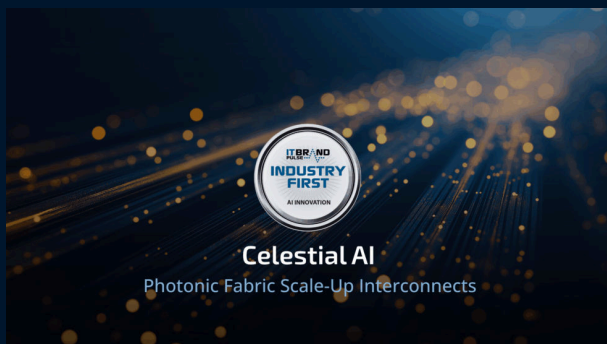




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



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