

How2 - Compare Brevo with Jetpack CRM

Brevo and Jetpack CRM are both customer relationship management (CRM) platforms, but they are built for different purposes and audiences, and have distinct feature sets and pricing models. Brevo is a more comprehensive, cloud-based marketing and sales platform, while Jetpack CRM is a WordPress plugin designed for users who want to manage their customer data directly within their WordPress site.

Here's a comparison to help you decide which is better for your needs:

1. Platform and Hosting

- **Brevo:** This is a SaaS (Software-as-a-Service) platform, which means it's hosted and managed entirely by Brevo. You access it through a web browser. This is convenient and requires no technical maintenance on your part.
- **Jetpack CRM:** This is a self-hosted WordPress plugin.¹ You install it directly on your WordPress website.² This gives you full control over your data, as it's stored on your own server. However, it also means you are responsible for maintenance, updates, and security.

2. Core Features and Focus

- **Brevo:** Brevo's strength is its all-in-one marketing and sales functionality.³ It's a robust platform with a heavy emphasis on:
 - **Email Marketing:** A powerful drag-and-drop email builder, customizable templates, and detailed analytics.⁴
 - **Marketing Automation:** Advanced workflows to automate email campaigns, SMS, and other actions based on user behavior.⁵
 - **Transactional Emails and SMS:** Sending automated messages like order confirmations or password resets.⁶
 - **Sales CRM:** A visual pipeline manager to track deals and manage sales activities.⁷

- **Other Tools:** Brevo also offers features like a landing page builder, live chat, and a conversations platform for multi-channel communication.⁸
- **Jetpack CRM:** Jetpack CRM is a "no-nonsense CRM for WordPress" designed for entrepreneurs and small businesses.⁹ Its key features revolve around managing customer relationships and sales directly on a WordPress site:¹⁰
 - **Contact Management:** Centralized hub for managing leads, customers, and other contacts.
 - **Invoicing and Billing:** Tools to create and send quotes and invoices.
 - **Lead Generation:** Forms to capture leads from your website.¹¹
 - **Integrations:** It integrates seamlessly with other popular WordPress plugins like WooCommerce, Gravity Forms, and Contact Form 7.¹²
 - **Modular Design:** Jetpack CRM is modular, so you can buy individual extensions for features like Mail Campaigns, a sales dashboard, or PayPal/Stripe sync, or purchase a bundle for all extensions.¹³

3. Pricing

- **Brevo:** Brevo's pricing is primarily based on the number of emails you send per month, with different tiers unlocking more advanced features.¹⁴
 - **Free Plan:** A generous free plan is available, offering up to 300 emails per day and unlimited contacts.¹⁵
 - **Paid Plans:** Paid plans start at a low cost for a set number of emails, with the price increasing as your sending volume grows.¹⁶
 - **Add-ons:** You can also purchase additional features and credits for things like SMS, WhatsApp, and landing pages.¹⁷
- **Jetpack CRM:** The pricing model is different, as it's a plugin.
 - **Free Core Plugin:** The basic Jetpack CRM plugin is free to use.¹⁸
 - **Paid Bundles/Extensions:** To get more advanced features like automations,

invoicing, or integrations with other services, you need to purchase a paid plan that bundles a set of extensions or buy individual extensions.¹⁹

- **Overall Cost:** The overall cost can be more predictable and may be more affordable for smaller businesses who don't need a high volume of email sends.

4. Key Differences and Ideal Use Cases

Feature	Brevo	Jetpack CRM
Hosting	Cloud-based (SaaS)	Self-hosted (WordPress plugin)
Control	Less control over data, easier maintenance	Full control over data, responsible for maintenance
Primary Focus	All-in-one marketing and sales platform	WordPress-centric CRM for contact and sales management
Key Strength	Marketing automation, email marketing, and multi-channel communication	Integration with WordPress, data ownership, and cost-effectiveness for small businesses
Pricing Model	Based on email volume (with feature tiers)	Based on plugin bundles/extensions
Ideal User	Businesses of all sizes that need a comprehensive marketing platform with advanced automation and sales tools.	Entrepreneurs, freelancers, and small businesses that use WordPress and want to manage their customer data directly on their site.

In summary:

- Choose **Brevo** if you need a powerful, all-in-one marketing and sales solution that is easy to use and doesn't require technical maintenance. Its strength is in automation and multi-channel campaigns.²⁰
- Choose **Jetpack CRM** if you are a WordPress user who wants a simple, effective, and self-hosted solution for managing your customer relationships, particularly if you want to keep your data and operations within your own website's ecosystem.