



	Elements	Elements Plus	Professional	Enterprise
	5k – 50k* sends per month <i>Deliverability essentials for small senders.</i>	Up to 100k* sends per month <i>Deliverability and testing essentials for small senders.</i>	1M+ sends per year <i>Fully integrated email success platform for growing teams.</i>	3M+ sends per year <i>Comprehensive email success suite for enterprise teams.</i>
	Monthly	Monthly	Annual	Annual

Reputation Monitoring

Track the signals that affect your sender reputation to address problems quickly.

Sender Score Understand your sender reputation and learn how to improve it.	●	●	●	●
Google Postmaster Tools, Signal Spam, Microsoft SNDS. <i>Requires Apps and Integrations.</i>	●	●	●	●
Blocklist monitoring	●	●	●	●
Spam Trap analysis	●	●	●	●

Inbox Placement Testing

See how many of your emails are reaching inboxes using the world's largest seed network.

	1-10 Tests / mo.	10-30 Tests / mo.	80+ Tests / yr.	365+ Tests / yr.
Mailbox provider coverage	Limited	Limited	Full	Full

Engagement Tracking and Analytics

Better understand your audience to maximize response and conversion rates.

Delivery Insights Analyze your ESP delivery metrics. <i>Requires Apps and Integrations.</i>	●	●	●	●
Pixel Tracking Insights on the time of day your emails are opened, device used, viewing duration, and more. Flexible for security and privacy requirements.	●	●	3M+ Pixel events / yr.	9M+ Pixel events / yr.

Validation

Protect your sending reputation while maintaining a clean and actionable subscriber database.

	100 - 1,400 Validations / mo.	1,400 Validations / mo.	500k+ Validations / yr.	2M+ Validations / yr.
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Design and Content

Ensure your messages look good and function properly across all devices.

Design Tests See your email HTML rendered across hundreds of devices.	●	10 Design Tests / mo.	80+ Design Tests / yr.	365+ Design Tests / yr.
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	Elements	Elements Plus	Professional	Enterprise
Subject line Preview See how your subject line and pre-header will look across hundreds of devices.	●	●	●	●
Design and Content (cont.)				
Spam Tests Know whether your email content is likely to be flagged as spam. <i>Requires Apps and Integrations.</i>	●	●	●	●
Brand Indicators for Message Identification (BIMI) Requires Sender Certification and a strong DMARC policy.	●	●	●	●
Competitive Intelligence View your competition's volume trends, send frequency, subject lines, challenge areas and more.	●	●	Add-On	●
Sender Certification Drive more ROI from your email programs through an exclusive program for best-in-class senders.	●	●	Add-On	Add-On
View-time Optimization Deliver emails to the top of the inbox and at the right moment.	●	●	Add-On	Add-On
Infrastructure Monitoring Monitor your sending domains for SPF and DKIM authentication, as well as DMARC compliance.	●	●	● 2+ Tracked IPs/Domains	● 10+ Tracked IPs/Domains
Access				
Trend History View historical trends in your deliverability performance.	30 Days	30 Days	90 Days	18 Months
Number of Users	3	5	10	Unlimited
Child Accounts	Unlimited	Unlimited	Unlimited	Unlimited
Security and Privacy				
Multifactor Login	●	●	●	●
Single Sign-On	●	●	●	●

	Elements	Elements Plus	Professional	Enterprise
Utilities, Integrations, and APIs				
Alerting Send to Email, SMS, Slack, PagerDuty, Microsoft Teams, and proprietary webhooks.	●	●	●	●
Everest APIs A comprehensive suite of endpoints across features.	●	●	●	●
ESP Integrations Connect to the most popular email service providers.	●	●	●	●

Dedicated Management vs. Pooled Management

Group Training Offered multiple times per month.	●	●	●	●
Customized 1:1 Training	●	●	●	●
Named Onboarding Specialist	●	●	●	●
Named Customer Success Manager (CSM)	●	●	●	●
Weekly CSM Account Monitoring	●	●	●	Available
Periodic CSM outreach	●	●	Quarterly	Monthly
Annual Business Review	●	●	●	Available
Access to Professional Services Email Strategist	●	●	●	●

Support

Online self-guided Support Includes access to training video library.	●	●	●	●
Technical Support	●	●	●	●

**Monthly subscription fees are based upon the send volume of your business as estimated by Validity. Accounts whose sending volume is not aligned with its plan are subject to temporary suspension while Validity assists with finding a more suitable plan.*

Taxes and individual feature overage may apply. Overages are defined as usage exceeding a feature allotment in a given billing period. Any overage charges are added to the invoice for the following billing period. Overage pricing details are available on the Subscription tab of your Account Settings page in Everest.