You will need a robust email list to guarantee targeted traffic to your online business and [MailOptin](https://mailoptin.io/) has come at an excellent time, especially now that it has become very difficult to rely on the changing search engine algorithm.

The beauty of building an email list is that you can continually bring your loyal readers to your site anytime you have a new content or generate leads when you have new offers. However, the challenge is effectively building an email list, a process that has frustrated different kinds of people.

Obviously, the reason for lack of success in building an email list is because most people opt for free optin WordPress plugins in promoting their email subscription which results in annoying popups that really does more harm than good.

Anyone serious about building an email list and wants to consolidate on his efforts to produce maximum result must use a quality premium tool in collecting emails. I would recommend MailOptin, a premium WordPress lead generation plugin that can make a difference in your online business and make your email marketing journey very productive.

**MailOptin Review: The Plugin Overview**

Anyone can setup an optin form and start collecting email IDs but not every popup has what it takes to harvest leads. This is what differentiates a premium WordPress email generation tool from a low quality WordPress email subscriber’s plugin.

Despite the fact that these free WordPress mailing list plugins can display opt-in forms, they lack the fundamental features necessary for growing a robust email list.

Here are some of the basic things you need to look out for before deciding to pick a WordPress plugin to get more email subscribers:

* Beautiful themes
* Multiple high-converting optin forms
* Email triggers
* Page-level targeting
* Built-in analytics and reporting
* Exit intent technology
* Display rules
* Optimization for small screen devices
* Integration with major email marketing services
* Unlimited customization options

**Why Use MailOptin?**

There are a lot of email newsletter plugins for WordPress available to pick for your email list building journey. However, the big question is why do I have to choose [MailOptin](https://mailoptin.io/lead-generation-wordpress/)?

The answer lies in the design of the plugin, the built-in features and simplicity in working with it. In this day, for you to standout, your website has to use a modern design. MailOptin will compliment your site’s design with different template options; you will have the privilege to completely control the placement of your opt-in forms as well as customize it the way you like.

**Getting Started With MailOptin**

MailOptin comes with with built-in attractive templates and unlimited customization options to get your optin form ready within few minutes.

Once you activate the plugin, you can start creating optin forms using MailOptin’s user-friendly interface. The dashboard is very easy to use; you may not need to visit the Plugin’s Knowledge Base to seek solutions because each option comes with a nice description to aid you throughout your set-up process.

[optin-form-builder.png]

**Different Optin Display Type**

MailOptin comes with different display type:

[Lightbox-optin.png] **Lightbox:** This is the most effective and popular way to build an email list, though it can be very annoying if not properly set up. And MailOptin provides a new technology called “exit-intent” that can help you trigger popus without any distraction.

We will talk about the “exit-intent” features later in this review and let you know why it makes MailOptin stand out from the competition.

[inpost.png] **In-Post Optin**: You can display your optin forms at the top or bottom of your post using MailOptin; Just configure your form and get it started instantly.

[notibar-optin.png] **Notification Bar:** This is a crafty place for an optin from to be displayed. You have the options to make a notification bar appear with an optin form to collect emails for your visitors.

[slide-in.PNG] **Slide-in:** Let MailOptin display slide-in optin forms at the bottom corner of your site. It really does provide another high converting placement for building your email list.

[sidebar-widget.png] **Sidebar/Widget:** Sidebar optin form is generally for the sidebar placement, you need to place this optin form in a widget area that is visible to every visitor on your site making it easy for them to subscribe to your mailing list.

**Automatic Triggers**

[Exit intent.png]

[MailOptin](https://mailoptin.io/) comes with different features, we will take a look at some of the trigger features that defines the plugin and enhances your email list building strategy to comply with the latest email marketing standard.

* **Exit-intent**: Using MailOptin, you can set your optin form to display only when the user is [about to exit your site](https://mailoptin.io/exit-intent/). This a smart feature that retains aggressive email list building without distracting your users. Study has shown that 70% of users get irritated by displaying instant popups when visiting sites and MailOptin quietly solves the problem with its “exit intent” automatic trigger that works like a charm.
* **Time Delay:** MailOptin can trigger an optin form to display [after a pre-defined time](https://mailoptin.io/time-on-site/) spent by the user on the site. This means that instead of displaying the optin forms when the user is about to exit your site, you can decide to control when your optins are displayed.
* **After Scrolling:** After a [user scroll through a pre-defined percentage](https://mailoptin.io/scroll-trigger/) of your page, you can trigger your email subscription form. The plugin makes the whole process very easy; all you need to do is define the settings in the “Display Rules” options page.
* **Page Number:** Do you want your optin forms to be displayed only when a user has [visited a certain number of pages](https://mailoptin.io/pageviews/) in your site? For example, if you want your optins to display after a user has interacted with three pages in your site, it is entirely possible using the automatic trigger feature on MailOptin.
* **New Post Trigger:** Rather than manually create newsletters after publishing new posts, MailOptin can trigger [New Post Notification](https://mailoptin.io/newsletter-email-automation-wordpress/) newsletters to your email subscribers. It uses built-in attractive templates to keep the process alive.

**Page-Level Targeting**

With this feature, you can separate your email list and create a group based on user’s interaction with your website. Therefore, you will be sending more relevant email to a targeted audience which will eventually lead to higher click-through rate, increased sales and low percentage of subscriber rate.

**Actionable Insights**

[optin-stats.png]

It is fruitless to start building your email list on assumptions, there is a built-in analytics in the plugin which tracks lot of data, including number of impression, subscriber’s count as well as conversation rate. You will get a neat, graphical interpretation of these data to plan and monitor your success rate.

With these set of information readily available on your dashboard, you can quickly detect the optin form that is performing poorly and make necessary modifications to increase conversion rate.

**Email Marketing Integration**

[mailoptin-connections.png]

Now that we know the power of MailOptin, there is nothing we can do with such power and features if the plugin can’t be integrated with your email provider. Surprisingly, the plugin integrates perfectly with all the popular email marketing providers including MailChimp, Sendy, Constant Contact, CampaignMonitor, Drip, ConvertKit, ActiveCampaign, EmailOctopus and Aweber.

**Pricing**

[Mailoptin pricing.png]

There are different pricing plans available MailOptin, the plugin also has a free version; unfortunately it has some limits, to get access to more features and options, you will need a premium license.

Here is what you get from its free version and premium plans:

**Lite – Free** for access to three optin campaigns, limited email campaigns and templates.

**Standard – $99** per year for unlimited optin campaigns, exit-intent, sidebar forms, before/after post forms and email support.

**Pro – $199** per year for all MailOptin features; advanced optin analytics, priority email support, WooCommerce, EDD integrations and lots more.

Check the [official pricing](https://mailoptin.io/pricing/) to see more detailed features associated with each pricing plans.

**Final Verdict: MailOptin Review**

A quality plugin with the best email list building features is what guarantees growth! There is no better investment than creating a strong mailing list to keep your business profitable. There is no point trying out any cheap alternatives and losing out in harvesting emails because they are not built to function properly.

[MailOptin](https://mailoptin.io/) opens up a whole lot of possibilities with its premium features. There are a lot of attractive templates and you have the option to fully customize your desired template. The Exit Intent feature is the solution to building an aggressive email list without distracting your visitors. There are equally a lot of display rules to give you mastery over your email list building journey and give you an edge over your competition.

The plugin is extremely easy to use; a newbie can start creating opt-ins forms immediately. This means that you don’t need to have any coding experience to get things working without problems.

Finally, the plugin has a very strong support team to assist you whenever the need arises and it comes with regular updates to keep giving you value for your money. So, if you are really serious about building and growing your mailing list, [MailOptin](https://mailoptin.io/)is your answer! Get the plugin today and watch your email list soar.