



## Terms and Conditions

### How do I get the discount?

Sign up for a new account, pick an annual Pro plan, and use the code SCORE50 at checkout.

You can also participate in our Black Friday Bonus Round — answer the question correctly, and a 70% off coupon code will automatically appear for you to use at checkout.

If you already have a Moosend account, check the “Who’s this offer for?” sections to see if you’re eligible for the discount.

### Who's the 50% offer for?

The coupon SCORE50 is available to all new customers (including those currently on a free trial) who choose an annual Pro plan of up to 1M subscribers.

Customers who previously used Moosend and are not currently on an active subscription can still get the discount by logging into their existing account and choosing an annual Pro plan of up to 1M subscribers.

Customers who are currently on a monthly or biannual Pro plan can get the discount by switching to an annual Pro plan of up to 1M subscribers.

Customers who are currently on an active annual Pro plan, Moosend+ plan, or Enterprise plan, and customers who are on a monthly, biannual, or annual Pro plan looking to send to more than 1M subscribers are not eligible for the discount. The same applies to Pay-as-you-go credits (unless they switch to an annual Pro plan of up to 1M subscribers.)

Moosend reserves the right to revoke or deny the coupon at its sole discretion if there is any suspicion or evidence that an active customer has canceled an existing subscription, or otherwise manipulated their account status, in order to become eligible for the Black Friday offer.

### Who's the 70% offer for?

The 70% off coupon is available to users who correctly answer the Black Friday Bonus Round question. The offer applies to all new customers (including those currently on a free trial) who choose an annual Pro plan of up to 1M subscribers.



Customers who previously used Moosend and are not currently on an active subscription can also claim the discount by logging into their existing account and choosing an annual Pro plan of up to 1M subscribers.

Customers who are currently on an active monthly, biannual, or annual Pro plan, Moosend+ plan, or Enterprise plan, and customers who are looking to send to more than 1M subscribers are not eligible for the discount. The same applies to Pay-as-you-go credits.

Moosend reserves the right to revoke or deny the coupon at its sole discretion if there is any suspicion or evidence that an active customer has canceled an existing subscription, or otherwise manipulated their account status, in order to become eligible for the Black Friday offer.

### **How does the discount work?**

A total of up to 50% off\* will be applied to purchases of annual Pro plans of up to 1M subscribers, when using the code SCORE50 at checkout. The discount applies to the first year only.

During the Black Friday promotion, eligible users (as defined in the “Who’s the 70% offer for?” section) can also participate in the Bonus Round. If the question is answered correctly, a unique coupon code unlocking 70% off\* the first year of an annual Pro plan (up to 1M subscribers) will automatically appear and can be used at checkout.

Your plan will automatically renew annually, at the then-current list price (plus applicable taxes), unless canceled prior to renewal. Your payment method will be charged based on your current plan at your annual renewal. You can cancel anytime via the billing settings in your account.

Both coupons are non-renewable and cannot be combined with any other offer. VAT is calculated after the discount is applied.

\*Please note that your invoice will not show the total discount. It will display 38% off for SCORE50 coupon and 63% off for the coupon offering 70% off. For the 1K and 3K annual Pro plan the total discount for SCORE50 coupon is 49.63%.

### **What’s the deadline to claim the offer?**

This promotion is valid for purchases made between November 18 and December 1, 2025.



**What if I use the coupon but later need to upgrade to a bigger plan?**

No worries! If your list grows and you upgrade within one month of redeeming your coupon, you'll keep the discount for the first year. Please note that both coupons apply for 12 months from the date you first redeem it — not from the date you upgrade. After that period, if you move to a new annual plan, you'll automatically get the standard 20% off that applies to annual subscriptions.