Terms and Conditions

How do I get the discount?

Sign up for a new account, pick an annual plan, and use the code **BFCM50** 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.

This promotion is valid for purchases made between November 17 and December 1, 2026.

Who's the 50% offer for?

The coupon **BFCM50** 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 plan of up to 1M Subscribers**.**

Customers who are currently on an active annual Pro plan, on a Moosend+ 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 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 their existing subscription, or otherwise manipulated their account status, in order to become eligible for the Valentine’s offer.

How does the 50% discount work?

A total of **50% off*** will be applied to purchases of annual Pro plans of up to 1M subscribers, when using the code **BFCM50** at checkout, for the first year.

If you exceed the 1M subscriber limit at any time during the subscription year, you will no longer be able to send email campaigns under the Pro plan and must contact sales to upgrade to an Enterprise plan. In such case, the promotional offer will not be applied.

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

The coupon is non-renewable and cannot be combined with any other offer. VAT is calculated after the discount is applied.

If you exceed the 1M subscriber limit during the year, you won't be able to send email campaigns and you'll have to contact sales to get a quote.

*Please note that your invoice will not show the total discount but will display 39% for the BFCM50 coupon.

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 annual coupon, you'll keep the discount for the first year. Note that the coupons apply for 12 months from the date you first redeem it — not from the date you upgrade. After that, if you move to a new annual plan, you'll automatically get the standard 20% off that applies to annual subscriptions.