Kit: why creators may not start, and what to change first

Reviewed by hand by Musab Hassan, SubMac

Page reviewed	kit.com (homepage, reviewed as a SaaS signup page)
Goal assumed	More creators starting on Kit, free or on a trial
Visitor in mind	A creator arriving from a search or a paid ad, comparing email tools, deciding whether to start on Kit's free plan
Reviewed	3 November 2026

This is an independent review of a public page, written to show how SubMac audits work. Kit didn't commission it and isn't affiliated with SubMac. Everything here was observed on the live page on 3 November 2026; it may have changed since.

I went through the homepage the way a comparing creator would: on a phone, knowing little about Kit yet. I then read the pricing page and followed the signup button to its first step, without creating an account. Speed was measured with Google PageSpeed Insights (mobile) on the same day.

The short version: Kit has one of the best offers in its category, a free plan for up to 10,000 subscribers. But I couldn't find it anywhere on the homepage. Every button says "Start free trial", and the banner at the top of the page sells a Pro annual discount. A creator who came looking for a free email tool has to go to the pricing page to find out the free plan exists.

The good news: once they get there, the pricing is clear and honest, and the creator proof is strong. Most of what needs fixing here is wording, not a redesign.

FINDINGS, RANKED

#	FINDING	PRIORITY	EFFORT
1	The free plan is invisible on the homepage; every button sells a trial	Critical	Under an hour to a day
2	The headline leads with a Pro feature, not the visitor's goal	High	A day
3	Switching reassurance is buried and its condition is unclear	High	Under an hour
4	The proof is famous but not relatable	Medium	A day

Ranked by how much each one stands between the visitor and a signup. Critical: fix before spending more on ads. High: fix this month. Medium: worth doing once the first ones are live.

FINDING 1

The free plan is invisible. Every button sells a trial.

Priority: Critical · Effort: Under an hour to a day · Area: Call to action, copy and value

What I found

- Hero button: “Start free trial”, linking to app.kit.com/users/signup?plan=1k. The line under it: “14-day free trial. No credit card required. Migration included.”
- “Start free trial” is the main button in the nav, the hero, five more sections and the footer. One section says “Start Pro free trial”.
- The first thing on the page is a purple banner: “25% OFF PRO ANNUAL / Ends November 7, 2026 / Claim your offer”.
- The free plan only shows up on /pricing (“Free—up to 10,000 subscribers”, “$0/mo”, button “Try Kit for free”). The homepage FAQ “How much does Kit cost?” is collapsed by default.

Why it matters

This visitor is choosing between email tools and is careful about price. “Free trial” and “14-day” tell them the clock starts the moment they sign up, and that they’ll be asked to pay before their list has grown. “Free up to 10,000 subscribers” tells them they can build a real list before paying anything. That’s the stronger pitch. Right now the homepage tells the less generous story, and the Pro discount banner above the hero frames the visit around an annual payment before they’ve even tried the product.

What it's costing you

Visitors searching for a “free email marketing platform” who don’t open the pricing page will likely leave thinking Kit is a paid tool with a trial. Some will sign up for a free plan elsewhere. Others will put the decision off until “after I’ve compared prices”, and that is where most comparison shoppers drop off.

What to change

1. Name the free plan, with its exact limit, in the line under the hero button or as a second button.
2. Give free-plan visitors their own route: a “Start free” button that goes to the Free signup, with “Start free trial” kept for paid-plan intent. Test which button leads.
3. Hide or delay the Pro promo banner for paid and search traffic landing on the homepage, or move it below the hero. One offer per first screen.
4. Open the “How much does Kit cost?” FAQ by default, or answer it in one line (“Free up to 10,000 subscribers. Paid plans from…”).

Suggested wording

Now	“Start free trial” / “14-day free trial. No credit card required. Migration included.”
Try	“Start free” / “Free for up to 10,000 subscribers. No credit card. Upgrade when you’re ready.”

How you'll know it worked

More hero-button clicks from search and paid sessions, more signups on the Free plan without a drop in paid trials, and fewer sessions that go homepage → pricing → exit.

FINDING 2

The headline leads with a premium feature, not the job the visitor came to do

Priority: High · Effort: A day (copy and a headline test) · Area: Hero and headline

What I found

- Headline: “Turn your audience insights into revenue”.
- Subline: “The email platform for creator business owners”.
- “Audience insights” refers to Subscriber Signals (“See your subscribers’ demographics, social followings, and more”). On the homepage that section’s button is “Start Pro free trial”, and on the pricing page it is listed under Pro.

Why it matters

A creator coming from a search for an email tool needs to know three things quickly: is this an email tool, is it for me, and can I start without risk. The subline answers the first two. The headline, which gets the most attention, talks about “insights”, and a creator with a few hundred subscribers doesn’t have many of those yet. It’s also a feature of the most expensive plan. The headline promises an outcome tied to Pro to a visitor who is deciding whether to start on Free.

What it's costing you

Visitors who are earlier in their creator business are likely to read the hero as “this is for bigger creators than me”. That is the same group the free plan is built to win.

What to change

1. Make the headline about the visitor’s goal at their current size: growing a list and earning from it. Keep “creator” in it, since that’s Kit’s sharpest positioning.
2. Move “audience insights” into the Subscriber Signals section, where it already works well.
3. Test the new headline against the current one on paid traffic only, so organic and brand visitors aren’t affected.

Suggested wording

Now	“Turn your audience insights into revenue”
Try	“Grow your list and earn from it, free until 10,000 subscribers” or “The email platform built for creators. Start free, grow to 10,000 subscribers.”

How you'll know it worked

A higher hero-button click rate and more scrolling past the first screen from paid and search sessions, with Free signups rising in step.

FINDING 3

Switching reassurance is buried, and it’s unclear whether it applies to the free plan

Priority: High · Effort: Under an hour · Area: Trust and proof / Copy and value

What I found

- Line under the hero button: “Migration included.”
- Section 11 of 13, near the bottom: “Switch without the stress. We’ll move your list for you. Migration is included with every paid Kit plan.”
- The FAQ “How do I switch to Kit from another email marketing platform?” is collapsed.

Why it matters

A creator comparing tools usually already has a list somewhere else. After price, switching is their biggest worry: moving subscribers, rebuilding forms, losing people along the way. Kit has a great answer, which is that it moves the list for you. But the full promise sits near the bottom of the page, and the hero version leaves out the condition. A free-plan visitor who reads “Migration included” in the hero and then “every paid Kit plan” at the bottom, or during signup, will feel misled. That hurts trust at exactly the wrong moment.

What it's costing you

Visitors with an existing list who don’t scroll that far never see the strongest answer to their worry. Visitors who do see both lines may start to doubt the rest of the page’s claims.

What to change

1. Move the migration strip up so it sits right after the creator logos.
2. Use the same condition everywhere: in the hero, say “Free migration on paid plans”, or say what Free users get (for example, an import tool) if that’s the case.
3. Open the switching FAQ by default, or link “How switching works” from the line under the hero button.

Suggested wording

Now	“Migration included.”
Try	“Switching? We’ll move your list for you on any paid plan.”

How you'll know it worked

More clicks on the migration content and the switching FAQ, and more paid-trial signups from visitors who view it, compared with a period before the change.

FINDING 4

The proof is famous but not relatable, and there’s almost no peer voice on the page

Priority: Medium · Effort: A day · Area: Trust and proof

What I found

- Claim: “Kit is the email marketing platform trusted by 550,000+ creator business owners” (Kit’s own figure).
- A carousel of 30 named creators with bios, most of them household names, for example “Matthew McConaughey — Founder of Lyrics of Livin newsletter” and “James Clear — Author of #1 New York Times bestseller, Atomic Habits”.
- One testimonial on the homepage: “‘Kit is at the center of my business.’ — Colin Rocker, Career & Money Content Creator”.
- No third-party ratings or reviews (G2, Capterra and the like) on the homepage. The pricing page has a more specific quote: “It’s worth the money. It really is. — Jo Franco, Founder of JoClub”.

Why it matters

Celebrity names prove Kit is credible and can handle scale. But a creator with 400 subscribers wants to know whether Kit works for someone like them. The single homepage testimonial is short and general: it says Kit matters to Colin, not what changed for him. The visitor’s real questions are about switching and about price as the list grows, and none of the proof on the page answers them.

What it's costing you

The proof reassures visitors who were already leaning yes. It does less for the undecided small creator, who is the main visitor this page needs to win over to Free.

What to change

1. Add two or three short testimonials from smaller or mid-size creators, each naming a concrete before and after (switched from another tool, list growth, first product sale), with their permission and their real numbers.
2. Put one testimonial about switching next to the migration strip.
3. Move the Jo Franco “worth the money” quote, or one like it, onto the homepage near the pricing questions.

Suggested wording

Now	“Kit is at the center of my business.”
Try	A customer’s own words on a specific result, in the shape “I moved my [n]-person list from [tool] in a weekend and sold my first product the next month”, filled with a real customer’s real details, never invented.

How you'll know it worked

More scrolling and button clicks after the proof sections, and a higher Free signup rate from first-time visitors.

WHAT'S WORKING, KEEP IT

Pricing is honest and easy to model. Every plan has a subscriber slider, the Free cap is stated plainly (“Free—up to 10,000 subscribers”, and “Up to 10,000 subscribers only” when you slide past it), and the Pro discount footnote says clearly that it renews at the standard rate: “*Discount applies only to your first year of Pro. Your plan will renew at the standard rate after that.” A price-conscious creator can see what they’d pay at 1,000 or 125,000 subscribers before committing.

Low-risk signals are present and repeated. “No credit card required” shows up in the hero, on pricing and in the footer, along with “Cancel anytime” on paid plans. Those are the right reassurances; they just need to be paired with the free plan (Finding 1).

Clear creator positioning. “The email platform for creator business owners” and the use-case grid (Authors, Bloggers, Newsletter creators, Podcasters, YouTubers, Coaches) let visitors recognise themselves quickly.

AREA BY AREA

Hero and headline	*Needs work*	The subline names the category well, but the headline sells “audience insights”, a Pro feature, to a visitor deciding whether to start free. See Finding 2.
Copy and value	*Fine*	Feature sections are specific and well written (“Automate your emails, not your relationships”), but the strongest value, free up to 10,000 subscribers, is missing from the homepage.
Call to action	*Needs work*	One consistent, prominent button, but it only offers a 14-day trial, and the Pro annual banner competes with it above the hero. See Finding 1.
Trust and proof	*Fine*	The famous-creator carousel and the “550,000+ creator business owners” claim (Kit’s figure) build credibility, but there’s almost no relatable peer proof. See Finding 4.
Pricing clarity	*Strong*	Plans, slider, Free cap and first-year-only discount terms are all spelled out. One caution: yearly billing is on by default (“Pay yearly—save 17%”), so the first Creator price a visitor sees is “$33/mo” with “$390 billed yearly”, not the monthly price.

Mobile	*Fine*	The first phone screen shows the purple “25% OFF PRO ANNUAL” banner with “Claim your offer”, a header with “Start free trial”, the headline, the subline and a blue “Start free trial” button, so the button sits right under the value message. The banner and header take space above the headline. In PageSpeed’s mobile capture a cookie panel (“Accept all” / “Reject all”) also covered the bottom of the screen; it didn’t appear in my own review, so not every visitor may see it.
Speed	*Fine*	Real mobile users pass Core Web Vitals (LCP 1.3 s, INP 190 ms, CLS 0; first paint 1.3 s, server response 0.6 s). Google’s lab test on a simulated phone over slow 4G is slower: Performance 65, LCP 4.7 s, Total Blocking Time 170 ms, Speed Index 7.0 s. Speed isn’t what’s holding signups back here. PageSpeed Insights, mobile, 3 November 2026.
Signup flow	*Not fully assessed*	A bot check stopped my review browser before the form, so I couldn’t see its fields. Real visitors probably pass it without noticing, so it isn’t counted as a finding; worth confirming it stays invisible on slower phones.

ACTION PLAN

This week	Rewrite the line under the hero button and add a “Start free” path that names the 10,000-subscriber free plan (Finding 1). Make the migration wording consistent and add the “paid plans” condition to the hero (Finding 3). Hide the Pro promo banner for paid and search homepage traffic, or move it below the hero.
Next two weeks	Test a goal-led headline against “Turn your audience insights into revenue” on paid traffic (Finding 2). Move the migration strip up under the logo carousel and open the cost and switching FAQs by default.
When you're ready	Collect two or three specific, permissioned testimonials from smaller creators, including one about switching, and place them near the buttons and the migration strip (Finding 4).
Then measure	Hero-button click rate and the Free vs paid-trial signup mix from search and paid sessions, the homepage → pricing → exit rate, engagement with the migration content and FAQs, and mobile LCP in PageSpeed so the changes don’t slow the first screen.

If you’re on the Kit team and want to talk any of this through, write to me and I’ll get back to you within a day.

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