2026 Annual Email Verification Pricing & Market Report (Q1–Q4 Summary)

Four-Quarter Audit Across the Top 35 Ranked Providers (Jan 15 • Apr 15 • Jul 15 • Oct 15, 2026)

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10,000 CREDITS (10K)
$9 vs. $60 Median
MailVeri is 85% below the median

100,000 CREDITS (100K)
$59 vs. $389 Median
MailVeri is 85% below the median

1,000,000 CREDITS (1M)
$299 vs. $1,445 Median
MailVeri is 79% below the median

5,000,000 CREDITS (5M)
$999 ($0.0002/ea)
Non-Expiring • Unknowns Never Charged

1. Executive Summary (2026 Annual Review (December 15, 2026))

- **Raised in 2026:** ZeroBounce (February), DeBounce (February–March), Bouncify (February–April) and Reoon's 1M pack (September–October).
- **Lowered in 2026:** Kickbox (March–May), Mailgun's cheapest entry via its Basic plan (April), Scrubby (by June) and Proofy (by October).
- Across the 34 of 35 ranked providers with Q4 prices on record, the median one-time price was **$60 for 10K**, **$389 for 100K**, and **$1,445 for 1M** verifications, versus MailVeri's $9 / $59 / $299.
- **MailVeri unchanged in every quarter:** $9 for 10K, $59 for 100K, $299 for 1M, and $999 for 5M ($0.0002/email).
- Each quarter uses the vendor's official pricing page as of the anchor date (Jan 15, Apr 15, Jul 15, Oct 15), read from the Wayback Machine capture nearest that date (within 45 days); “Not archived” means no capture with price data exists.

2. Tier 1 — Enterprise & Cloud ESP Verification Leaders (12 Providers + MailVeri Benchmark)

Provider	Jan 2026 (Q1)	Apr 2026 (Q2)	Jul 2026 (Q3)	Oct 2026 (Q4)	2026 Full-Year Summary & Policy Notes
MailVeri	**$9 / $59 / $299**	**$9 / $59 / $299**	**$9 / $59 / $299**	**$9 / $59 / $299**	**Pay-As-You-Go ($999 at 5M = $0.0002/email); credits never expire; Unknown results never charged.**
ZeroBounce	$80 / $425 / $2,750	$129 / $649 / $3,199	$129 / $649 / $3,199	**$129 / $649 / $3,199**	$80 / $425 / $2,750 → $129 / $649 / $3,199. Unknowns not charged; from June 2026 credits never expire only with a ZeroBounce ONE subscription.
NeverBounce (ZoomInfo)	Not archived	Not archived	Not archived	**$50 / $400 / $2,500**	$50 / $400 / $2,500 in every quarter on record. Credits expire 12 months after purchase; billing counts every syntactically valid row.
BriteVerify (Validity)	Contact sales	Contact sales	Contact sales	**Contact sales**	Contact sales in every quarter on record. No published self-serve price; credits expire one year after purchase.
Kickbox	$80 / $800 / $4,000	$80 / $800 / $4,000	$70 / $500 / $2,999	**$70 / $500 / $2,999**	$80 / $800 / $4,000 → $70 / $500 / $2,999. Credits expire one year after purchase; credit refunded when no definitive result.
Melissa Data	$160 / $1,400 / $12,800	$160 / $1,400 / $12,800	Not archived	**$160 / $1,400 / $12,800**	$160 / $1,400 / $12,800 in every quarter on record. Mailbox check costs 4 credits ($40 / 10K, $350 / 100K, $3,200 / 1M credit packs); balance resets after 12 months without activity.
Loqate (GBG)	$400 / $2,900 / Contact sales	$400 / $2,900 / Contact sales	$400 / $2,900 / Contact sales	**$400 / $3,100 / Contact sales**	$400 / $2,900 / Contact sales → $400 / $3,100 / Contact sales. Prepaid US plans at 2.9c-4.7c per validation through June 2026, 3.1c-5c as of October 15, 2026; credit valid 12 months.
AtData (TowerData)	Not archived	Not archived	Not archived	**Not archived**	No 2026 price on record. No pricing page archived since May 2024; contact sales. Experian announced its acquisition of AtData on 2026-02-23.
XVerify	$70 / $400 / $1,500	$70 / $400 / $1,500	$70 / $400 / $1,500	**$70 / $400 / $1,500**	$70 / $400 / $1,500 in every quarter on record. Part of AtData; timeout Unknowns not billed.
SendGrid Validation	$100 / $700 / $3,325 + Pro plan	$100 / $700 / $3,325 + Pro plan	$100 / $700 / $3,325 + Pro plan	**$100 / $700 / $3,325 + Pro plan**	$100 / $700 / $3,325 + Pro plan in every quarter on record. Requires Email API Pro ($89.95+/mo) or Premier; overage rates from Twilio SendGrid's AWS Marketplace listing.

Provider	Jan 2026 (Q1)	Apr 2026 (Q2)	Jul 2026 (Q3)	Oct 2026 (Q4)	2026 Full-Year Summary & Policy Notes
Mailgun Validate	$130 / $700 / Contact sales	$115 / $685 / Contact sales	$115 / $685 / Contact sales	**$115 / $685 / Contact sales**	$130 / $700 / Contact sales → $115 / $685 / Contact sales. Billed monthly on a paid plan; the $15/mo Basic plan gained the validation add-on in April 2026; no published rate above 500K/month.
Email Hippo	Not archived	Not archived	Not archived	**$88.40 / $312 / $1,664**	$88.40 / $312 / $1,664 in every quarter on record. CORE pay-as-you-go from the live calculator (tier data never archived); no charge for duplicates.
Allegrow	Not archived	$139/mo / $859/mo / $1,340/mo	$139/mo / $859/mo / $1,340/mo	**$139/mo / $859/mo / $1,340/mo**	$139/mo / $859/mo / $1,340/mo in every quarter on record. Subscription only: Starter $99/mo plus $8 per 1,000 add-on credits; Scale Plus Unlimited $1,340/mo billed annually.

3. Tier 2 — Established Mid-Market & B2B Prospecting Verifiers (15 Providers)

Provider	Jan 2026 (Q1)	Apr 2026 (Q2)	Jul 2026 (Q3)	Oct 2026 (Q4)	2026 Full-Year Summary & Policy Notes
Emailable	Not archived	Not archived	$60 / $420 / $2,100	**$60 / $420 / $2,100**	$60 / $420 / $2,100 in every quarter on record. Credits never expire; Unknown results and duplicates refunded; contact sales above 1M.
Clearout	Not archived	Not archived	Not archived	**$65 / $400 / $1,400**	$65 / $400 / $1,400 in every quarter on record. Price API never archived; credits never expire; Unknown results not charged.
Bouncer	Not archived	$60 / $400 / $2,000	$60 / $400 / $2,000	**$60 / $400 / $2,000**	$60 / $400 / $2,000 in every quarter on record. Credits never expire; Unknown results and duplicates not charged.
Verifalia	$49.90 / $389 / $1,490	$49.90 / $389 / $1,490	$49.90 / $389 / $1,490	**$49.90 / $389 / $1,490**	$49.90 / $389 / $1,490 in every quarter on record. Credit packs never expire; High and Extreme quality levels use 2x and 4x credits.
MillionVerifier	$39 / $149 / $449	$39 / $149 / $449	$39 / $149 / $449	**$39 / $149 / $449**	$39 / $149 / $449 in every quarter on record. Credits never expire; Unknown and catch-all credits returned as goodwill credits, except for accounts with many Unknown or Invalid results.
DeBounce	$15 / $90 / $500	$25 / $135 / $750	Not archived	**$25 / $135 / $750**	$15 / $90 / $500 → $25 / $135 / $750. Credits never expire; duplicates free; optional deep Catch-All Validation costs 10 credits per catch-all email.
QuickEmailVerification	$60 / $320 / $1,350	Not archived	Not archived	**$60 / $320 / $1,350**	$60 / $320 / $1,350 in every quarter on record. Pay-as-you-go credits never expire; emails that cannot be verified are not charged.
EmailListVerify	$27 / $186 / $659	$27 / $186 / $659	$27 / $186 / $659	**$27 / $186 / $659**	$27 / $186 / $659 in every quarter on record. Credits never expire; duplicates not charged; from April 2026 some visitors were served $27.99 / $199 / $699 (A/B price test).
MailerCheck (MailerLite)	$80 / $500 / $2,000	$80 / $500 / $2,000	$80 / $500 / $2,000	**$80 / $500 / $2,000**	$80 / $500 / $2,000 in every quarter on record. Credits never expire; Unknown statuses not charged; 10 free credits.
CaptainVerify	$71 / $236 / $767	EUR 60 / EUR 200 / EUR 650	EUR 60 / EUR 200 / EUR 650	**$71 / $236 / $767**	$71 / $236 / $767 in every quarter on record. EUR list unchanged all year (Q2-Q3 read from its EUR pages); credits valid 365 days; Unknowns and duplicates not counted.
Hunter.io	$110 / $740 / $2,800	$110 / $740 / $2,800	$110 / $740 / $2,800	**$110 / $740 / $2,800**	$110 / $740 / $2,800 in every quarter on record. Cheapest rate is the 12-month prepaid Data Platform; Unknown and disposable results not charged; bulk uploads always use credits.
Snov.io	$189/mo / $738/mo / Contact sales	$189/mo / $738/mo / Contact sales	$189/mo / $738/mo / Contact sales	**$189/mo / $738/mo / Contact sales**	$189/mo / $738/mo / Contact sales in every quarter on record. Monthly plans (Pro M, Ultra) at 1 credit per verification; Unknown results not charged.

Provider	Jan 2026 (Q1)	Apr 2026 (Q2)	Jul 2026 (Q3)	Oct 2026 (Q4)	2026 Full-Year Summary & Policy Notes
VoilaNorbert	$30 / $300 / $1,000	$30 / $300 / $1,000	$30 / $300 / $1,000	**$30 / $300 / $1,000**	$30 / $300 / $1,000 in every quarter on record. $0.003 per email below 500K and $0.001 per email from 500K; contact sales above 1M.
Prospeo	No standalone verifier	No standalone verifier	No standalone verifier	**No standalone verifier**	No standalone verifier in every quarter on record. Standalone email verifier dropped between 2025-12-15 and 2026-01-17; credits buy found or enriched emails.
Findymail	Not archived	Not archived	$249/mo / $849/mo / Contact sales	**$249/mo / $849/mo / Contact sales**	$249/mo / $849/mo / Contact sales in every quarter on record. Monthly credit plans include equal verifier credits; unused credits roll over up to 2x the monthly allowance.

4. Tier 3 — Popular Challengers & Catch-All Specialists (8 Providers)

Provider	Jan 2026 (Q1)	Apr 2026 (Q2)	Jul 2026 (Q3)	Oct 2026 (Q4)	2026 Full-Year Summary & Policy Notes
Reoon	$11.90 / $116.40 / $960	$11.90 / $116.40 / $960	$11.90 / $116.40 / $960	**$11.90 / $116.40 / $972**	$11.90 / $116.40 / $960 → $11.90 / $116.40 / $972. Instant credits never expire; Unknown results not charged; 15-day data retention.
MyEmailVerifier	$15 / $99 / $349	$15 / $99 / $349	$15 / $99 / $349	**$15 / $99 / $349**	$15 / $99 / $349 in every quarter on record. Credits never expire; Unknown and duplicate emails not charged; 100,000 records per file.
BounceBan	$40 / $300 / $1,700	$40 / $300 / $1,700	$40 / $300 / $1,700	**$40 / $300 / $1,700**	$40 / $300 / $1,700 in every quarter on record. Credits never expire; bulk Unknowns refunded; contact sales above 1M.
Scrubby.io	$347 / $2,970 / $14,900	Not archived	$80 / $800 / $8,000	**$80 / $800 / $8,000**	$347 / $2,970 / $14,900 → $80 / $800 / $8,000. Moved from tiered pay-as-you-go to a flat $0.008 per credit by June 2026; Deep mode costs 3 credits.
Email List Validation	$59 / $299 / $1,099	$59 / $299 / $1,099	n/a / $299 / n/a	**$59 / $299 / $1,099**	$59 / $299 / $1,099 in every quarter on record. Pay-as-you-go credits never expire; duplicates removed before billing.
Proofy	Not archived	Not archived	Not archived	**$18 / $89 / $429**	$18 / $89 / $429 in every quarter on record. New rate card went live between 2026-07-31 and 2026-10-04; credits never expire; duplicates and Unknowns not charged.
Truelist.io	No pay-as-you-go packs	No pay-as-you-go packs	No pay-as-you-go packs	**$14 / $90 / $700**	No pay-as-you-go packs → $14 / $90 / $700. Unlimited monthly plans only until pay-as-you-go credits launched by 2026-10-04; credits never expire.
Bouncify	$19 / $99 / $499	$24 / $119 / $599	Not archived	**$24 / $119 / $599**	$19 / $99 / $499 → $24 / $119 / $599. Credits never expire; Unknown and catch-all results not refunded.

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