

Email Verification Pricing Index & Market Report (Q2 2026)

Second-Quarter 2026 Audit of the Top 35 Ranked Providers: Comparing April 2026 Rate Cards Against Q1 2026 (QoQ)

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10,000 CREDITS (10K)

\$9 vs. \$60 Median

MailVeri is 85% below Top-35 Median

100,000 CREDITS (100K)

\$59 vs. \$400 Median

MailVeri is 85% below Top-35 Median

1,000,000 CREDITS (1M)

\$299 vs. \$1,500

MailVeri is 80% Below Median

5,000,000 CREDITS (5M)

\$999 (\$0.0002/ea)

Non-Expiring • 100% Unknown Refund

1. Executive Summary (Q2 2026 (April 15, 2026))

- Quarter-over-Quarter (QoQ) Rate Adjustments in Q2:** Comparing April 15, 2026 against our January 15, 2026 baseline reveals early upward adjustments from three benchmark providers: **ZeroBounce** moved its 10K entry tier from \$80 to \$99 (and 100K from \$425 to \$450), **DeBounce** adjusted its 10K/100K tiers from \$15 / \$90 to \$18 / \$95, and **EmailListVerify** nudged its 10K package from \$24 to \$27.
- Broad Stability Across the Remaining 32 Ranked Providers:** All other tracked platforms across Tiers 1, 2, and 3—including MillionVerifier (\$37 / \$129 / \$389), Melissa Data (\$60 / \$360 / \$1,800), Loqate (\$80 / \$500 / \$2,500), VoilaNorbert (\$30 / \$150 / \$1,000), and TheChecker (\$18 / \$109 / \$449)—held their Q1 rate cards unchanged through Q2.
- MailVeri Unchanged at \$9 / \$59 / \$299:** MailVeri maintained its exact Q1 2026 pricing across all volume tiers (\$9 for 10K, \$59 for 100K, \$299 for 1M, \$999 for 5M) with non-expiring credits.

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

Provider	Prior Quarter (Q1 — Jan 2026)	Current Quarter (Q2 — Apr 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
MailVeri	\$9 / \$59 / \$299	\$9 / \$59 / \$299	Unchanged from Q1 2026 (\$999 at 5M); lowest price at every tier.
ZeroBounce	\$80 / \$425 / \$2,750	\$99 / \$450 / \$2,500	Raised 10K entry tier from \$80 to \$99 and 100K from \$425 to \$450 vs. Q1.
NeverBounce (ZoomInfo)	\$50 / \$400 / \$3,000	\$50 / \$400 / \$3,000	Unchanged from Q1 2026; credits expire after 12 months.
BriteVerify (Validity)	\$80 / \$600 / \$4,500	\$80 / \$600 / \$4,500	Unchanged from Q1 2026; bills for Unknowns and duplicates.
Kickbox	\$80 / \$800 / \$4,000	\$80 / \$800 / \$4,000	Unchanged from Q1 2026; credits expire after 12 months.
Melissa Data	\$60 / \$360 / \$1,800	\$60 / \$360 / \$1,800	Unchanged from Q1 2026 (\$60 / \$360 / \$1,800); 12-month credit expiry.
Loqate (GBG)	\$80 / \$500 / \$2,500	\$80 / \$500 / \$2,500	Unchanged from Q1 2026 (\$80 / \$500 / \$2,500).
AtData (TowerData)	\$100 / \$600 / \$3,000	\$100 / \$600 / \$3,000	Unchanged from Q1 2026.
XVerify	\$70 / \$400 / \$1,500	\$70 / \$400 / \$1,500	Unchanged from Q1 2026.
SendGrid Validation	\$100 / \$600 / \$3,000	\$100 / \$600 / \$3,000	Unchanged from Q1 2026.
Mailgun Validate	\$120 / \$800 / \$4,000	\$120 / \$800 / \$4,000	Unchanged from Q1 2026.
Email Hippo	\$88 / \$468 / \$1,872	\$88 / \$468 / \$1,872	Unchanged from Q1 2026.
Allegrow	\$150 / \$500 / \$3,000	\$150 / \$500 / \$3,000	Unchanged from Q1 2026.

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

Provider	Prior Quarter (Q1 — Jan 2026)	Current Quarter (Q2 — Apr 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
Emailable	\$60 / \$420 / \$2,100	\$60 / \$420 / \$2,100	Unchanged from Q1 2026.
Clearout	\$58 / \$350 / \$1,100	\$58 / \$350 / \$1,100	Unchanged from Q1 2026 (\$58 / \$350 / \$1,100).
Bouncer	\$60 / \$400 / \$2,000	\$60 / \$400 / \$2,000	Unchanged from Q1 2026.
Verifalia	\$50 / \$389 / \$1,490	\$50 / \$389 / \$1,490	Unchanged from Q1 2026.
MillionVerifier	\$37 / \$129 / \$389	\$37 / \$129 / \$389	Unchanged from Q1 2026 (\$37 / \$129 / \$389); 12-month credit expiry.

Provider	Prior Quarter (Q1 — Jan 2026)	Current Quarter (Q2 — Apr 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
DeBounce	\$15 / \$90 / \$500	\$18 / \$95 / \$450	Adjusted 10K/100K tiers from \$15 / \$90 to \$18 / \$95 vs. Q1.
QuickEmailVerification	\$60 / \$320 / \$1,350	\$60 / \$320 / \$1,350	Unchanged from Q1 2026.
EmailListVerify	\$24 / \$169 / \$599	\$27 / \$169 / \$599	Nudged 10K package from \$24 to \$27 vs. Q1; 100K/1M unchanged.
MailerCheck (MailerLite)	\$80 / \$500 / \$2,000	\$80 / \$500 / \$2,000	Unchanged from Q1 2026.
CaptainVerify	\$70 / \$390 / \$1,500	\$70 / \$390 / \$1,500	Unchanged from Q1 2026 (\$70 / \$390 / \$1,500).
Hunter.io	\$149 / \$299 / \$2,500	\$149 / \$299 / \$2,500	Unchanged from Q1 2026.
Snov.io	\$189 / \$738 / \$3,690	\$189 / \$738 / \$3,690	Unchanged from Q1 2026.
VoilaNorbert	\$30 / \$150 / \$1,000	\$30 / \$150 / \$1,000	Unchanged from Q1 2026 (\$30 / \$150 / \$1,000).
Prospero	\$50 / \$500 / \$1,500	\$50 / \$500 / \$1,500	Unchanged from Q1 2026.
Findymail	\$166 / \$1,660 / Contact	\$166 / \$1,660 / Contact	Unchanged from Q1 2026.

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

Provider	Prior Quarter (Q1 — Jan 2026)	Current Quarter (Q2 — Apr 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
Reoon	\$11.90 / \$116.40 / \$960	\$11.90 / \$116.40 / \$960	Unchanged from Q1 2026.
MyEmailVerifier	\$32 / \$105 / \$360	\$32 / \$105 / \$360	Unchanged from Q1 2026 (\$32 / \$105 / \$360).
BounceBan	\$35 / \$350 / \$1,450	\$35 / \$350 / \$1,450	Unchanged from Q1 2026 (\$35 / \$350 / \$1,450).
Scrubby.io	\$350 / \$3,000 / Contact	\$350 / \$3,000 / Contact	Unchanged from Q1 2026.
Email List Validation	\$59 / \$299 / \$1,099	\$59 / \$299 / \$1,099	Unchanged from Q1 2026.
TrueMail	\$39 / \$199 / \$800	\$39 / \$199 / \$800	Unchanged from Q1 2026.
TheChecker	\$18 / \$109 / \$449	\$18 / \$109 / \$449	Unchanged from Q1 2026 (\$18 / \$109 / \$449 standalone).
Bouncify	\$19 / \$99 / \$479	\$19 / \$99 / \$479	Unchanged from Q1 2026.