

Email Verification Pricing Index & Market Report (Q3 2026)

Third-Quarter 2026 Audit of the Top 35 Ranked Providers: Mid-Year Rate Hikes & M&A Consolidation vs. Q2 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. \$1,800

MailVeri is 83% Below Median

5,000,000 CREDITS (5M)

\$999 (\$0.0002/ea)

Non-Expiring • 100% Unknown Refund

1. Executive Summary (Q3 2026 (July 15, 2026))

- Quarter-over-Quarter (QoQ) Rate Hikes Push 1M Median Up +20%:** Comparing July 15, 2026 against April 15, 2026 shows widespread mid-year increases across the Top 35 cohort—pushing the 1M industry median from \$1,500 in Q2 to **\$1,800 in Q3**. **ZeroBounce** rose to \$129 / \$649 / \$3,199, **DeBounce** consolidated to debounce.com at \$25 / \$135 / \$750, **MillionVerifier** rose to \$39 / \$149 / \$449, **Clearout** rose to \$65 / \$400 / \$1,400, and **EmailListVerify** raised 100K/1M to \$186 / \$659.
- Budget Brand Consolidation via M&A:** During Q3 2026, **TheChecker** (\$18 / \$109 / \$449 in Q2) and sister property **EmailChecker.com** redirected buyers to parent platform **Emailable** (\$60 / \$420 / \$2,100), while **HuBuCo** redirected buyers to **MillionVerifier** (\$39 / \$149 / \$449).
- MailVeri Unchanged at \$9 / \$59 / \$299:** While mid-tier and enterprise rates climbed in Q3, MailVeri kept its exact \$9 / \$59 / \$299 (\$999 at 5M) pricing unchanged—now 83% below the \$1,800 1M industry median.

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

Provider	Prior Quarter (Q2 — Apr 2026)	Current Quarter (Q3 — Jul 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
MailVeri	\$9 / \$59 / \$299	\$9 / \$59 / \$299	Unchanged from Q2 2026 (\$999 at 5M); 0% price inflation.
ZeroBounce	\$99 / \$450 / \$2,500	\$129 / \$649 / \$3,199	Raised PAYG tiers from \$99 / \$450 / \$2,500 to \$129 / \$649 / \$3,199 vs. Q2.
NeverBounce (ZoomInfo)	\$50 / \$400 / \$3,000	\$50 / \$400 / \$2,500	10K and 100K unchanged vs. Q2; 1M self-serve tier adjusted from \$3,000 to \$2,500.
BriteVerify (Validity)	\$80 / \$600 / \$4,500	\$80 / \$600 / \$4,500	Unchanged from Q2 2026; bills for Unknowns and duplicates.
Kickbox	\$80 / \$800 / \$4,000	\$70 / \$500 / \$2,999	Adjusted mid-to-high tier rates from \$80 / \$800 / \$4,000 to \$70 / \$500 / \$2,999 vs. Q2.
Melissa Data	\$60 / \$360 / \$1,800	\$60 / \$360 / \$1,800	Unchanged from Q2 2026 (\$60 / \$360 / \$1,800).
Loqate (GBG)	\$80 / \$500 / \$2,500	\$80 / \$500 / \$2,500	Unchanged from Q2 2026 (\$80 / \$500 / \$2,500).
AtData (TowerData)	\$100 / \$600 / \$3,000	\$100 / \$600 / \$3,000	Unchanged from Q2 2026.
XVerify	\$70 / \$400 / \$1,500	\$70 / \$400 / \$1,500	Unchanged from Q2 2026.
SendGrid Validation	\$100 / \$600 / \$3,000	\$100 / \$600 / \$3,000	Unchanged from Q2 2026.
Mailgun Validate	\$120 / \$800 / \$4,000	\$120 / \$800 / \$4,000	Unchanged from Q2 2026.
Email Hippo	\$88 / \$468 / \$1,872	\$88 / \$468 / \$1,872	Unchanged from Q2 2026.
Allegrow	\$150 / \$500 / \$3,000	\$150 / \$500 / \$3,000	Unchanged from Q2 2026.

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

Provider	Prior Quarter (Q2 — Apr 2026)	Current Quarter (Q3 — Jul 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
Emailable	\$60 / \$420 / \$2,100	\$60 / \$420 / \$2,100	Unchanged vs. Q2; absorbed TheChecker and EmailChecker.com via redirect in Q3.
Clearout	\$58 / \$350 / \$1,100	\$65 / \$400 / \$1,400	Raised one-time PAYG rates from \$58 / \$350 / \$1,100 to \$65 / \$400 / \$1,400 vs. Q2.
Bouncer	\$60 / \$400 / \$2,000	\$60 / \$400 / \$2,000	Unchanged from Q2 2026.
Verifalia	\$50 / \$389 / \$1,490	\$50 / \$389 / \$1,490	Unchanged from Q2 2026.
MillionVerifier	\$37 / \$129 / \$389	\$39 / \$149 / \$449	Raised PAYG pricing to \$39 / \$149 / \$449 vs. Q2; absorbed sister brand HuBuCo.

Provider	Prior Quarter (Q2 — Apr 2026)	Current Quarter (Q3 — Jul 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
DeBounce	\$18 / \$95 / \$450	\$25 / \$135 / \$750	Consolidated to debounce.com; raised PAYG tiers to \$25 / \$135 / \$750 vs. Q2.
QuickEmailVerification	\$60 / \$320 / \$1,350	\$60 / \$320 / \$1,350	Unchanged from Q2 2026.
EmailListVerify	\$27 / \$169 / \$599	\$27 / \$186 / \$659	Raised 100K (\$169 to \$186) and 1M (\$599 to \$659) tiers vs. Q2.
MailerCheck (MailerLite)	\$80 / \$500 / \$2,000	\$80 / \$500 / \$2,000	Unchanged from Q2 2026.
CaptainVerify	\$70 / \$390 / \$1,500	\$71 / \$236 / \$767	Updated Euro-denominated volume rate card to \$71 / \$236 / \$767 vs. Q2.
Hunter.io	\$149 / \$299 / \$2,500	\$149 / \$299 / \$2,500	Unchanged from Q2 2026.
Snov.io	\$189 / \$738 / \$3,690	\$189 / \$738 / \$3,690	Unchanged from Q2 2026.
VoilaNorbert	\$30 / \$150 / \$1,000	\$30 / \$150 / \$1,000	Unchanged from Q2 2026 (\$30 / \$150 / \$1,000).
Prospeo	\$50 / \$500 / \$1,500	\$50 / \$500 / \$1,500	Unchanged from Q2 2026.
Findymail	\$166 / \$1,660 / Contact	\$166 / \$1,660 / Contact	Unchanged from Q2 2026.

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

Provider	Prior Quarter (Q2 — Apr 2026)	Current Quarter (Q3 — Jul 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
Reoon	\$11.90 / \$116.40 / \$960	\$11.90 / \$116.40 / \$960	Unchanged from Q2 2026.
MyEmailVerifier	\$32 / \$105 / \$360	\$15 / \$99 / \$349	Lowered headline PAYG rates to \$15 / \$99 / \$349 vs. Q2; 100K/file cap.
BounceBan	\$35 / \$350 / \$1,450	\$50 / \$350 / \$1,500	Adjusted 10K (\$50) and 1M (\$1,500) tiers vs. Q2.
Scrubby.io	\$350 / \$3,000 / Contact	\$350 / \$3,000 / Contact	Unchanged from Q2 2026.
Email List Validation	\$59 / \$299 / \$1,099	\$59 / \$299 / \$1,099	Unchanged from Q2 2026.
TrueMail	\$39 / \$199 / \$800	\$39 / \$199 / \$800	Unchanged from Q2 2026.
TheChecker	\$18 / \$109 / \$449	\$60 / \$420 / \$2,100	Consolidated via redirect into Emailable (\$60 / \$420 / \$2,100) vs. Q2.
Bouncify	\$19 / \$99 / \$479	\$19 / \$99 / \$479	Unchanged from Q2 2026.