

Email Verification Pricing Index & Market Report (Q4 2026)

Fourth-Quarter 2026 Audit of the Top 35 Ranked Providers: Comparing October 2026 Rate Cards & Policy Shifts Against Q3 2026 (QoQ)

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Cohort: Top 35 Ranked Providers + MailVeri Benchmark (55 Compared Online)

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
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1. Executive Summary (Q4 2026 (October 15, 2026))

- Quarter-over-Quarter (QoQ) Policy & Catch-All Rebalancing in Q4:** Comparing October 15, 2026 against July 15, 2026 highlights targeted adjustments: **MillionVerifier** held its Q3 pricing (\$39 / \$149 / \$449) while removing its former 12-month credit expiration policy, and **BounceBan** rebalanced its PAYG rate card from \$50 / \$350 / \$1,500 in Q3 to **\$40 / \$300 / \$1,700** in Q4.
- Top-35 Market Medians Hold at \$60 / \$400 / \$1,800:** Enterprise and mid-market leaders that raised prices in Q3 (ZeroBounce, DeBounce, Clearout, EmailListVerify) maintained those higher rate cards throughout Q4, keeping the Top-35 median at **\$60 (10K)**, **\$400 (100K)**, and **\$1,800 (1M)**.
- MailVeri Holds \$9 / \$59 / \$299:** MailVeri remained unchanged in Q4 2026 at **\$9 for 10K**, **\$59 for 100K**, **\$299 for 1M**, and **\$999 for 5M (\$0.0002/email)**—83% to 85% below the Top-35 industry median.

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

Provider	Prior Quarter (Q3 — Jul 2026)	Current Quarter (Q4 — Oct 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
MailVeri	\$9 / \$59 / \$299	\$9 / \$59 / \$299	Unchanged from Q3 2026 (\$999 at 5M); lowest rate across all 35 ranked competitors.
ZeroBounce	\$129 / \$649 / \$3,199	\$129 / \$649 / \$3,199	Unchanged from Q3 2026 (\$129 / \$649 / \$3,199); \$39 minimum entry (2,000 credits).
NeverBounce (ZoomInfo)	\$50 / \$400 / \$2,500	\$50 / \$400 / \$2,500	Unchanged from Q3 2026; purchased credits expire after 12 months.
BriteVerify (Validity)	\$80 / \$600 / \$4,500	\$80 / \$600 / \$4,500	Unchanged from Q3 2026; bills for Unknowns and duplicates.
Kickbox	\$70 / \$500 / \$2,999	\$70 / \$500 / \$2,999	Unchanged from Q3 2026 (\$70 / \$500 / \$2,999); credits expire after 12 months.
Melissa Data	\$60 / \$360 / \$1,800	\$60 / \$360 / \$1,800	Unchanged from Q3 2026 (\$60 / \$360 / \$1,800); 12-month credit expiry.
Loqate (GBG)	\$80 / \$500 / \$2,500	\$80 / \$500 / \$2,500	Unchanged from Q3 2026 (\$80 / \$500 / \$2,500); annual balance expiry.
AtData (TowerData)	\$100 / \$600 / \$3,000	\$100 / \$600 / \$3,000	Unchanged from Q3 2026.
XVerify	\$70 / \$400 / \$1,500	\$70 / \$400 / \$1,500	Unchanged from Q3 2026.
SendGrid Validation	\$100 / \$600 / \$3,000	\$100 / \$600 / \$3,000	Unchanged from Q3 2026.
Mailgun Validate	\$120 / \$800 / \$4,000	\$120 / \$800 / \$4,000	Unchanged from Q3 2026.
Email Hippo	\$88 / \$468 / \$1,872	\$88 / \$468 / \$1,872	Unchanged from Q3 2026.
Allegrow	\$150 / \$500 / \$3,000	\$150 / \$500 / \$3,000	Unchanged from Q3 2026.

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

Provider	Prior Quarter (Q3 — Jul 2026)	Current Quarter (Q4 — Oct 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
Emailable	\$60 / \$420 / \$2,100	\$60 / \$420 / \$2,100	Unchanged from Q3 2026 (\$60 / \$420 / \$2,100).
Clearout	\$65 / \$400 / \$1,400	\$65 / \$400 / \$1,400	Unchanged from Q3 2026 (\$65 / \$400 / \$1,400).
Bouncer	\$60 / \$400 / \$2,000	\$60 / \$400 / \$2,000	Unchanged from Q3 2026.
Verifalia	\$50 / \$389 / \$1,490	\$50 / \$389 / \$1,490	Unchanged from Q3 2026; High (2x) and Extreme (4x) multipliers.

Provider	Prior Quarter (Q3 — Jul 2026)	Current Quarter (Q4 — Oct 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
MillionVerifier	\$39 / \$149 / \$449	\$39 / \$149 / \$449	Price unchanged vs. Q3 (\$39 / \$149 / \$449), but removed former 12-month credit expiry.
DeBounce	\$25 / \$135 / \$750	\$25 / \$135 / \$750	Unchanged from Q3 2026 (\$25 / \$135 / \$750 on debounce.com).
QuickEmailVerification	\$60 / \$320 / \$1,350	\$60 / \$320 / \$1,350	Unchanged from Q3 2026.
EmailListVerify	\$27 / \$186 / \$659	\$27 / \$186 / \$659	Unchanged from Q3 2026 (\$27 / \$186 / \$659).
MailerCheck (MailerLite)	\$80 / \$500 / \$2,000	\$80 / \$500 / \$2,000	Unchanged from Q3 2026.
CaptainVerify	\$71 / \$236 / \$767	\$71 / \$236 / \$767	Unchanged from Q3 2026 (\$71 / \$236 / \$767).
Hunter.io	\$149 / \$299 / \$2,500	\$149 / \$299 / \$2,500	Unchanged from Q3 2026.
Snov.io	\$189 / \$738 / \$3,690	\$189 / \$738 / \$3,690	Unchanged from Q3 2026.
VoilaNorbert	\$30 / \$150 / \$1,000	\$30 / \$150 / \$1,000	Unchanged from Q3 2026 (\$30 / \$150 / \$1,000).
Prospeo	\$50 / \$500 / \$1,500	\$50 / \$500 / \$1,500	Unchanged from Q3 2026.
Findymail	\$166 / \$1,660 / Contact	\$166 / \$1,660 / Contact	Unchanged from Q3 2026.

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

Provider	Prior Quarter (Q3 — Jul 2026)	Current Quarter (Q4 — Oct 2026)	Quarter-over-Quarter (QoQ) Movement & Notes
Reoon	\$11.90 / \$116.40 / \$960	\$11.90 / \$116.40 / \$972	10K/100K unchanged vs. Q3; 1M package calculated at \$972.
MyEmailVerifier	\$15 / \$99 / \$349	\$15 / \$99 / \$349	Unchanged from Q3 2026 (\$15 / \$99 / \$349); 100K-row per file upload cap.
BounceBan	\$50 / \$350 / \$1,500	\$40 / \$300 / \$1,700	Rebalanced PAYG tiers from \$50 / \$350 / \$1,500 to \$40 / \$300 / \$1,700 vs. Q3.
Scrubby.io	\$350 / \$3,000 / Contact	\$350 / \$3,000 / Contact	Unchanged from Q3 2026.
Email List Validation	\$59 / \$299 / \$1,099	\$59 / \$299 / \$1,099	Unchanged from Q3 2026.
TrueMail	\$39 / \$199 / \$800	\$39 / \$199 / \$800	Unchanged from Q3 2026.
TheChecker	\$60 / \$420 / \$2,100	\$60 / \$420 / \$2,100	Unchanged from Q3 2026 (redirects to parent platform Emailable).
Bouncify	\$19 / \$99 / \$479	\$19 / \$99 / \$479	Unchanged from Q3 2026.