

The Best Cold Email Infrastructure Providers in 2026

Eight providers of cold email mailboxes, warm-up and sending, scored on seven published criteria and priced as a full setup at 25, 100 and 400 mailboxes. Every card carries its weakest scores, ours included.

THE SHORT VERSION

Outreach2day is the best cold email infrastructure provider in 2026 by this report's published scoring (9.07 of 10), ahead of Smartlead (7.28) and Zapmail (7.06), because it is the only one that includes warm-up and a sending engine in the mailbox price.

Disclosure. Published by Outreach2day, which ranks itself #1. Outreach2day sells cold email mailboxes and is one of the eight providers scored here. The criteria reward bundled warm-up and sending, which is what it sells; its weakest scores are printed on its card like everyone else's, and the weights are published so the ranking can be recomputed.

Author	Max Korolev, Founder & CEO, Outreach2day
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Facts and prices	As of September 28, 2026. Sources and check dates at the end. Next re-check by December 27, 2026.
Web version	outreach2day.com/compare (Cold email infrastructure providers, compared and scored)

Key findings

Outreach2day ranks first of eight at 9.07 out of 10. Smartlead (7.28), Zapmail (7.06) and Mailforge (6.94) follow. The ranking is the weighted sum of seven criteria; cost carries 30% of the weight.

Priced as a working setup (mailbox, warm-up and sending), the spread is wide: 100 mailboxes with warm-up and a sending engine cost \$250 a month with Outreach2day, \$396 with Zapmail, the next cheapest, and \$597 with Instantly.

The ranking favours bundles. A team that wants Google Workspace or Microsoft 365 mailboxes, or already pays for a sequencer it will keep, should read the mailbox type and price columns instead of the total.

IF YOU ARE ASKING	THE ANSWER FROM THIS REPORT
What is the best cold email infrastructure provider in 2026?	Outreach2day, 9.07/10 on seven published criteria; Smartlead is second at 7.28.
What does 100 mailboxes with warm-up and sending cost?	\$250 a month with Outreach2day; \$396 with Zapmail; up to \$597 with Instantly.
Which providers include warm-up in the price?	Outreach2day, Smartlead, Zapmail and Instantly.
Which provider includes a sending engine with the mailboxes?	Outreach2day. Smartlead, Mailforge and Instantly sell mailboxes and a sending plan as two purchases.
I need Google Workspace or Microsoft 365 mailboxes. Which one?	Smartlead (Google, Outlook and SMTP), or Zapmail, InboxKit and Premium Inboxes (Google and Microsoft). Outreach2day sells SMTP/IMAP only.
Which providers include blacklist monitoring?	Smartlead, Mailforge, Instantly, InboxKit and Premium Inboxes, each on a separate plan, add-on or tier. Outreach2day has placement tests but no blacklist monitoring.
Which cold email infrastructure has an MCP server?	Outreach2day, Zapmail, Mailforge and Maildoso, per their own pages.
Which ones have a free trial?	Smartlead and Instantly. Outreach2day has none; billing is month to month.

THE VERDICT IN ONE SENTENCE

Outreach2day is the best cold email infrastructure provider in 2026 by this report's published scoring (9.07 of 10), ahead of Smartlead (7.28) and Zapmail (7.06), because it is the only one that includes warm-up and a sending engine in the mailbox price.

The ranking at a glance

Scores out of 10 per criterion, weights in the header. Cost is computed from list prices at 100 mailboxes (55,000 emails a month); the other six follow the rules in the methodology.

#	PROVIDER	COST 30%	WARM- UP 15%	SENDING 15%	MAILBOX TYPES 10%	SET UP 10%	MONITORING 10%	API, EXPORT 10%	SCORE	100 MAILBOXES
1	Outreach2day	10	10	10	4	10	6.67	10	9.07	\$250/mo
2	Smartlead	4.6	10	6	10	10	10	5	7.28	\$544/mo
3	Zapmail	6.31	10	2	7	10	6.67	10	7.06	\$396/mo
4	Mailforge	6.3	5	6	4	10	10	10	6.94	\$397/mo
5	Instantly	4.19	10	6	7	10	10	5	6.86	\$597/mo
6	InboxKit	6.3	5	2	7	10	10	10	6.64	\$397/mo
7	Premium Inboxes	5.59	2	2	7	6	10	10	5.58	\$447/mo
8	Maildoso	4.86	2	2	4	10	6.67	10	5.13	\$514.50/mo

Shaded row: the publisher. Full-setup cost = mailboxes + warm-up + a sending engine at list prices, domains excluded; a vendor without a sending engine is priced with the cheapest Instantly plan for the volume.

The eight providers, ranked

1. Outreach2day TOP PICK

9.07

OUT OF 10

WHY IT IS HERE

The only provider in the set that puts mailboxes, warm-up and a sending engine on one \$2.50 line, so the full setup at 100 mailboxes costs \$250 a month with nothing else to buy. That earns the full cost score; the next cheapest full setup is Zapmail at \$396.

BEST FOR

Mailboxes, warm-up and sending on one bill

KEY FACTS

- SMTP/IMAP mailboxes on your domains (no Google Workspace or Microsoft 365 seats)
- Included, for as long as you keep the mailbox
- Included: campaigns, sequences, schedules, one inbox for replies
- REST API and a hosted MCP server on every account

PRICE

\$2.50 per mailbox a month, everything below included. Smallest order: 12 mailboxes, \$30 a month.
outreach2day.com/pricing

The honest limit. Mailbox types 4/10: One type: SMTP/IMAP mailboxes. No Google Workspace or Microsoft 365. Monitoring 6.67/10: Per-mailbox warm-up inbox, spam and bounce rate, and Google and Outlook placement tests. No blacklist monitoring. Trial: No free trial. Month to month, cancel any time.

2. Smartlead

7.28

OUT OF 10

WHERE IT FITS

Sequencer + mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$544 a month (100 mailboxes × \$4.50 + Smartlead Pro), \$294 more than ours. Strongest criteria: warm-up, mailbox types, setup, monitoring.

BEST FOR

A sequencer with Google, Outlook and SMTP mailboxes

KEY FACTS

- Google, Outlook and SMTP mailboxes through SmartSenders
- Unlimited on every plan; the warm-up pool tier depends on the plan
- Separate plan by sends: Base \$39 (6,000), Pro \$94 (90,000), Unlimited Smart \$174 (150,000), up to \$379 (500,000)
- API and webhooks on Pro and above

PRICE

\$4.50 per Google or Outlook mailbox a month; SMTP from \$3.99. The sending plan is extra. Smallest order: Base plan \$39 a month; SMTP mailboxes from Mailreel: 75 minimum.

The honest limit. API, export 5/10: API on Pro and above. SmartSenders mailboxes can't be used outside Smartlead. Sending 6/10: Smartlead sells both, as two purchases: a plan and SmartSenders mailboxes.

3. Zapmail

7.06

OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$396 a month (Zapmail Pro (100 mailboxes) + Instantly Hypergrowth), \$146 more than ours. Strongest criteria: warm-up, setup, api, export.

BEST FOR

Google Workspace and Microsoft 365 mailboxes

KEY FACTS

- Google Workspace or Microsoft 365, on US/EU IPs
- Handled by Zapmail, per its FAQ
- Not included. Exports to 50+ outreach tools
- API on the Pro plan; remote MCP server

PRICE

\$39 a month for 10, \$99 for 30, \$299 for 100; extra mailboxes \$3.00–3.50. Smallest order: Starter plan: 10 mailboxes, \$39 a month.

The honest limit. Sending 2/10: Mailboxes only; they export to 50+ outreach tools. Monitoring 6.67/10: Placement test credits on every plan, each with a blacklist check. We found no per-mailbox health stats on its pages. Trial: No refunds. Monthly, no contract.

4. Mailforge

6.94

OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$397 a month (Mailforge 100 slots + Instantly Hypergrowth), \$147 more than ours. Strongest criteria: setup, monitoring, api, export.

BEST FOR

Forge users who run Salesforce and Warmforge

KEY FACTS

- SMTP on shared infrastructure. Google and Microsoft are sold under Primeforge
- Not in Mailforge: Warmforge, a separate product
- Not included. Salesforce or any sending tool
- Public API and an MCP server

PRICE

\$3 per slot a month, down to \$2 above 1,000 slots. Smallest order: 10 slots, \$30 a month.

The honest limit. Mailbox types 4/10: Mailforge sells SMTP; Google and Microsoft mailboxes are a separate product, Primeforge. Warm-up 5/10: Warm-up is Warmforge, a separate Forge product. Trial: No free trial; month-to-month, cancel any time.

5. Instantly

6.86

OUT OF 10

WHERE IT FITS

Sequencer + mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$597 a month (100 Google accounts × \$5 + Instantly Hypergrowth), \$347 more than ours. Strongest criteria: warm-up, setup, monitoring.

BEST FOR

A sequencer with Google accounts in the same tool

KEY FACTS

- Google accounts and AirMail SMTP inboxes; connect your own Microsoft accounts
- Included on every plan. Premium warm-up pool from \$500 a month
- Separate plan: Growth \$47 a month (5,000 emails), Hypergrowth \$97 (125,000), Light Speed \$358 (500,000)
- API on every plan; webhooks from Hypergrowth

PRICE

\$5 per done-for-you Google account a month, \$10 pre-warmed, \$4 AirMail (SMTP). The sending plan is extra. Smallest order: Growth plan \$47 a month; pre-warmed accounts sold in batches of 5.

The honest limit. API, export 5/10: API on all plans. Done-for-you accounts can't be used outside Instantly. Sending 6/10: Instantly sells both, as two purchases: an Outreach plan and accounts per month.

6. InboxKit

6.64

OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$397 a month (100 mailboxes × \$3.00 + Instantly Hypergrowth), \$147 more than ours. Strongest criteria: setup, monitoring, api, export.

BEST FOR

Google and Microsoft mailboxes with no minimum

KEY FACTS

- Google Workspace, Microsoft 365 and Azure tenants
- Add-on: \$3 per mailbox a month
- Not included. 24+ integrations
- REST API with webhooks

PRICE

\$3.00 a month; \$2.70 quarterly, \$2.50 on annual billing. Smallest order: No minimum.

The honest limit. Sending 2/10: Mailboxes only; 24+ integrations. Warm-up 5/10: Warm-up is an add-on at \$3 per mailbox a month. Trial: No free trial; subscriptions generally non-refundable.

7. Premium Inboxes

5.58

OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$447 a month (100 inboxes × \$3.50 + Instantly Hypergrowth), \$197 more than ours. Strongest criteria: monitoring, api, export.

BEST FOR

Done-for-you Google and Microsoft inboxes

KEY FACTS

- Google Workspace or Microsoft 365
- Switched on in your sequencer during setup
- Not included. Uploaded to Instantly, Smartlead, Apollo, Lemlist, Reply.io or Bison
- Client API on every plan

PRICE

\$3.50 per inbox (1–249), \$3.00 (250–1,249), \$2.80 (1,250+). Smallest order: From 1 inbox; the order button starts at 30.

The honest limit. Warm-up 2/10: Warm-up runs in your own sequencer; Premium Inboxes switches it on during setup. Sending 2/10: Inboxes only; they are uploaded to your sequencer. Trial: No refunds once a license is activated.

8. Maildoso

5.13

OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warm-up and sending comes to \$514.50 a month (167 Maildoso mailboxes × \$2.50 (the number needed at 15 a day) + Instantly Hypergrowth), \$264.50 more than ours. Strongest criteria: setup, api, export.

BEST FOR

SMTP mailboxes for teams that already run warm-up and a sequencer

KEY FACTS

- SMTP mailboxes on Maildoso's servers and IPs, with IP rotation
- Not included. Run 14+ days with an outside provider or the Instantly pool
- Not included. Syncs to Instantly, Smartlead or EmailBison. Up to 15 cold emails per mailbox a day
- REST API and a hosted MCP server on every plan

PRICE

\$2.50 per mailbox on the 30-mailbox plan (\$75 a month). Warm-up and sending not included. Smallest order: 30 mailboxes, \$75 a month. Custom counts in the app.

The honest limit. Warm-up 2/10: Not included: Maildoso tells you to use outside providers or the Instantly warm-up pool. Sending 2/10: Mailboxes only; they sync to Instantly, Smartlead or EmailBison.

Full-setup cost at 25, 100 and 400 mailboxes

Monthly list prices for mailboxes, warm-up and a sending engine. The 25-mailbox column shows where minimums bite; the 400-mailbox column shows where per-mailbox tiers do.

PROVIDER	25 MAILBOXES	100 MAILBOXES	400 MAILBOXES	HOW IT IS BUILT
Outreach2day	\$62.50	\$250	\$1,000	100 mailboxes × \$2.50, warm-up and sending included
Zapmail	\$188.50	\$396	\$1,383	Zapmail Pro (100 mailboxes) + Instantly Hypergrowth
Mailforge	\$172	\$397	\$1,267	Mailforge 100 slots + Instantly Hypergrowth
InboxKit	\$172	\$397	\$1,384	100 mailboxes × \$3.00 + Instantly Hypergrowth
Premium Inboxes	\$184.50	\$447	\$1,384	100 inboxes × \$3.50 + Instantly Hypergrowth
Maildoso	\$202	\$514.50	\$1,851.50	167 Maildoso mailboxes × \$2.50 (the number needed at 15 a day) + Instantly Hypergrowth
Smartlead	\$206.50	\$544	\$2,028	100 mailboxes × \$4.50 + Smartlead Pro
Instantly	\$222	\$597	\$2,184	100 Google accounts × \$5 + Instantly Hypergrowth

Which is right for you?

You want one bill for mailboxes, warm-up and sending	Outreach2day: \$2.50 a mailbox with both included, from 12 mailboxes.
You need Google Workspace or Microsoft 365 mailboxes	Zapmail, InboxKit and Premium Inboxes; Smartlead if you also want Outlook and SMTP in one place.
You already run Instantly or Smartlead and will keep it	Outside mailboxes that sync by API key (Outreach2day, Maildoso) instead of accounts that can only live in the sequencer.
You want a free trial before paying	Smartlead and Instantly.
You need blacklist monitoring in the same vendor	Smartlead, Mailforge, Instantly, InboxKit and Premium Inboxes, on their separate plans or add-ons.
You run the Forge stack already	Mailforge, next to Salesforce and Warmforge.

Frequently asked questions

What is cold email infrastructure?

The domains and mailboxes cold email is sent from, their DNS records (SPF, DKIM, DMARC), the warm-up that builds their reputation, and the tool that sends the sequences and collects replies. Vendors sell some or all of these parts.

Why does Outreach2day rank first when it publishes this report?

Because the criteria reward what it bundles: warm-up and sending inside the mailbox price, which also makes it the cheapest full setup at 100 mailboxes. It loses points for SMTP/IMAP-only mailboxes and for having no blacklist monitoring. The weights are published, so the table can be re-weighted.

Which provider is cheapest for a full cold email setup?

Outreach2day at every volume in this report: \$62.50, \$250 and \$1,000 a month at 25, 100 and 400 mailboxes. Among the rest, Zapmail is lowest at 100 mailboxes.

Do I need Google Workspace mailboxes for cold email?

No. SMTP/IMAP mailboxes on your own domains send cold email; Outreach2day, Maildoso and Mailforge sell them. Teams that want Google or Microsoft mailboxes buy them from Zapmail, InboxKit and Premium Inboxes, or from Instantly and Smartlead inside their sequencers.

Are Instantly and Smartlead infrastructure providers?

They are sending platforms that also sell mailboxes. Their mailboxes work only inside their own platform, per their help pages; mailboxes from the other vendors connect to any sequencer.

How often is this ranking updated?

The prices and facts were checked on 2026-09-28. The report is rebuilt from the same data as the web comparison, and the facts are re-checked at least every 90 days.

Does this report measure inbox placement?

No. It scores what each vendor sells and what it costs. Placement depends on the domains, the list and the copy as much as on the vendor, and this edition publishes no placement benchmark.

How this report was put together

Published by Outreach2day, which ranks itself #1. Outreach2day sells cold email mailboxes and is one of the eight providers scored here. The criteria reward bundled warm-up and sending, which is what it sells; its weakest scores are printed on its card like everyone else's, and the weights are published so the ranking can be recomputed.

Scope

Eight vendors that sell cold email mailboxes, alone or with warm-up and a sending engine: the same set as the comparison pages on outreach2day.com. Prices are US list prices on monthly billing, checked 2026-09-28.

Scoring

Seven criteria, each scored 0 to 10 by a written rule from a sourced fact. The total is the weighted average. No criterion is scored from opinion.

CRITERION	WEIGHT	RULE
Cost	30%	Monthly cost of 100 mailboxes, warm-up and a sending engine at list prices. The cheapest setup gets 10; the others get $10 \times \text{cheapest} \div \text{their cost}$.
Warm-up	15%	10: included in the mailbox or plan price. 5: sold as a paid add-on. 2: not offered; you bring your own warm-up tool.
Sending	15%	10: mailboxes and a sending engine in one subscription. 6: the same vendor sells both, as two separate purchases. 2: mailboxes only; you pay for a sequencer elsewhere.
Mailbox types	10%	10: Google Workspace, Microsoft 365 and SMTP mailboxes. 7: two of the three. 4: one type.
Setup	10%	10: domains bought in the app and SPF, DKIM and DMARC set automatically. 6: DNS set automatically, domains bought elsewhere. 3: manual DNS.
Monitoring	10%	One third of 10 for each of: inbox placement tests, blacklist checks, per-mailbox health or sending stats. A separate plan or add-on still counts.
API, export	10%	5 for a public API, 5 for a documented way to move or connect the mailboxes to other sending tools.

Cost model

One volume assumption for every vendor: 25 cold emails per mailbox a working day, 22 working days a month. A vendor that sells mailboxes only is priced with the cheapest Instantly plan that covers the volume, because mail cannot go out without a sending engine; Instantly's plan includes warm-up. Domains, taxes and annual discounts are left out.

What this report is not

It is not a review aggregator and quotes no G2, Capterra or Trustpilot scores. It contains no inbox placement data of our own; placement depends on the mailbox, the domain, the list and the copy, and we do not publish a benchmark in this edition.

Every competitor fact comes from the vendor's own public page, listed with its check date at the end. Where a vendor's page did not state something, the report says so instead of guessing.

Corrections

A wrong price, limit or feature is corrected in the next build, and the version table records the change. Vendors can send corrections to support@outreach2day.com with a link to the public page that shows the fact.

Price and fact sources

Each value as published on the source page, checked on the date shown. Prices are list prices in US dollars, monthly billing unless noted. Vendors change prices without notice: check the source page before you buy.

ITEM	VALUE USED	SOURCE	CHECKED
Outreach2day: mailbox price	\$2.50 per mailbox a month, warm-up and sending included; 12 minimum (\$30 a month)	outreach2day.com/pricing	September 28, 2026
Outreach2day: domains	\$13 a year for .com, \$5 for .info	outreach2day.com/ai-info	September 28, 2026
Instantly: mailbox price	\$5 per done-for-you Google account a month, \$10 pre-warmed, \$4 AirMail (SMTP). The sending plan is extra	help.instantly.ai/en/articles/10273259-instantly-plans-overview	September 28, 2026
Smartlead: mailbox price	\$4.50 per Google or Outlook mailbox a month; SMTP from \$3.99. The sending plan is extra	helpcenter.smartlead.ai/en/articles/266-smartsenders-pricing	September 28, 2026
Maildoso: mailbox price	\$2.50 per mailbox on the 30-mailbox plan (\$75 a month). Warm-up and sending not included	maildoso.ai/pricing	September 28, 2026
Zapmail: mailbox price	\$39 a month for 10, \$99 for 30, \$299 for 100; extra mailboxes \$3.00–3.50	zapmail.ai/	September 28, 2026
Mailforge: mailbox price	\$3 per slot a month, down to \$2 above 1,000 slots	mailforge.ai/pricing	September 28, 2026
Premium Inboxes: mailbox price	\$3.50 per inbox (1–249), \$3.00 (250–1,249), \$2.80 (1,250+)	premiuminboxes.com/	September 28, 2026
InboxKit: mailbox price	\$3.00 a month; \$2.70 quarterly, \$2.50 on annual billing	inboxkit.com/pricing	September 28, 2026
Instantly: cost basis	sending engine with warm-up: Instantly Growth \$47 (5,000 emails), Hypergrowth \$97 (125,000 emails), Hypergrowth + add-on \$184 (250,000 emails), Light Speed \$358 (500,000 emails) a month	instantly.ai/pricing	September 28, 2026
Smartlead: cost basis	sending engine with warm-up: Smartlead \$39 (6,000 sends), \$94 (90,000 sends), \$174 (150,000 sends), \$228 (240,000 sends), \$282 (330,000 sends), \$336 (420,000 sends), \$379 (500,000 sends) a month	smartlead.ai/pricing	September 28, 2026

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Version history

VERSION	DATE	CHANGES
1.0	September 29, 2026	First edition
Next	by December 27, 2026	Every price and fact re-checked against its source page

Links

- Web version, with every source linked: outreach2day.com/compare
- Outreach2day vs Instantly, side by side: outreach2day.com/vs/instantly
- Outreach2day pricing: outreach2day.com/pricing
- Create an account: app.outreach2day.com/signup
- All reports: outreach2day.com/reports