# Cold Email Infrastructure Head to Head in 2026: Outreach2day vs Six Providers

Outreach2day against Instantly, Smartlead, Maildoso, Zapmail, Mailforge and Premium Inboxes: cost at 25, 100 and 400 mailboxes, seven scored criteria, and where each rival does better. One condensed edition of six side-by-side pages.

THE SHORT VERSION

Head to head, Outreach2day (9.07 of 10) outscores all six rivals and costs less at 100 mailboxes than each of them, from $146 to $347 a month, because warmup and sending are included in the $2.50 mailbox price.

**Disclosure. Published by Outreach2day, which ranks itself #1.** Outreach2day is one side of every comparison in this report. The rivals, rules and costs are the same as on its side-by-side pages, and each rival's card states where that rival scores higher.

| | |
|---|---|
| Author | Max Korolev, Founder & CEO, Outreach2day |
| Edition | v1.0, first published September 29, 2026, updated October 9, 2026 |
| 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

At 100 mailboxes with warmup and a sequencer, Outreach2day costs $250 a month. The six rivals cost $544 (Smartlead), $396 (Zapmail), $397 (Mailforge), $597 (Instantly), $447 (Premium Inboxes) and $514.50 (Maildoso).

On score the closest is Smartlead at 7.28. Rivals beat Outreach2day on specific criteria: Smartlead on mailbox types and monitoring, Zapmail on mailbox types, Mailforge on monitoring, Instantly on mailbox types and monitoring and Premium Inboxes on mailbox types and monitoring.

Each rival's card ends with where it scores higher, taken from the same published rules.

| IF YOU ARE ASKING | THE ANSWER FROM THIS REPORT |
|---|---|
| **Outreach2day vs Smartlead: which is cheaper?** | Outreach2day: $250 against $544 a month at 100 mailboxes with warmup and sending ($294 less). |
| **Outreach2day vs Zapmail: which is cheaper?** | Outreach2day: $250 against $396 a month at 100 mailboxes with warmup and sending ($146 less). |
| **Outreach2day vs Mailforge: which is cheaper?** | Outreach2day: $250 against $397 a month at 100 mailboxes with warmup and sending ($147 less). |
| **Outreach2day vs Instantly: which is cheaper?** | Outreach2day: $250 against $597 a month at 100 mailboxes with warmup and sending ($347 less). |
| **Outreach2day vs Premium Inboxes: which is cheaper?** | Outreach2day: $250 against $447 a month at 100 mailboxes with warmup and sending ($197 less). |
| **Outreach2day vs Maildoso: which is cheaper?** | Outreach2day: $250 against $514.50 a month at 100 mailboxes with warmup and sending ($264.50 less). |
| **Which rival comes closest?** | Smartlead, 7.28 of 10 against Outreach2day's 9.07. |
| **Where does Outreach2day lose?** | Mailbox types (SMTP/IMAP only), monitoring (no blacklist monitoring) and trial (none). |

THE VERDICT IN ONE SENTENCE

Head to head, Outreach2day (9.07 of 10) outscores all six rivals and costs less at 100 mailboxes than each of them, from $146 to $347 a month, because warmup and sending are included in the $2.50 mailbox price.

## Scores side by side

Per-criterion scores out of 10 from the published rules, and the full-setup cost at 100 mailboxes.

| PROVIDER | COST | WARMUP | SENDING | MAILBOX TYPES | SETUP | MONITORING | API, EXPORT | SCORE | 100 MAILBOXES |
|---|---|---|---|---|---|---|---|---|---|
| Outreach2day | 10 | 10 | 10 | 4 | 10 | 6.67 | 10 | 9.07 | $250 |
| Smartlead | 4.6 | 10 | 6 | 10 | 10 | 10 | 5 | 7.28 | $544 |
| Zapmail | 6.31 | 10 | 2 | 7 | 10 | 6.67 | 10 | 7.06 | $396 |
| Mailforge | 6.3 | 5 | 6 | 4 | 10 | 10 | 10 | 6.94 | $397 |
| Instantly | 4.19 | 10 | 6 | 7 | 10 | 10 | 5 | 6.86 | $597 |
| Premium Inboxes | 5.59 | 2 | 2 | 7 | 6 | 10 | 10 | 5.58 | $447 |
| Maildoso | 4.86 | 2 | 2 | 4 | 10 | 6.67 | 10 | 5.13 | $514.50 |

## Six head-to-heads

Outreach2day's card first, then each rival in score order. The number on a rival's card is how much more its full setup costs a month.

### 1. Outreach2day RANKED #1

**9.07**
OUT OF 10

WHY IT IS HERE

Against each of the six, the full setup costs less at every volume in this report, and warmup and sending are in the mailbox price. The closest rival on score is Smartlead (7.28).

BEST FOR

Teams that want mailboxes, warmup and sending on one bill, and mailboxes that also work in other sequencers

KEY FACTS

- SMTP/IMAP mailboxes on your domains (no Google Workspace or Microsoft 365 seats)
- Included, for as long as you keep the mailbox
- Its own sequencer, included: campaigns with steps, contacts, schedules, stats and one inbox for replies
- Bought in the app, registered to you: $13 a year for .com, $5 for .info. Or bring your own

PRICE

$2.50 per mailbox a month; 12 minimum ($30).
outreach2day.com/pricing

**The honest limit.** Loses to at least one rival on mailbox types and monitoring: One type: SMTP/IMAP mailboxes. No Google Workspace or Microsoft 365. Per-mailbox warmup inbox, spam and bounce rate, and Google and Outlook placement tests. No blacklist monitoring. No free trial. Month to month, cancel any time.

## 2. Outreach2day vs Smartlead

**$294**

A MONTH MORE FOR SMARTLEAD, 100 MAILBOXES

WHERE IT FITS

Smartlead scores 7.28 (#2 of 8). Full setup: $206.50, $544 and $2,028 a month at 25, 100 and 400 mailboxes, against $62.50, $250 and $1,000 with Outreach2day.

BEST FOR

Smartlead resells Google and Outlook mailboxes. Ours are SMTP/IMAP, and they sync to Smartlead if you keep it as your sender.

KEY FACTS

- Mailboxes: $4.50 per Google or Outlook mailbox a month; SMTP from $3.99. The sending plan is extra
- Warmup: Unlimited on every plan; the warmup pool tier depends on the plan
- Sending: Separate plan by sends: Base $39 (6,000), Pro $94 (90,000), Unlimited Smart $174 (150,000), up to $379 (500,000)
- Use with other tools: SmartSenders mailboxes can't be used outside Smartlead

PRICE

$4.50 per Google or Outlook mailbox a month; SMTP from $3.99. The sending plan is extra

**The honest limit.** Where Smartlead scores higher than Outreach2day: mailbox types (Google, Outlook and SMTP mailboxes through SmartSenders.); monitoring (Placement tests, blacklist checks and sender health trends (SmartDelivery, separate plan from $49 a month).)

## 3. Outreach2day vs Zapmail

**$146**

A MONTH MORE FOR ZAPMAIL, 100 MAILBOXES

WHERE IT FITS

Zapmail scores 7.06 (#3 of 8). Full setup: $188.50, $396 and $1,383 a month at 25, 100 and 400 mailboxes, against $62.50, $250 and $1,000 with Outreach2day.

BEST FOR

Zapmail sells Google Workspace and Microsoft 365 mailboxes; ours are SMTP/IMAP with the sequencer included.

KEY FACTS

- Mailboxes: $39 a month for 10, $99 for 30, $299 for 100; extra mailboxes $3.00–3.50
- Warmup: Handled by Zapmail, per its FAQ
- Sending: Not included. Exports to 50+ outreach tools
- Use with other tools: Exports to 50+ outreach tools, including Instantly and Smartlead

PRICE

$39 a month for 10, $99 for 30, $299 for 100; extra mailboxes $3.00–3.50

**The honest limit.** Where Zapmail scores higher than Outreach2day: mailbox types (Google Workspace and Microsoft 365.)

## 4. Outreach2day vs Mailforge

**$147**

A MONTH MORE FOR MAILFORGE, 100 MAILBOXES

WHERE IT FITS

Mailforge scores 6.94 (#4 of 8). Full setup: $172, $397 and $1,267 a month at 25, 100 and 400 mailboxes, against $62.50, $250 and $1,000 with Outreach2day.

BEST FOR

Mailforge fits teams that send with Salesforge, which includes Warmforge warmup at no extra cost. We put warmup and sending in the $2.50.

KEY FACTS

- Mailboxes: $3 per slot a month, down to $2 above 1,000 slots
- Warmup: Not in Mailforge: Warmforge, a separate product
- Sending: Not included. Salesforge or any sending tool
- Use with other tools: Works with Salesforge or any sending tool

PRICE

$3 per slot a month, down to $2 above 1,000 slots

**The honest limit.** Where Mailforge scores higher than Outreach2day: monitoring (Placement tests, blacklist checks and per-mailbox health, in Warmforge.)

## 5. Outreach2day vs Instantly

**$347**

A MONTH MORE FOR INSTANTLY, 100 MAILBOXES

WHERE IT FITS

Instantly scores 6.86 (#5 of 8). Full setup: $222, $597 and $2,184 a month at 25, 100 and 400 mailboxes, against $62.50, $250 and $1,000 with Outreach2day.

BEST FOR

Instantly also sells Google accounts and a B2B lead database. Our mailboxes are SMTP/IMAP, and they sync to Instantly if you keep it as your sender.

KEY FACTS

- Mailboxes: $5 per done-for-you Google account a month, $10 pre-warmed, $4 AirMail (SMTP). The sending plan is extra
- Warmup: Included on every plan. Premium warmup pool from $500 a month
- Sending: Separate plan: Growth $47 a month (5,000 emails), Hypergrowth $97 (125,000), Light Speed $358 (500,000)
- Use with other tools: Done-for-you and pre-warmed accounts work only inside Instantly

PRICE

$5 per done-for-you Google account a month, $10 pre-warmed, $4 AirMail (SMTP). The sending plan is extra

**The honest limit.** Where Instantly scores higher than Outreach2day: mailbox types (Google accounts and AirMail SMTP inboxes; Microsoft only if you connect your own.); monitoring (Account analytics on every plan; placement tests and blacklist monitoring on a separate plan from $47 a month.)

## 6. Outreach2day vs Premium Inboxes

**$197**

A MONTH MORE FOR PREMIUM INBOXES, 100 MAILBOXES

WHERE IT FITS

Premium Inboxes scores 5.58 (#7 of 8). Full setup: $184.50, $447 and $1,384 a month at 25, 100 and 400 mailboxes, against $62.50, $250 and $1,000 with Outreach2day.

BEST FOR

Premium Inboxes builds Google and Microsoft inboxes by hand; ours are SMTP/IMAP, set up automatically and ready within 24 hours.

KEY FACTS

- Mailboxes: $3.50 per inbox (1–249), $3.00 (250–1,249), $2.80 (1,250+)
- Warmup: Switched on in your sequencer during setup
- Sending: Not included. Uploaded to Instantly, Smartlead, Apollo, Lemlist, Reply.io or Bison
- Use with other tools: Uploaded to your sequencer; free replacement inboxes

PRICE

$3.50 per inbox (1–249), $3.00 (250–1,249), $2.80 (1,250+)

**The honest limit.** Where Premium Inboxes scores higher than Outreach2day: mailbox types (Google Workspace and Microsoft 365.); monitoring (Dashboard and health checks; 24-hour monitoring on the Insured tier; managed operations in Email Control Centre.)

## 7. Outreach2day vs Maildoso

**$264.50**

A MONTH MORE FOR MAILDOSO, 100 MAILBOXES

WHERE IT FITS

Maildoso scores 5.13 (#8 of 8). Full setup: $202, $514.50 and $1,851.50 a month at 25, 100 and 400 mailboxes, against $62.50, $250 and $1,000 with Outreach2day.

BEST FOR

Maildoso syncs mailboxes to Instantly, Smartlead and EmailBison. So do ours, with warmup already running: $1,000 against $1,851.50 at 400 mailboxes.

KEY FACTS

- Mailboxes: $2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included
- Warmup: Not included. Run 14+ days with an outside provider or the Instantly pool
- Sending: Not included. Syncs to Instantly, Smartlead or EmailBison. Up to 15 cold emails per mailbox a day
- Use with other tools: Automatic sync to Instantly, Smartlead and EmailBison; CSV export

PRICE

$2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included

**The honest limit.** Maildoso scores higher than Outreach2day on none of the seven criteria; its trial terms: No free trial. 30-day money-back guarantee, with conditions in the terms.

## The facts, rival by rival

The rows each side-by-side page leads with, from each vendor's own pages.

| | OUTREACH2DAY | SMARTLEAD | ZAPMAIL | MAILFORGE | INSTANTLY | PREMIUM INBOXES | MAILDOSO |
|---|---|---|---|---|---|---|---|
| Mailbox price | $2.50 per mailbox a month, everything below included | $4.50 per Google or Outlook mailbox a month; SMTP from $3.99. The sending plan is extra | $39 a month for 10, $99 for 30, $299 for 100; extra mailboxes $3.00–3.50 | $3 per slot a month, down to $2 above 1,000 slots | $5 per done-for-you Google account a month, $10 pre-warmed, $4 AirMail (SMTP). The sending plan is extra | $3.50 per inbox (1–249), $3.00 (250–1,249), $2.80 (1,250+) | $2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included |
| Smallest order | 12 mailboxes, $30 a month | Base plan $39 a month; SMTP mailboxes from Mailreef: 75 minimum | Starter plan: 10 mailboxes, $39 a month | 10 slots, $30 a month | Growth plan $47 a month; pre-warmed accounts sold in batches of 5 | From 1 inbox; the order button starts at 30 | 30 mailboxes, $75 a month. Custom counts in the app |
| Mailbox type | SMTP/IMAP mailboxes on your domains (no Google Workspace or Microsoft 365 seats) | Google, Outlook and SMTP mailboxes through SmartSenders | Google Workspace or Microsoft 365, on US/EU IPs | SMTP on shared infrastructure. Google and Microsoft are sold under Primeforge | Google accounts and AirMail SMTP inboxes; connect your own Microsoft accounts | Google Workspace or Microsoft 365 | SMTP mailboxes on Maildoso's servers and IPs, with IP rotation |
| Warmup | Included, for as long as you keep the mailbox | Unlimited on every plan; the warmup pool tier depends on the plan | Handled by Zapmail, per its FAQ | Not in Mailforge: Warmforge, a separate product | Included on every plan. Premium warmup pool from $500 a month | Switched on in your sequencer during setup | Not included. Run 14+ days with an outside provider or the Instantly pool |

| | OUTREACH2DAY | SMARTLEAD | ZAPMAIL | MAILFORGE | INSTANTLY | PREMIUM INBOXES | MAILDOSO |
|---|---|---|---|---|---|---|---|
| Sequencer | Its own sequencer, included: campaigns with steps, contacts, schedules, stats and one inbox for replies | Separate plan by sends: Base $39 (6,000), Pro $94 (90,000), Unlimited Smart $174 (150,000), up to $379 (500,000) | Not included. Exports to 50+ outreach tools | Not included. Salesforge or any sending tool | Separate plan: Growth $47 a month (5,000 emails), Hypergrowth $97 (125,000), Light Speed $358 (500,000) | Not included. Uploaded to Instantly, Smartlead, Apollo, Lemlist, Reply.io or Bison | Not included. Syncs to Instantly, Smartlead or EmailBison. Up to 15 cold emails per mailbox a day |
| Domains | Bought in the app, registered to you: $13 a year for .com, $5 for .info. Or bring your own | From $13 a year; a fixed 12-month term, no renewal | Bought in Zapmail or your own; bought domains are yours | .com $14 a year; full DNS control; transfers in and out | $15 a year, .com and .org only. Instantly keeps domain ownership | Bring your own domains: the pricing text says "we don't sell them" | $12 a year ($15 from Oct 1, 2026). Registered with Maildoso while in use |
| Use with other tools | Syncs to Instantly and Smartlead by API key. CSV export in the import format of 14 tools | SmartSenders mailboxes can't be used outside Smartlead | Exports to 50+ outreach tools, including Instantly and Smartlead | Works with Salesforge or any sending tool | Done-for-you and pre-warmed accounts work only inside Instantly | Uploaded to your sequencer; free replacement inboxes | Automatic sync to Instantly, Smartlead and EmailBison; CSV export |
| Mailbox trial and refunds | No free trial. Month to month, cancel any time | SmartSenders mailboxes and domains are separate paid purchases | No refunds. Monthly, no contract | No free trial; month-to-month, cancel any time | Mailboxes and domains are separate paid purchases | No refunds once a license is activated | No free trial. 30-day money-back guarantee, with conditions in the terms |

## Monthly difference at three volumes

| RIVAL | 25 MAILBOXES | 100 MAILBOXES | 400 MAILBOXES |
|---|---|---|---|
| Smartlead | $144 more | $294 more | $1,028 more |
| Zapmail | $126 more | $146 more | $383 more |
| Mailforge | $109.50 more | $147 more | $267 more |
| Instantly | $159.50 more | $347 more | $1,184 more |
| Premium Inboxes | $122 more | $197 more | $384 more |
| Maildoso | $139.50 more | $264.50 more | $851.50 more |

How much more the rival's full setup (mailboxes, warmup, sequencer) costs than Outreach2day's, at list prices.

## Which is right for you?

| | |
|---|---|
| **You are choosing between Outreach2day and Smartlead** | Smartlead resells Google and Outlook mailboxes. Ours are SMTP/IMAP, and they sync to Smartlead if you keep it as your sender. |
| **You are choosing between Outreach2day and Zapmail** | Zapmail sells Google Workspace and Microsoft 365 mailboxes; ours are SMTP/IMAP with the sequencer included. |
| **You are choosing between Outreach2day and Mailforge** | Mailforge fits teams that send with Salesforge, which includes Warmforge warmup at no extra cost. We put warmup and sending in the $2.50. |
| **You are choosing between Outreach2day and Instantly** | Instantly also sells Google accounts and a B2B lead database. Our mailboxes are SMTP/IMAP, and they sync to Instantly if you keep it as your sender. |
| **You are choosing between Outreach2day and Premium Inboxes** | Premium Inboxes builds Google and Microsoft inboxes by hand; ours are SMTP/IMAP, set up automatically and ready within 24 hours. |
| **You are choosing between Outreach2day and Maildoso** | Maildoso syncs mailboxes to Instantly, Smartlead and EmailBison. So do ours, with warmup already running: $1,000 against $1,851.50 at 400 mailboxes. |

## Frequently asked questions

### Why these six rivals?

They are the six vendors with a side-by-side page on outreach2day.com. InboxKit is scored in the full eight-provider ranking but has no side-by-side page yet.

### Is Outreach2day cheaper than Maildoso?

As a full setup, yes: $250 against $514.50 at 100 mailboxes. The mailbox price is the same ($2.50); Maildoso adds no warmup or sending and caps each mailbox at a lower daily volume.

### Can I keep Instantly or Smartlead and still use Outreach2day?

Yes. Outreach2day mailboxes sync to both by API key, with warmup running in Outreach2day.

### Which rival sells Google Workspace mailboxes?

Zapmail and Premium Inboxes sell Google and Microsoft; Instantly sells Google accounts; Smartlead resells Google, Outlook and SMTP. Outreach2day does not.

### Which rivals have a free trial?

. Outreach2day has none.

### How were the costs computed?

Mailboxes, warmup and a sequencer at list prices, 25 cold emails per mailbox a working day; mailbox-only vendors get the cheapest Instantly plan for the volume. Domains excluded.

## How this report was put together

**Published by Outreach2day, which ranks itself #1.** Outreach2day is one side of every comparison in this report. The rivals, rules and costs are the same as on its side-by-side pages, and each rival's card states where that rival scores higher.

### Scoring

Seven criteria scored 0 to 10 by written rules, weighted to a total out of 10; cost is computed from list prices.

| CRITERION | WEIGHT | RULE |
|---|---|---|
| Cost | 30% | Monthly cost of 100 mailboxes, warmup and a sequencer at list prices. The cheapest setup gets 10; the others get 10 × cheapest ÷ their cost. |
| Warmup | 15% | 10: included in the mailbox or plan price. 5: sold as a paid add-on. 2: not offered; you bring your own warmup tool. |
| Sending | 15% | 10: mailboxes and a sequencer 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. |

### 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, warmup and a sequencer 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 |
| 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 |
| Smartlead: sequencer | Separate plan by sends: Base $39 (6,000), Pro $94 (90,000), Unlimited Smart $174 (150,000), up to $379 (500,000) | smartlead.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 |
| Zapmail: sequencer | Not included. Exports to 50+ outreach tools | 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 |
| Mailforge: sequencer | Not included. Salesforge or any sending tool | mailforge.ai/ | 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 |
| Instantly: sequencer | Separate plan: Growth $47 a month (5,000 emails), Hypergrowth $97 (125,000), Light Speed $358 (500,000) | instantly.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 |
| Premium Inboxes: sequencer | Not included. Uploaded to Instantly, Smartlead, Apollo, Lemlist, Reply.io or Bison | premiuminboxes.com/ | September 28, 2026 |
| Maildoso: mailbox price | $2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included | maildoso.ai/pricing | September 28, 2026 |
| Maildoso: sequencer | Not included. Syncs to Instantly, Smartlead or EmailBison. Up to 15 cold emails per mailbox a day | maildoso.ai/pricing | September 28, 2026 |

| ITEM | VALUE USED | SOURCE | CHECKED |
|---|---|---|---|
| Smartlead: cost basis | sequencer with warmup: 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 |
| Zapmail: cost basis | sequencer with warmup: 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 |

## How to cite this report

Outreach2day (2026). “Cold Email Infrastructure Head to Head in 2026: Outreach2day vs Six Providers”, v1.0, October 9, 2026. https://outreach2day.com/downloads/cold-email-infrastructure-head-to-head-2026.pdf

Quoting and citing with attribution are welcome. Corrections to a fact or a price: support@outreach2day.com.

### Version history

| VERSION | DATE | CHANGES |
|---|---|---|
| 1.0 | September 29, 2026 | First edition |
| 1.0 | October 9, 2026 | Rebuilt from updated sources: prices and facts re-read at build time |
| 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 Smartlead: outreach2day.com/vs/smartlead
- Outreach2day vs Zapmail: outreach2day.com/vs/zapmail
- Outreach2day vs Mailforge: outreach2day.com/vs/mailforge
- Outreach2day vs Instantly: outreach2day.com/vs/instantly
- Outreach2day vs Premium Inboxes: outreach2day.com/vs/premium-inboxes
- Outreach2day vs Maildoso: outreach2day.com/vs/maildoso
- Outreach2day pricing: outreach2day.com/pricing
- Create an account: app.outreach2day.com/signup
- All reports: outreach2day.com/reports