The Best Cold Email Infrastructure Providers in 2026

Eight providers of cold email mailboxes, warmup 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 (7.02), because it is the only one that includes warmup and a sequencer 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 warmup 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
Edition	v1.0, first published September 29, 2026, updated November 13, 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

Outreach2day ranks first of eight at 9.07 out of 10. Smartlead (7.28), Zapmail (7.02) and Mailforge (6.89) follow. The ranking is the weighted sum of seven criteria; cost carries 30% of the weight.

Priced as a working setup (mailbox, warmup and sending), the spread is wide: 100 mailboxes with warmup and a sequencer cost $250 a month with Outreach2day, $406 with Zapmail, the next cheapest, and $607 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 warmup and sending cost?	$250 a month with Outreach2day; $406 with Zapmail; up to $607 with Instantly.
Which providers include warmup in the price?	Outreach2day, Smartlead, Zapmail and Instantly.
Which provider includes a sequencer 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?	, per their own pages.
Which ones have a free trial?	. 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 (7.02), because it is the only one that includes warmup and a sequencer 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%	WARMUP 15%	SENDING 15%	MAILBOX TYPES 10%	SETUP 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	6.16	10	2	7	10	6.67	10	7.02	$406/mo
4	Mailforge	6.14	5	6	4	10	10	10	6.89	$407/mo
5	Instantly	4.12	10	6	7	10	10	5	6.84	$607/mo
6	InboxKit	6.14	5	2	7	10	10	10	6.59	$407/mo
7	Premium Inboxes	5.47	2	2	7	6	10	10	5.54	$457/mo
8	Maildoso	4.77	2	2	4	10	6.67	10	5.10	$524.50/mo

Shaded row: the publisher. Full-setup cost = mailboxes + warmup + a sequencer at list prices, domains excluded; a vendor without a sequencer 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, warmup and a sequencer 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 $406.

BEST FOR

Cold email mailboxes, warmup and its own sequencer with per-mailbox analytics in one $2.50 subscription.

KEY FACTS

- Mailboxes on our own infrastructure, on your domains, landing in the inbox
- Included, for as long as you keep the mailbox
- Its own sequencer, included: campaigns with steps, contacts, schedules, stats and one inbox for replies
- REST API 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 warmup 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 warmup and sending comes to $544 a month (100 mailboxes × $4.50 + Smartlead Pro), $294 more than ours. Strongest criteria: warmup, mailbox types, setup, monitoring.

BEST FOR

A cold email sending platform that resells Google, Outlook and SMTP mailboxes from partner providers as SmartSenders.

KEY FACTS

- Google, Outlook and SMTP mailboxes through SmartSenders
- Unlimited on every plan; the warmup 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 Mailreef: 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

7.02
OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warmup and sending comes to $406 a month (Zapmail Pro (100 mailboxes) + Instantly Hypergrowth), $156 more than ours. Strongest criteria: warmup, setup, api, export.

BEST FOR

Google Workspace and Microsoft 365 mailboxes with automated DNS, sold in plans of 10, 30 and 100. No sequencer.

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

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

6.89
OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warmup and sending comes to $407 a month (Mailforge 100 slots + Instantly Hypergrowth), $157 more than ours. Strongest criteria: setup, monitoring, api, export.

BEST FOR

Shared-IP SMTP mailboxes billed per slot. Warmup (Warmforge) and sending (Salesforge) are separate Forge products.

KEY FACTS

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

PRICE

$3 per slot a month, down to $2 above 1,000 add-on 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. Warmup 5/10: Warmup is Warmforge, a separate Forge product. Trial: No free trial; month-to-month, cancel any time.

5. Instantly

6.84
OUT OF 10

WHERE IT FITS

Sequencer + mailboxes. A full setup of 100 mailboxes with warmup and sending comes to $607 a month (100 Google accounts × $5 + Instantly Hypergrowth), $357 more than ours. Strongest criteria: warmup, setup, monitoring.

BEST FOR

A cold email sending platform that also sells done-for-you Google accounts, pre-warmed accounts and its own SMTP inboxes.

KEY FACTS

- Google accounts and AirMail SMTP inboxes; connect your own Microsoft accounts
- Included on every plan. Premium warmup pool from $500 a month
- Separate plan: Growth $47 a month (5,000 emails), Hypergrowth $107 (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

6.59
OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warmup and sending comes to $407 a month (100 mailboxes × $3.00 + Instantly Hypergrowth), $157 more than ours. Strongest criteria: setup, monitoring, api, export.

BEST FOR

Google Workspace and Microsoft 365 mailboxes at a flat per-mailbox price, with warmup as an add-on. No sequencer.

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 on monthly billing. Smallest order: No minimum.

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

7. Premium Inboxes

5.54
OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warmup and sending comes to $457 a month (100 inboxes × $3.50 + Instantly Hypergrowth), $207 more than ours. Strongest criteria: monitoring, api, export.

BEST FOR

Google Workspace and Microsoft 365 inboxes, set up for you and uploaded to your sequencer. It sells no sequencer of its own.

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. Warmup 2/10: Warmup 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

5.10
OUT OF 10

WHERE IT FITS

Mailboxes. A full setup of 100 mailboxes with warmup and sending comes to $524.50 a month (167 Maildoso mailboxes × $2.50 (the number needed at 15 a day) + Instantly Hypergrowth), $274.50 more than ours. Strongest criteria: setup, api, export.

BEST FOR

SMTP mailboxes on Maildoso's own servers and IPs, from a 30-mailbox plan. No warmup and no 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 on every plan

PRICE

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

The honest limit. Warmup 2/10: Not included: Maildoso tells you to use outside providers or the Instantly warmup 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, warmup and a sequencer. 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, warmup and a sequencer included
Zapmail	$198.50	$406	$1,393	Zapmail Pro (100 mailboxes) + Instantly Hypergrowth
Mailforge	$182	$407	$1,277	Mailforge 100 slots + Instantly Hypergrowth
InboxKit	$182	$407	$1,394	100 mailboxes × $3.00 + Instantly Hypergrowth
Premium Inboxes	$194.50	$457	$1,394	100 inboxes × $3.50 + Instantly Hypergrowth
Maildoso	$212	$524.50	$1,861.50	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	$232	$607	$2,194	100 Google accounts × $5 + Instantly Hypergrowth

Which is right for you?

You want one bill for mailboxes, warmup 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	.
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 Salesforge 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 warmup 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: warmup 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 warmup 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 warmup and a sequencer: 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, 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.

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 sequencer; Instantly's plan includes warmup. 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, warmup and a sequencer included; 12 minimum ($30 a month)	outreach2day.com/pricing	November 9, 2026
Outreach2day: domains	$13 a year for .com, $5 for .info	outreach2day.com/ai-info	November 9, 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). Warmup 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 add-on 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 on monthly billing	inboxkit.com/pricing	September 28, 2026
Instantly: cost basis	sequencer with warmup, the full sending setup: Instantly's published plan for the emails and new contacts a month (Growth $47, Hypergrowth $107, Light Speed $358, Outbound add-ons $87 each)	instantly.ai/pricing	September 28, 2026
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
Mailforge: cost basis	sequencer with warmup: Salesforge (its mailboxes cannot be warmed in Instantly), Growth $96 for 50,000 emails plus $86 a step of 50,000	salesforge.ai/pricing	September 28, 2026

How to cite this report

Outreach2day (2026). “The Best Cold Email Infrastructure Providers in 2026”, v1.0, November 13, 2026. https://outreach2day.com/downloads/best-cold-email-infrastructure-providers-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	November 13, 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 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