How to Send 100,000 Cold Emails a Month: Mailboxes, Domains and Cost from 10,000 to 1,000,000

How many mailboxes and domains a cold email volume needs, what it costs, and how long it takes to reach it: seven volumes from 10,000 to 1,000,000 emails a month, and 100,000 a month priced at eight providers.

THE SHORT VERSION

To send 100,000 cold emails a month you need 182 mailboxes on 44 domains (219 with 37 spares), warmed for 14 days; at Outreach2day that costs $547.50 a month with warmup and a sequencer included, the lowest of the eight providers compared.

Disclosure. Published by Outreach2day, which ranks itself #1. Outreach2day sells the mailboxes this report prices first and publishes the capacity model it uses. Its limits (SMTP/IMAP only, no free trial, a minimum bill) are on its card.

Author	Max Korolev, Founder & CEO, Outreach2day
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Web version	outreach2day.com/send-100-cold-emails-a-month (Send 100,000 cold emails a month (guide))

Key findings

Capacity is set by the per-mailbox limit: 25 cold emails per mailbox a working day over 22 working days is 550 a month per mailbox. 100,000 a month therefore needs 182 sending mailboxes, and at up to 5 per domain, 44 domains once 20% spares are added.

The same 182 working mailboxes with warmup and a sequencer cost $455 a month at Outreach2day, $635.80 at Mailforge, the next lowest, and $1,017 at Instantly.

Volume takes two weeks to build: set-up on day 0, warmup only to day 14, then full volume from day 14. Order capacity before the campaign needs it.

IF YOU ARE ASKING	THE ANSWER FROM THIS REPORT
How many mailboxes do I need for 100,000 cold emails a month?	182 sending mailboxes, 219 with 20% spares.
How many domains for 100,000 cold emails a month?	44, at up to 5 mailboxes per domain.
How many cold emails can one mailbox send?	Up to 25 a working day, 550 a month, excluding warmup.
What does 100,000 cold emails a month cost?	$547.50 a month at Outreach2day with warmup and sending, plus $572 a year for domains.
How many emails a day is 100,000 a month?	About 4,546 a working day over 22 working days.
How many meetings can 100,000 cold emails bring?	Roughly 60 to 90, the approximate range on the pricing page (0.6 to 0.9 per 1,000 emails). It depends on the list and the offer.
How long until full volume?	Day 14: 14 days of warmup, then up to 25 cold emails per mailbox a day.

THE VERDICT IN ONE SENTENCE

To send 100,000 cold emails a month you need 182 mailboxes on 44 domains (219 with 37 spares), warmed for 14 days; at Outreach2day that costs $547.50 a month with warmup and a sequencer included, the lowest of the eight providers compared.

Capacity and cost by monthly volume

25 cold emails per mailbox a working day, 22 working days, up to 5 mailboxes per domain, 20% spare mailboxes kept warm. Cost at Outreach2day list prices; .com domains at $13 a year.

EMAILS A MONTH	A WORKING DAY	SENDING MAILBOXES	WITH SPARES	DOMAINS	MAILBOXES A MONTH	DOMAINS A YEAR	PER 1,000 EMAILS
10,000	455	19	23	5	$57.50	$65	$5.75
25,000	1,137	46	56	12	$140	$156	$5.60
50,000	2,273	91	110	22	$275	$286	$5.50
100,000	4,546	182	219	44	$547.50	$572	$5.48
250,000	11,364	455	546	110	$1,365	$1,430	$5.46
500,000	22,728	910	1,092	219	$2,730	$2,847	$5.46
1,000,000	45,455	1,819	2,183	437	$5,457.50	$5,681	$5.46

Mailboxes a month includes the spares. Volume discounts for large orders are agreed on a call and not reflected here.

100,000 emails a month at eight providers

182 working mailboxes (spares excluded) with warmup and a sequencer, list prices, monthly billing.

1. Outreach2day LOWEST COST

$455
A MONTH FOR 100,000 EMAILS

WHY IT IS HERE

182 mailboxes at $2.50 carry 100,000 cold emails a month with warmup and a sequencer included. With 37 spare mailboxes kept warm and 44 domains, the bill is $547.50 a month plus $572 a year for .com domains.

BEST FOR

Mailboxes + warmup + sequencer

KEY FACTS

- Mailboxes on our own infrastructure, on your domains, landing in the inbox
- Its own sequencer, included: campaigns with steps, contacts, schedules, stats and one inbox for replies
- Per 1,000 emails: $4.55

PRICE

$2.50 per mailbox a month, everything below included
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. Mailforge

$635.80
A MONTH FOR 100,000 EMAILS

WHERE IT FITS

Mailforge 182 slots: $528.80; Instantly Hypergrowth: $107. That is $180.80 a month more than the same volume at Outreach2day.

BEST FOR

Mailboxes

KEY FACTS

- SMTP on shared infrastructure. Google and Microsoft are sold under Primeforge
- Not included. Salesforge or any sending tool
- Per 1,000 emails: $6.36

PRICE

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

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.

3. Zapmail

$652

A MONTH FOR 100,000 EMAILS

WHERE IT FITS

Zapmail Pro + 82 extra mailboxes: $545; Instantly Hypergrowth: $107. That is $197 a month more than the same volume at Outreach2day.

BEST FOR

Mailboxes

KEY FACTS

- Google Workspace or Microsoft 365, on US/EU IPs
- Not included. Exports to 50+ outreach tools
- Per 1,000 emails: $6.52

PRICE

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

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. InboxKit

$653

A MONTH FOR 100,000 EMAILS

WHERE IT FITS

182 mailboxes × $3.00: $546; Instantly Hypergrowth: $107. That is $198 a month more than the same volume at Outreach2day.

BEST FOR

Mailboxes

KEY FACTS

- Google Workspace, Microsoft 365 and Azure tenants
- Not included. 24+ integrations
- Per 1,000 emails: $6.53

PRICE

$3.00 a month on monthly billing

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.

5. Premium Inboxes

$744

A MONTH FOR 100,000 EMAILS

WHERE IT FITS

182 inboxes × $3.50: $637; Instantly Hypergrowth: $107. That is $289 a month more than the same volume at Outreach2day.

BEST FOR

Mailboxes

KEY FACTS

- Google Workspace or Microsoft 365
- Not included. Uploaded to Instantly, Smartlead, Apollo, Lemlist, Reply.io or Bison
- Per 1,000 emails: $7.44

PRICE

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

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.

6. Maildoso

$867

A MONTH FOR 100,000 EMAILS

WHERE IT FITS

304 Maildoso mailboxes × $2.50 (the number needed at 15 a day): $760; Instantly Hypergrowth: $107. That is $412 a month more than the same volume at Outreach2day.

BEST FOR

Mailboxes

KEY FACTS

- SMTP mailboxes on Maildoso's servers and IPs, with IP rotation
- Not included. Syncs to Instantly, Smartlead or EmailBison. Up to 15 cold emails per mailbox a day
- Per 1,000 emails: $8.67

PRICE

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

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.

7. Smartlead

$993
A MONTH FOR 100,000 EMAILS

WHERE IT FITS

182 mailboxes × $4.50: $819; Smartlead Unlimited Smart: $174. That is $538 a month more than the same volume at Outreach2day.

BEST FOR

Sequencer + mailboxes

KEY FACTS

- Google, Outlook and SMTP mailboxes through SmartSenders
- Separate plan by sends: Base $39 (6,000), Pro $94 (90,000), Unlimited Smart $174 (150,000), up to $379 (500,000)
- Per 1,000 emails: $9.93

PRICE

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

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.

8. Instantly

$1,017
A MONTH FOR 100,000 EMAILS

WHERE IT FITS

182 Google accounts × $5: $910; Instantly Hypergrowth: $107. That is $562 a month more than the same volume at Outreach2day.

BEST FOR

Sequencer + mailboxes

KEY FACTS

- Google accounts and AirMail SMTP inboxes; connect your own Microsoft accounts
- Separate plan: Growth $47 a month (5,000 emails), Hypergrowth $107 (125,000), Light Speed $358 (500,000)
- Per 1,000 emails: $10.17

PRICE

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

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.

The first month at 100,000 emails

STEP	WHEN	WHAT HAPPENS
Set up	Day 0	Buy 44 domains, set SPF, DKIM and DMARC, create 219 mailboxes.
Warm up	Days 1 to 14	Warmup only, no cold email. Keep warmup running afterwards at a low volume.
Full volume	From day 14	182 mailboxes at 25 a day, about 4,546 emails a working day; watch bounces and replies per domain. 37 spare mailboxes stay warm to replace any that slip.

Which is right for you?

You send under 6,600 emails a month	Outreach2day still bills its 12-mailbox minimum ($30 a month); a smaller setup may fit InboxKit or Premium Inboxes.
You send 25,000 to 250,000 a month	Outreach2day: the whole setup in one subscription at the lowest cost in this comparison.
You send 500,000 or more a month	Outreach2day, and ask for the volume discount on a call.
You already pay for a sequencer at this volume	Keep it and connect Outreach2day mailboxes by API key; compare the mailbox line alone.

Frequently asked questions

Why 25 cold emails per mailbox a day?

It is the limit Outreach2day recommends: above it, mailboxes and domains wear out sooner. More volume comes from more warmed mailboxes at the same number per mailbox.

Why keep spare mailboxes?

A mailbox or domain can slip. 20% spares stay warm so one can replace it the same day instead of two weeks later.

Does warmup count toward the 25?

No. Warmup runs on top of the cold volume and keeps running while the mailbox sends.

Can I reach 100,000 a month faster?

Not safely with new mailboxes: they need 14 days of warmup first. Plan capacity about two weeks ahead.

What is not in these costs?

Lead data, email verification and copywriting. The tables cover the sending infrastructure: domains, mailboxes, warmup and the sequencer.

Are the meeting numbers a promise?

No. They are the approximate range published on the pricing page and depend on the list, the offer and the copy.

How this report was put together

Published by Outreach2day, which ranks itself #1. Outreach2day sells the mailboxes this report prices first and publishes the capacity model it uses. Its limits (SMTP/IMAP only, no free trial, a minimum bill) are on its card.

Capacity model

The model of the free cold email capacity calculator on outreach2day.com: sending mailboxes = emails a month ÷ (25 × 22), rounded up; spares = 20% of that; domains = all mailboxes ÷ 5, rounded up. Outreach2day bills at least 12 mailboxes.

Cost comparison

The eight-provider comparison's cost model at 182 mailboxes: mailboxes, warmup and a sequencer at list prices; mailbox-only vendors with the cheapest Instantly plan for the volume. Domains excluded.

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
Outreach2day: volume	Up to 25 cold emails per mailbox a day, up to 5 mailboxes per domain; 25+ warmup emails a day to Google recipients, 25 to Outlook and 25 to other providers	outreach2day.com/ai-info	November 9, 2026
Outreach2day: discounts	Volume discounts for large orders; no percentage published	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

ITEM	VALUE USED	SOURCE	CHECKED
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

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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/send-100-cold-emails-a-month
- Cold email capacity calculator: outreach2day.com/tools/cold-email-capacity-calculator
- Outreach2day pricing: outreach2day.com/pricing
- Create an account: app.outreach2day.com/signup
- All reports: outreach2day.com/reports