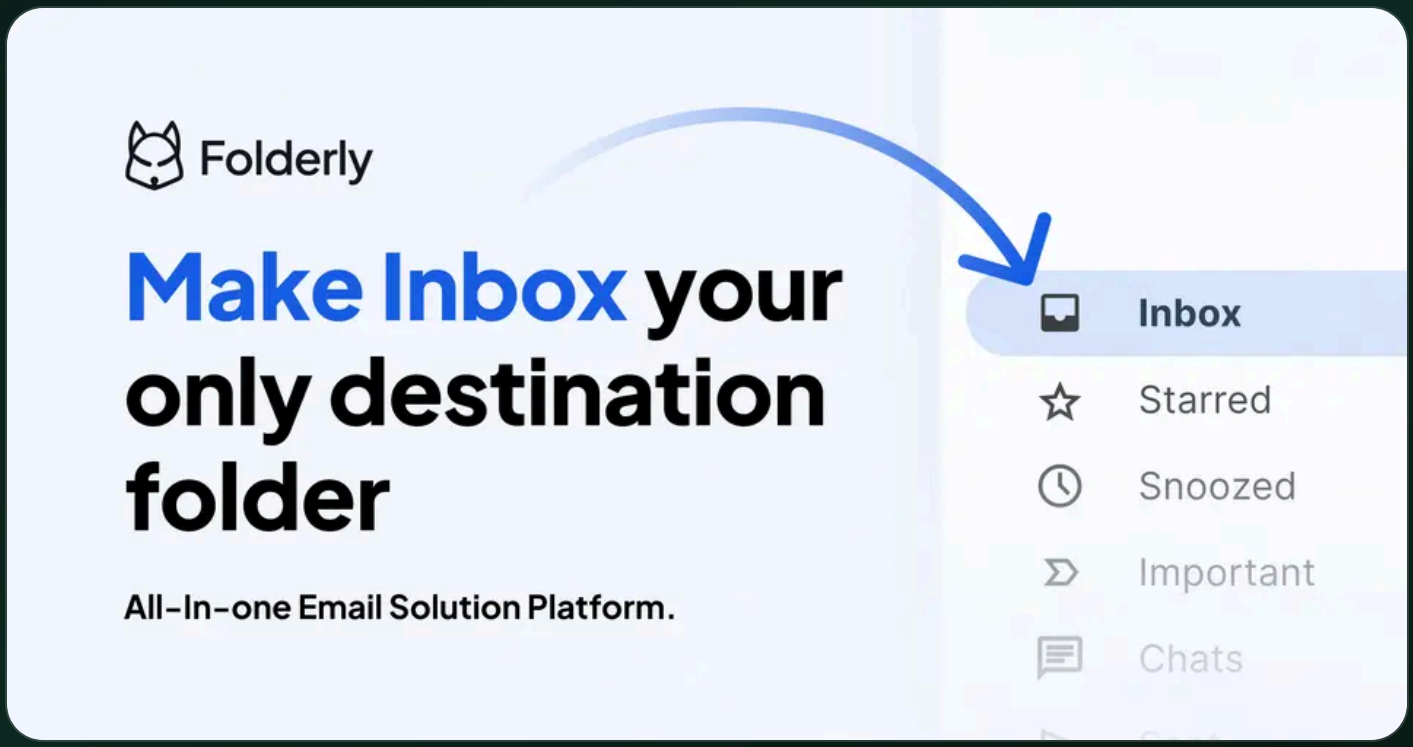
ToolGPA

NOVEMBER 2026

# Folderly

## The Insider's Guide

Email deliverability tools: placement tests, fixes and monitoring



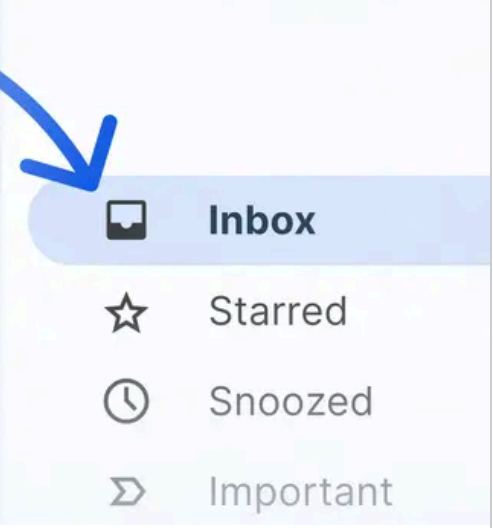

**Every plan, grade, refund rule and rival among cold outreach tools, read from Folderly's own pages.**

Made by Folderly Inc. · checked Nov 12, 2026 · toolgpa.com

2.0
GPA

Folderly

# Make Inbox your only destination folder




All-In-one Email Solution Platform

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ToolGPA put this guide together from Folderly's own pages, its app-store listings and our grades. Every fact in it is on Folderly's page too, where it is kept up to date. Checked Nov 12, 2026.

# Welcome

What it is, who it suits, its grades and the ten things to know first

**2.0**

GPA, above 9 of the 47 other cold outreach tools we grade

Folderly is a suite of email deliverability products for B2B sending. Folderly itself finds technical and content issues and monitors placement per mailbox, Inbox Insights runs placement tests, and Pulse sends alerts. Smaller tools cover DMARC reports, domain and IP checks, email previews and campaign drafting.

> "
>
> **A web suite with several products and per-product plans to sort out.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Folderly**, taken from its own pages and our grades.

**1** **Best for inbox placement for B2B email senders**

Folderly is a set of deliverability products: sender reputation upkeep and placement monitoring per mailbox, placement tests, and alerts.

**2** **Paid plans start at $79 a month**

As its pricing page puts it: $79 per month (Inbox Insights); $96 per mailbox / month, billed yearly (Folderly).

### 3 There is a free plan

Inbox Insights Free: 2 placement tests a month. Pulse, which monitors placement and sends alerts, is listed at $0 a month.

### 4 It runs on Web

Web.

### 5 Placement monitoring

Daily test emails show where messages land across providers, with placement reports and technical and content triggers for Gmail and Outlook.

### 6 Inbox Insights

Tests inbox placement and reviews sending IPs and DNS records before a campaign.

### 7 Pulse alerts

Tracks placement over time and sends alerts by email, Slack, SMS and other channels; listed as free.

### 8 A 2.0 GPA, above 9 of 47

That is against the other cold outreach tools we grade, on value, the free plan, features, ease of use and platforms.

### 9 Your call

You could make the core of Folderly for yourself: reports.

## Folderly at a glance

PRICING
Free plan, from $79 per month (Inbox Insights); $96 per mailbox / month, billed yearly (Folderly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Folderly Inc.

CATEGORY
Cold Outreach

OUR GRADE
2.0 GPA, fair

# The report card

## Best for inbox placement for B2B email senders

Folderly is a set of deliverability products: sender reputation upkeep and placement monitoring per mailbox, placement tests, and alerts. It is priced per mailbox, from $96 a month at the smallest size, with a minimum commitment. DMARC is a pilot and Mirror is in beta.

TOOLGPA REPORT CARD — **Folderly** — Graded Nov 12, 2026

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | D | $96 per mailbox a month on yearly billing, falling to $56 at 25 or more. Five mailboxes would be $480, far past the category's $75 dearest-tenth line. |
| **Free plan and trial** | C | Inbox Insights Free gives 2 placement tests a month, and Pulse alerts are $0. A small taste, not a working setup. |
| **Features** | C | Placement tests, reputation upkeep, DNS and IP checks. DMARC is a pilot and Mirror is in beta, and it says it is not a standard warm-up service. |
| **Ease of use** | C | No store rating on record. A web suite with several products and per-product plans to sort out. |
| **Platforms and integrations** | B | Web, with Google Workspace, Outlook, SendGrid, AWS, Elastic Email and Slack. |
| **Grade point average** | | Fair, out of 4.0 **2.0** |

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

### Who Folderly is for

- ✓ Fits if you send B2B email from a handful of mailboxes and care where it lands
- ✓ Works for teams on Google Workspace or Outlook

### Who it is not for

- ✗ Pricey if you run many mailboxes: it's charged per mailbox, from $96
- ✗ Tight if you stay free: 2 placement tests a month
- ✗ Watch out: DMARC is a pilot and Mirror is in beta, so availability may be limited
- ✗ Not for you if you want a warm-up service, as the page says it isn't one

## Good to know

### Good for

- ✓ Teams sending cold email from many mailboxes who need to diagnose spam placement
- ✓ Agencies monitoring client domains
- ✓ Buyers who want a free placement test before paying

### Worth knowing

- ⓘ Prices differ by product, and the page says plans and access vary by product.
- ⓘ Folderly is priced per mailbox, with a minimum commitment, and monthly-billing prices are not shown on the page.
- ⓘ DMARC is a pilot and Mirror is in beta, so availability may be limited.
- ⓘ The page says Folderly is not a standard warm-up service.

PART 02 · PRICING

# What it costs

Every plan, the free plan, ways to pay less and how prices have moved

**$79**

A month to start. There is a free plan too

Folderly has a free plan. Paid plans start at $79 per month (Inbox Insights); $96 per mailbox / month, billed yearly (Folderly).

INBOX INSIGHTS FREE

## $0

2 inbox placement tests a month, with IP and DNS checks.

INBOX INSIGHTS

## $79

per month for 100 tests

100 tests a month; $799 a year on yearly billing.

FOLDERLY, 1-9 MAILBOXES

## $96

per mailbox / month, billed yearly

Sender reputation upkeep and placement monitoring; a minimum commitment applies.

FOLDERLY, 10-24 MAILBOXES

## $72

per mailbox / month, billed yearly

Same product at a lower per-mailbox rate.

FOLDERLY, 25-99 MAILBOXES

## $56

per mailbox / month, billed yearly

Same product at the lowest published per-mailbox rate.

FOLDERLY, 100+ MAILBOXES

## Custom

Custom per-mailbox pricing, requested through a demo.

### The free plan

Inbox Insights Free: 2 placement tests a month. Pulse, which monitors placement and sends alerts, is listed at $0 a month.

Read from folderly.com on Nov 12, 2026.

## Ways to pay less

ANNUAL DISCOUNT

### Yearly billing saves 20% on Folderly

Folderly's pricing shows a 20% saving on yearly billing for the mailbox-based product, and 15% on yearly Inbox Insights ($799).

Stated on folderly.com

# What it does

Its main features, where it runs, what it works with and who makes it

**1**

Place it runs: Web

Email deliverability tools: placement tests, fixes and monitoring. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dMARC.

> **Placement tests, reputation upkeep, DNS and IP checks.**

From our grade for features

### Placement monitoring

Daily test emails show where messages land across providers, with placement reports and technical and content triggers for Gmail and Outlook.

### Inbox Insights

Tests inbox placement and reviews sending IPs and DNS records before a campaign.

### Pulse alerts

Tracks placement over time and sends alerts by email, Slack, SMS and other channels; listed as free.

### DMARC pilot

Folderly DMARC turns aggregate DMARC reports into a domain and source view; the page says it is available through a pilot.

### Lens, Mirror and Flash

Lens checks DNS and blocklist signals, Mirror previews email HTML (beta), and Flash tests a real message.

### Folderly AI

Drafts campaigns from an offer, audience and goal, then points to the checks the email needs.

### Where it runs

Web

### What it works with

Google Workspace

Microsoft Outlook

SendGrid

Amazon AWS

Elastic Email

Sendpulse

Slack

Folderly is made by Folderly Inc.

# Where it stands

Its grades against its category, and whether to keep it or make your own

**9/47**

Other cold outreach tools it is graded above

Folderly's GPA of 2.0 is higher than 9 of the 47 other cold outreach tools we grade, and level with 7.

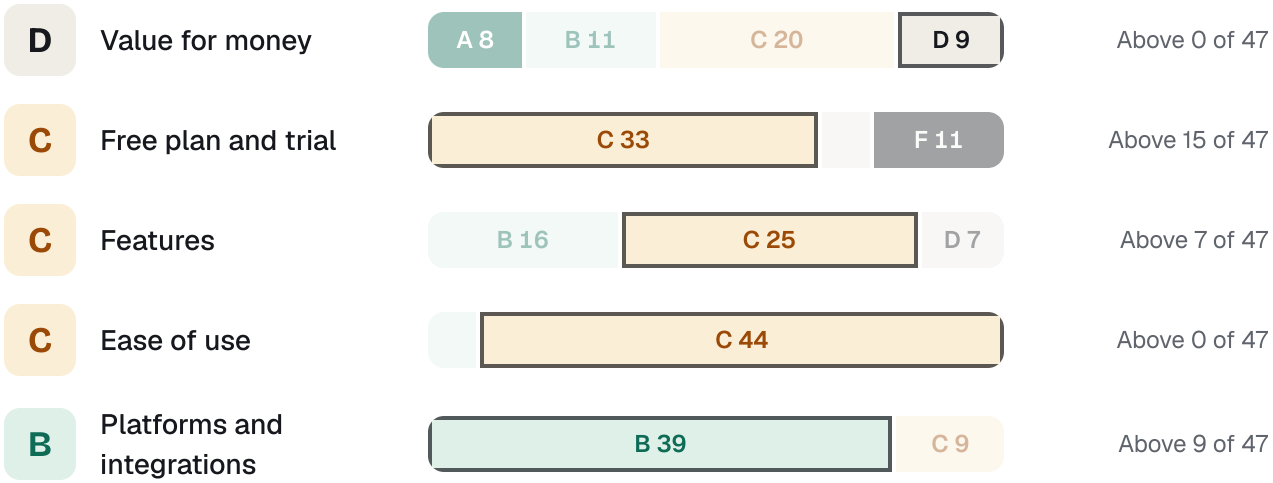
It stands best on platforms and integrations (B, above 9 of 47) and worst on value for money (D, above 0).

Its paid plans start at $79 a month, against a middle price of $39 for the category: 40 of the 43 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 11 tools score higher and cost less.

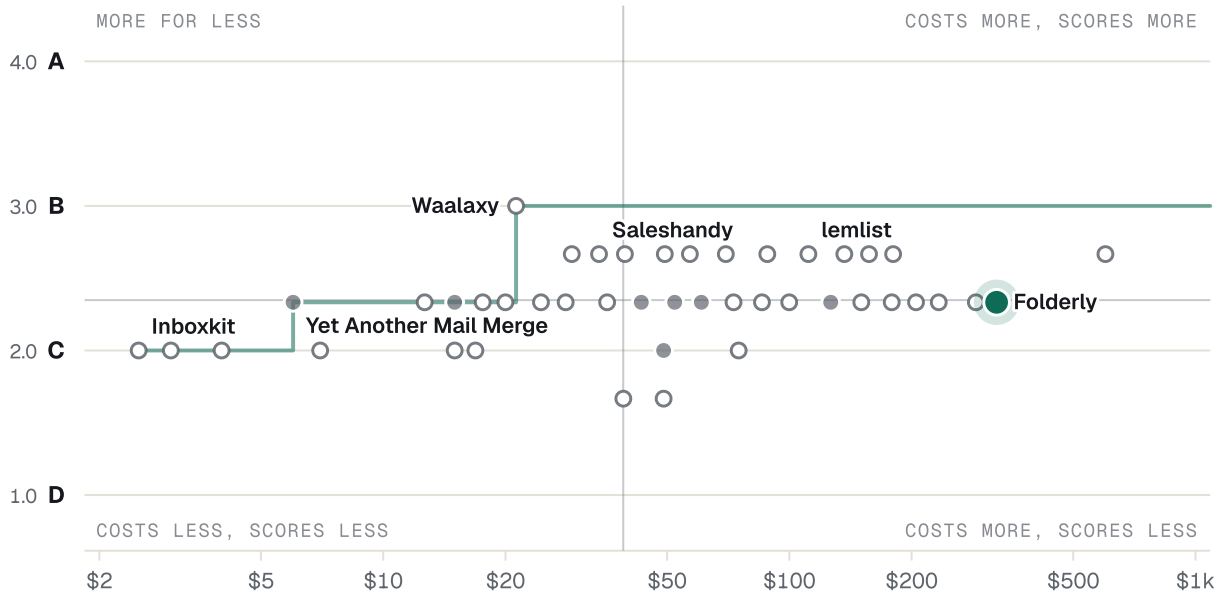
## Each grade against the category

Every bar is all 48 cold outreach tools we grade, cut by the letter each got. Folderly's own letter is outlined.



## Price against what you get

Each dot is one of 44 cold outreach tools. Further left costs less; higher up scores better on features, ease of use and platforms. Folderly is the marked dot.




What paid plans start at, a month (each step along is roughly double)

## Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

### Your call

You could make the core of Folderly for yourself: reports.

What you would give up is listed below. Whether that is worth the price is your call. It costs $948 a year.

#### What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

#### What you could not

- ✕ Reading the reports inbox providers send about your domain.

- It plugs into other products, Google Workspace, Microsoft Outlook and SendGrid among them.
- AI features, unless you pay a model provider for each request yourself.

**What this rests on.** Folderly's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

# The alternatives

The tools it is most often weighed against, side by side



Mailivery, Warmbox, Instantly, Smartlead and ReachInbox

The 5 tools Folderly is most often weighed against, with where each one differs from it.

2.2 GPA

## Mailivery

Free trial · from $21.75/mo

Email warm-up priced by daily volume, with unlimited mailboxes.

- Folderly has a free plan. Mailivery does not, though it has a free trial.
- Folderly also covers reports and dMARC.
- Mailivery also covers email verification and inbox warm-up.

Folderly and Mailivery compared in full

1.8 GPA

## Warmbox

From $15/mo

Email warm-up through a private network of inboxes.

- Folderly has a free plan. Warmbox does not.
- Folderly also covers dMARC.
- Warmbox also covers inbox warm-up.

Folderly and Warmbox compared in full

2.6
GPA

## Instantly

Free trial · from $37.6/mo

Cold email from unlimited inboxes, priced by emails and contacts.

- Folderly has a free plan. Instantly does not, though it has a free trial.
- Folderly also covers reports and dMARC.
- Instantly also covers workflow automation, AI agents and email campaigns.

Folderly and Instantly compared in full

2.6
GPA

## Smartlead

Free trial · from $32/mo

High-volume cold email with unlimited mailboxes and client workspaces.

- Folderly has a free plan. Smartlead does not, though it has a free trial.
- Only Smartlead lists iOS and Android apps.
- Folderly also covers reports and dMARC.

Folderly and Smartlead compared in full

2.2
GPA

## ReachInbox

Free plan · from $30/mo

Cold email sequencer with unlimited mailboxes and AI warmup.

- Folderly also covers reports and dMARC.
- ReachInbox also covers shared inbox, workflow automation, email campaigns and inbox warm-up.

Folderly and ReachInbox compared in full

PART 06 · QUESTIONS

# Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

### Is Folderly free?

Folderly has a free plan. Inbox Insights Free: 2 placement tests a month.

### How much does Folderly cost?

Folderly lists 6 plans. Inbox Insights Free: $0.

### What platforms does Folderly work on?

Folderly is available on Web.

### Does Folderly offer any discounts?

Folderly publicly lists the following: Yearly billing saves 20% on Folderly.

### Does Folderly have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Folderly is listed for Web.

### Does Folderly have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Folderly is listed for Web.

### Is Folderly open source?

Folderly is not described as open source on its own site, as read on Nov 12, 2026.

### What does Folderly integrate with?

Folderly's listing names Google Workspace, Microsoft Outlook, SendGrid, Amazon AWS, Elastic Email, Sendpulse and Slack.

### Who makes Folderly?

Folderly is made by Folderly Inc.

### What are the alternatives to Folderly?

The closest alternatives to Folderly in our directory are Mailivery, Warmbox, Instantly, Smartlead and ReachInbox.

### How does Folderly compare with other cold outreach tools?

Folderly's GPA of 2.0 is higher than 9 of the 47 other cold outreach tools we grade, and level with 7.

### Is Folderly good value for money?

ToolGPA grades Folderly D for value for money. Its paid plans start at $79 a month, against a middle price of $39 for the category: 40 of the 43 others that charge start lower.

### Could I make my own version of Folderly?

You could make the core of Folderly for yourself: reports. What you would give up is listed below.

## Where this guide comes from

The prices, plans, platforms and features were read from Folderly's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Folderly's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Folderly Inc. Prices change, so check folderly.com before you buy.

folderly.com/products
folderly.com/integrations
folderly.com/overview

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**5,038**

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at [toolgpa.com](toolgpa.com).

| 5,038 | 95 | 739 | 579 |
|---|---|---|---|
| tools graded | categories | price changes on record | apps priced in 12 countries |

## What else is on toolgpa.com

### Folderly, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/folderly

### How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

### Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

### Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

### Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

### Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

### Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

### Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

**Scan for the live page**

Prices and grades as they are today

### Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Folderly: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/folderly
```

### Know someone choosing between cold outreach tools?

Send them this guide: toolgpa.com/tools/folderly/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded cold outreach tools after Folderly, each with an Insider's Guide of its own.

### Cold Outreach Insider's Guide

Every one of the 48 cold outreach tools we grade, compared

### lemlist Insider's Guide

Cold email and LinkedIn sequences with a built-in lead database

2.8 GPA

### Salesforge Insider's Guide

Cold email and LinkedIn sequences with AI-written messages

2.8 GPA

### Saleshandy Insider's Guide

Cold email sequences with a B2B lead database in every plan

2.8 GPA

ToolGPA

## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Folderly's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Folderly is a trademark of its owner, and this guide is not made, paid for or approved by Folderly Inc. Prices and plans change: check folderly.com before you buy.