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To, Cc, Bcc and Reply-To in transactional e-mail: how many recipients and what each one costs

E-mail

CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-2482	v2026.11.13	Mozambique · English

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https://www.meu.interweb.co.mz/knowledgebase/2482

To, Cc, Bcc and Reply-To in transactional e-mail: how many recipients and what each one costs

E-mail Created on **November 13, 2026** 2 min read



The short answer: `to`, `cc` and `bcc` take one address, a comma-separated list or an array, with **at most 50 recipients per e-mail**, counting all three. **Each recipient counts as one e-mail and uses one credit.** `reply_to` takes up to 5 addresses and uses no credits.

What each field is for

Field	Who sees it	When to use it
`to`	All recipients	The person the e-mail is about
`cc`	All recipients	Someone who should know, such as the customer's accountant
`bcc`	Only that recipient	A copy for your records, without the customer seeing
`reply_to`	Nobody, until they reply	When you want replies at another address, such as customer service

What it costs

Cost is counted per recipient, not per request. An e-mail with one `to`, two `cc` and one `bcc` is four e-mails and four credits. Addresses on the suppression list are removed before sending, **are not charged** and are listed in `suppressed` in the answer. More in **credits and the daily limit**.

One e-mail to many, or many e-mails

Situation	What to do
The same message to the customer and their accountant	One e-mail, with `to` and `cc`

Situation	What to do
A different invoice for each customer	One e-mail per customer, or a **batch send** with each one's variables
News for your whole customer list	That is not transactional: it is a campaign. See **e-mail marketing**

Never put different customers in the same `to` or `cc`.
Each would see the others' addresses. For different customers' data, one e-mail per customer.

Recipient errors

Reason	What it means
`to_required`	There is no recipient in `to`
`invalid_recipient`	Some addresses are not valid
`too_many_recipients`	More than 50 recipients in one e-mail
`invalid_reply_to`	`reply_to` is not valid or has more than 5 addresses
`all_recipients_suppressed`	Every recipient is on the suppression list: nothing is sent or charged

A reply to an invoice e-mail should reach someone.
Set `reply_to` to a mailbox someone reads, instead of a "do not reply" address.

RECOMMENDED

Want to send service e-mails without paying for suppressed recipients? See the API page.

See the API page →

SEE ALSO

- **Sending a transactional e-mail through the API: the fields of POST /v1/email/messages** →
- **Sending transactional e-mails in a batch: one request, many messages and the result of each** →

- Email Center credits and the daily limit: what a credit pays for and when it comes back
- The Email Center suppression list: why an address stops receiving and how to remove it
- Email Center API errors: email_account_required, all_recipients_suppressed and other reasons
- E-mail marketing: doing it properly without burning your domain

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