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Email Center credits and the daily limit: what a credit pays for and when it comes back

E-mail

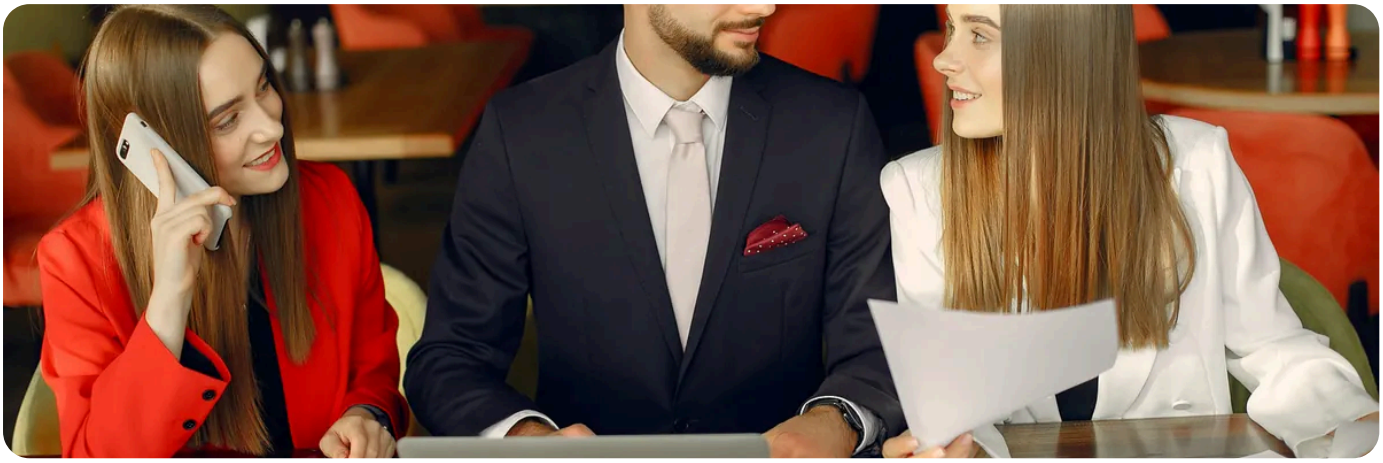
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Email Center credits and the daily limit: what a credit pays for and when it comes back

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



The short answer: one credit is one e-mail to one recipient. Email Center is prepaid with no monthly fee: you buy credits and pay only for the e-mails you send. Suppressed recipients are not charged, a failed e-mail gives its credits back, and a scheduled one is only charged when it goes out. Each account also has a **daily sending limit**.

What uses credits and what does not

Situation	Credits
An e-mail with one recipient	1
An e-mail with `to`, `cc` and `bcc`, four addresses in all	4
A recipient on the suppression list	0: removed before sending
An e-mail that ends up `failed`	The credits go back to the balance
A scheduled e-mail	Only when it goes out. Cancel it first and you pay nothing
Any send with a Sandbox key	0

Checking your balance

The balance shows on the Transactional e-mail page in Meu Interweb. Through the API, `GET /v1/email/balance` returns:

Field	What it says
`balance`	Credits available, in e-mails

Field	What it says
`scheduled_credits`	Credits for scheduled e-mails that have not gone out yet
`daily_limit` and `sent_today`	Your account's daily limit and how many you have sent today
`test_mode`	`true` while Email Center is not sending for real

The daily limit

The daily limit protects your account and everyone's reputation: a buggy system that repeats sends cannot fire off thousands of e-mails before anyone notices. Your account's value is on the page and in `daily_limit`. Once you reach it, further sends are refused with `daily_limit_reached`. If your normal volume needs more, open a support ticket.

Buying credits and pricing

You pay per e-mail sent, with a volume discount: the more credits, the lower the price of each. Tell us how many e-mails you send a month and we will prepare a proposal. Payment uses the same **payment methods** as your other services, and the credits are added once the payment is confirmed.

Check your balance before a big send.
In a **batch send**, if credits run out part-way, the remaining messages are refused with `insufficient_credits`.

Turning it off does not wipe the balance.
If you stop using Email Center, the balance is kept and you can turn it back on whenever you like, at no cost.

RECOMMENDED

Want to know what your e-mails would cost? Tell us how many you send a month and we will prepare a proposal.

Ask for a proposal →

SEE ALSO

- To, Cc, Bcc and Reply-To in transactional e-mail: how many recipients and what each one costs →
- Sending transactional e-mails in a batch: one request, many messages and the result of each →

- **Scheduling a transactional e-mail with send_at, and cancelling it before it goes out**
- **The Email Center suppression list: why an address stops receiving and how to remove it**
- **Email Center statistics: delivery, bounce and complaint rates, and what they tell you**
- **Transactional e-mail: the invoices, confirmations and password resets your system sends on its own**

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