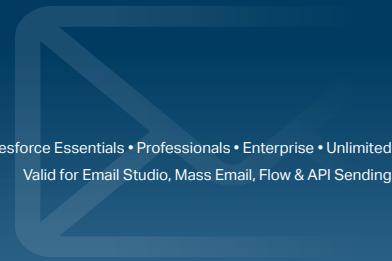


Salesforce Email Limits CHEAT SHEET

Every Salesforce Email Limit. One Page.

Applies to: Salesforce Essentials • Professionals • Enterprise • Unlimited
Valid for Email Studio, Mass Email, Flow & API Sending



ORG WIDE DAILY EMAIL LIMIT

Essentials / Group	5,000 / day
Professional	5,000 / day
Enterprise	1,000 × licenses
Unlimited / Performance	1,000 × licenses
Developer Edition	15 / day
Max Cap (Any Edition)	1,000,000 / day

Tip: 1,000 × licenses means 50 users = 50,000 emails/day on Enterprise.

WORKFLOW & PROCESS BUILDER ALERTS

Email alerts per hour	1,000
Per rule firing (per day)	Org daily limit
Recipients per email alert	Up to 5
Cross-object alerts / txn	50
Batch Apex alert cap	10 / batch

Workflow alerts share the org-wide daily limit. Spikes can block transactional email.

API & REST EMAIL LIMITS

Single email via API (daily)	1,000
Mass email via API	Not supported
Max TO addresses per call	100
API rate limit (per user)	100 calls / 20 sec
Concurrent API requests	25 per org

Use MassMailer's API to send bulk email through Salesforce without these constraints.

MASS EMAIL — PER USER PER DAY

Essentials / Group	250 recipients
Professional	250 recipients
Enterprise	500 recipients
Unlimited / Performance	1,000 recipients
Developer Edition	10 recipients

Mass email counts toward the org-wide daily limit. Each recipient = 1 email.

FLOW-TRIGGERED EMAIL ALERTS

Max alerts per Flow interview	10
Per-transaction email cap	1,000
Scheduled Flow daily limit	Org daily limit
Max custom notifications / day	10,000

Scheduled Flows that send email at scale consume the org-wide daily limit quickly.

DELIVERABILITY & AUTH SETTINGS

Bounce rate threshold	< 5% recommended
Spam complaint threshold	< 0.1%
IP warm-up period	4–6 weeks
DKIM key size (recommended)	2048-bit
From address verification	Required

Salesforce will throttle or disable sending if bounce/complaint rates exceed limits.

LIST EMAIL LIMITS

Max recipients per list send	Up to 5,000
Daily sends (Enterprise+)	Org-wide limit
Scheduled sends per user	Up to 1,000
Unsubscribe link required?	YES

List Email is built for batch sending. Segmenting lists keeps deliverability healthy.

APEX EMAIL (SINGLE EMAIL MESSAGE)

Max per Apex transaction	10
Daily limit (all Apex email)	1,000
Max TO + CC + BCC addresses	100 per message
Attachments per message	3 files / 10 MB
Mass email via Apex allowed?	No

Apex single emails are for transactional use (receipts, alerts). Never bulk campaigns.

WHAT COUNTS TOWARD THE DAILY LIMIT?

Standard email (Send Email action)	YES
Mass Email sends	YES
Workflow / Flow email alerts	YES
Apex SingleEmailMessage	YES
Email-to-Case auto-replies	YES
Inbound emails received	NO
Chatter notifications	NO

Every outbound Salesforce email — regardless of trigger — eats from the same daily bucket.

EMAIL-TO-CASE INBOUND LIMITS

Max inbound email size	25 MB
Max On-Demand routing addresses	Unlimited
Daily inbound emails processed	No hard limit
Attachments stored per email	10 MB per file

5 TIPS TO STAY UNDER THE LIMIT

- 1 Audit all Flows, Workflows & Process Builder rules — they are the #1 silent consumer of your daily budget.
- 2 Schedule bulk campaigns for off-peak hours so automations and campaigns don't compete for the same limit.
- 3 Deduplicate contacts before every send — duplicate sends waste quota and raise your bounce rate.
- 4 Build a Salesforce report tracking daily email volume and set an alert at 80% to act before sends are blocked.
- 5 If your org regularly hits the limit, MassMailer removes it — send 100K+ emails/day natively from Salesforce.

HITTING SALESFORCE'S DAILY LIMIT?

MassMailer removes it. Send natively from Salesforce — no ESP, no sync, no cap.

INSTALL FREE massmailer.io/install

BOOK A DEMO calendly.com/siva-devaki



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