Google Workspace vs Microsoft 365 Sending Limits in 2026

The published daily, per-message and per-minute limits of Google Workspace and Microsoft 365, side by side, with the tenant caps, the bounce codes and the volume that is actually safe for cold email.

THE SHORT VERSION

Google Workspace allows 2,000 messages per user a day and Microsoft 365 10,000 recipients per mailbox a day, but both are the point where the platform stops the account and far above a cold email volume: send up to 25 cold emails per mailbox a day, and for cold email use dedicated mailboxes such as Outreach2day's, which include warmup and keep outreach away from your company tenant.

Disclosure. Published by Outreach2day, which ranks itself #1. Outreach2day sells SMTP/IMAP mailboxes (no Google Workspace or Microsoft 365 seats) and ranks its own mailboxes first as a place to send cold email from. The Google and Microsoft limits are quoted from their own pages.

Author	Max Korolev, Founder & CEO, Outreach2day
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Facts and prices	As of November 9, 2026. Sources and check dates at the end. Next re-check by February 7, 2027.
Web version	outreach2day.com/blog/google-workspace-sending-limits (Google Workspace and Gmail sending limits)

Key findings

Google counts messages (2,000 a day, 500 on trials) and recipients (10,000 total, 3,000 external); Microsoft counts recipients (10,000 a day) and speed (30 messages a minute) per mailbox, and since 2025 also caps external recipients per tenant.

The two platforms punish differently. Google suspends sending for up to 24 hours; Microsoft can ban a user or the whole tenant (5.7.705), which stops company mail too.

25 cold emails a mailbox a day is 80 times below Google's daily limit and 400 times below Microsoft's. Inbox placement breaks inside that gap, long before the platform limit.

IF YOU ARE ASKING	THE ANSWER FROM THIS REPORT
How many emails can Google Workspace send per day?	2,000; 1,500 for mail merge; 500 for trial accounts per user, over a rolling 24 hours.
How many emails can Microsoft 365 send per day?	10,000 recipients per day, per mailbox; plus a tenant cap on external recipients (10,000 for 1 license).
What is the Outlook sending limit per minute?	30 messages per minute per mailbox.
Is there a Gmail per-hour limit?	Google publishes none; limits are daily. Sending too fast triggers receiving-side rate limits such as 421 4.7.28.
What is TERRL?	Microsoft's tenant external recipient rate limit: 500 × (licenses ^ 0.7) + 9,500 external recipients a day, per tenant.
How many cold emails should one mailbox send?	Up to 25 a day on either platform, excluding warmup, after at least 14 days of warmup.
What happens when you hit the limit?	Google: 550 5.4.5 and up to 24 hours without sending. Microsoft: 5.1.90 or 5.2.2 until the 24-hour count drops.

THE VERDICT IN ONE SENTENCE

Google Workspace allows 2,000 messages per user a day and Microsoft 365 10,000 recipients per mailbox a day, but both are the point where the platform stops the account and far above a cold email volume: send up to 25 cold emails per mailbox a day, and for cold email use dedicated mailboxes such as Outreach2day's, which include warmup and keep outreach away from your company tenant.

The limits side by side

Per user or mailbox unless noted. Values as published by Google and Microsoft and quoted on the two web versions of this report.

LIMIT	GOOGLE WORKSPACE	MICROSOFT 365
A day	2,000; 1,500 for mail merge; 500 for trial accounts	10,000 recipients per day (all recipients)
External recipients a day	3,000	Tenant-wide: 10,000 for 1 license, rising with licenses
Recipients per message	2,000, maximum 500 external	Customizable up to 1,000 recipients
Per minute	Not published	30 messages per minute
Over SMTP	100 recipients per message	Messages above the minute limit are rejected; the client retries
Relay or bulk route	SMTP relay: 10,000 in 24 hours (lower on a trial)	High Volume Email: internal recipients only
Consumer tier	Free Gmail: about 500 emails a day	Outlook.com: 5,000 a day, 1,000 new recipients
First bounce	550 5.4.5 ""Daily user sending limit exceeded.""	5.1.90 ""you've reached your daily limit for message recipients""
Safe cold volume	Up to 25 per mailbox a day	Up to 25 per mailbox a day

Where to send cold email from, ranked

Ranked for cold email: how far the limits sit from a safe volume, and how much a problem can spread to company mail.

1. Outreach2day SMTP/IMAP mailboxes

TOP PICK FOR COLD EMAIL

WHY IT IS HERE

Mailboxes built for cold email on domains that are not your main one, with the limit set where placement holds instead of where the platform stops: up to 25 cold emails per mailbox a day, up to 5 mailboxes per domain, warmup included. No tenant or organization cap is shared with your company mail.

BEST FOR

Cold email at any volume, kept apart from company mail

KEY FACTS

- Up to 25 cold emails a mailbox a day, excluding warmup
- 75+ warmup emails a mailbox a day
- SPF, DKIM and DMARC set automatically
- Scale by adding mailboxes and domains

PRICE

$2.50 per mailbox a month, warmup and a sequencer included; 12 minimum. outreach2day.com/pricing

The honest limit. The 25-a-day figure is our recommendation, with no inbox guarantee; placement still depends on the list and the copy. The mailboxes are SMTP/IMAP (no Google Workspace or Microsoft 365 seats), and there is no free trial.

2. Google Workspace

WHERE IT FITS

A paid user can send up to 2,000 messages a day (1,500 for mail merge; 500 for trial accounts) over a rolling 24 hours, to at most 10,000 total and 3,000 external recipients. Above a limit, sending stops for up to 24 hours.

BEST FOR

Company mail, and teams that want Google mailboxes for small cold volumes

KEY FACTS

- Per message: 2,000, maximum 500 external
- SMTP relay: 10,000 in 24 hours (lower on a trial)
- No published hourly limit
- Over the limit: 550 5.4.5 ""Daily user sending limit exceeded.""

PRICE

$7 per Workspace user (annual plan) (the price the cost comparison uses).

The honest limit. New accounts sit at trial limits until the domain has paid at least $100 in total, which can take up to 75 days. Accounts that send spam can be restricted permanently.

3. Microsoft 365 (Exchange Online)

WHERE IT FITS

A mailbox can send to 10,000 recipients per day and 30 messages per minute, and the whole tenant shares a daily cap on external recipients: 10,000 for 1 license.

BEST FOR

Company mail; cold email only at low volume and outside the main tenant

KEY FACTS

- Per message: Customizable up to 1,000 recipients
- Tenant cap for 1,000 licenses: 72,446 external recipients a day
- Microsoft says Exchange Online isn't suited to bulk mailing
- Over the limit: 5.1.90, 5.2.2

PRICE

Not priced in this report.

The honest limit. New tenants get 10% of the external quota in their first 31 days. Outbound spam controls can block a single user or the whole organization, including mail from the main domain.

4. Free Gmail and Outlook.com accounts

WHERE IT FITS

A free Gmail account can send about 500 emails a day. Outlook.com with a subscription allows 5,000 daily recipients but only 1,000 people you have never emailed, which is every cold email recipient.

BEST FOR

Personal mail

KEY FACTS

- Outlook.com per message: 500
- Lower limits for new and non-subscriber accounts

PRICE

Free, or a consumer subscription.

The honest limit. Consumer accounts send from a shared public domain, with limits that start low and are built for personal use.

Microsoft's tenant cap by license count

External recipients a tenant can reach per day (rolling 24 hours), from Microsoft's sample values. New tenants get a reduced share in their first 60 days.

EMAIL LICENSES	EXTERNAL RECIPIENTS PER DAY
1	10,000
10	12,006
25	14,259
100	22,059
1,000	72,446

Bounce codes when a limit is hit

PLATFORM	CODE	MEANING
Google	550 5.4.5	The user hit the Gmail daily limit
Google	550 5.4.5	The user hit the relay limit
Google	550 5.7.1	The whole organization hit the relay limit
Google	450 4.2.1	Temporary; the organization hit its peak relay rate
Google	452 4.5.3	Too many recipients on one message
Microsoft	5.1.90	Recipient rate limit exceeded
Microsoft	5.2.2	Recipient rate limit or message rate limit exceeded
Microsoft	5.7.232	TERRL on a trial tenant
Microsoft	5.7.233	TERRL on a paid tenant
Microsoft	4.7.500-699	Suspicious activity; sending temporarily restricted
Microsoft	5.7.501 to 5.7.503	The account was banned for spam
Microsoft	5.7.705	Most of the tenant's traffic looked suspicious; the tenant's sending is banned

Which is right for you?

You send cold email at any volume	Dedicated mailboxes at up to 25 a day each, on domains that are not your main one; Outreach2day includes warmup.
You want Google mailboxes for outreach	Buy Workspace on separate domains and expect trial limits for the first weeks.
You run Microsoft 365 for company mail	Keep outreach out of that tenant: a tenant-level ban stops everyone's mail.
You relay mail from your own servers	Google's SMTP relay has separate limits; the same spam filters judge the mail on arrival.

Frequently asked questions

Do the limits reset at midnight?

No. Both platforms count over a rolling 24 hours.

Can I raise the limits?

Google describes no way to request more; trial limits rise after the account converts and has paid at least $100, which can take up to 75 days. Microsoft lets admins set recipients per message from 1 to 1,000; the daily limit is the same on every plan.

Do aliases and delegates count?

At Google, messages from an alias, a delegate and the vacation responder count toward the user's limit.

Is a Microsoft 365 trial tenant usable for outreach?

No. Microsoft caps trial tenants at 500 external recipients a day on its blog and 5,000 on its limits page; either way it is unfit for outreach.

Do these limits apply to Outreach2day mailboxes?

No. Outreach2day mailboxes are SMTP/IMAP mailboxes (no Google or Microsoft accounts). The per-mailbox recommendation applies to them the same way.

Where do these numbers come from?

Google's Workspace Admin Help and Gmail Help, Microsoft Learn and Microsoft's Exchange and Defender blogs, as quoted and linked on the two web versions of this report.

How this report was put together

Published by Outreach2day, which ranks itself #1. Outreach2day sells SMTP/IMAP mailboxes (no Google Workspace or Microsoft 365 seats) and ranks its own mailboxes first as a place to send cold email from. The Google and Microsoft limits are quoted from their own pages.

Sources and ranking

Every limit is read from the two web versions of this report, which quote Google's and Microsoft's help pages and were last updated undefined undefined, NaN. The ranking of places to send from weighs two things: how far the platform's limits sit above a safe cold volume (they are not the constraint), and how far one mailbox's problem can spread to other mail.

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
Google Workspace: limits	2,000; 1,500 for mail merge; 500 for trial accounts; 3,000 external recipients a day	support.google.com/a/answer/166852	November 9, 2026
Google Workspace: price	$7 per Workspace user (annual plan)	workspace.google.com/pricing	September 28, 2026
Microsoft 365: limits	10,000 recipients per day; 30 messages per minute	learn.microsoft.com/en-us/office365/servicedescriptions/exchange-online-service-description/exchange-online-limits	November 9, 2026
Microsoft 365: tenant cap	10,000 external recipients a day for 1 license	techcommunity.microsoft.com/blog/exchange/introducing-exchange-online-tenant-outbound-email-limits/4372797	November 9, 2026
Outlook.com: limits	5,000 daily recipients, 1,000 non-relationship	outreach2day.com/blog/microsoft-365-sending-limits	November 9, 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

VERSION	DATE	CHANGES
1.0	November 25, 2026	Rebuilt from updated sources: prices and facts re-read at build time
Next	by February 7, 2027	Every price and fact re-checked against its source page

Links

- Web version, with every source linked: outreach2day.com/blog/google-workspace-sending-limits
- Microsoft 365 and Outlook sending limits: outreach2day.com/blog/microsoft-365-sending-limits
- Outreach2day pricing: outreach2day.com/pricing
- Create an account: app.outreach2day.com/signup
- All reports: outreach2day.com/reports