



# Twilio Accolades Book





**Twilio provides one flexible customer engagement platform for every interaction.**

Twilio combines the contextual data, communications and AI-powered tools that brands need to reimagine how they engage with customers through trusted, personalized interactions across the customer journey.



"The combination of Twilio and Segment will empower us to provide customer magic moments and communication that's highly relevant ... Being able to integrate [Segment CDP] with Twilio and send communications based on their journey is a pivotal piece of bringing those magic moments to life."

**Christine Li**

Head of Marketing & Technology

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1 //

# Twilio's Recognition







**1A //**

# Twilio's global reach & enterprise scale



# Twilio in the enterprise

Twilio customers span across use case and industries

## Financial Services

stripe

chime®

crypto.com

lendingtree®

intuit®

ny bank

## Auto / Energy

TOYOTA  
connected

Steele  
AUTO GROUP

carwow

DriveNow

## Retail / CPG

instacart

shopify

1-800  
flowers.com

Coca-Cola

ebay

## Healthcare / Manufacturing

PHILIPS

Z.  
Zocdoc

NYU Langone  
Health

CipherHealth

## High Tech

yelp\*

X

lyft

tourradar™



# Real companies. Real customer engagement results.



**1M emails** per day



**70% increase** in revenue  
for IBM Cloud



**376% more** mobile app visitors with  
personalized content



**10 Billion** monthly emails with  
a 99.9% average delivery rate



**94%** deliverability across the world



**18% decrease** in monthly  
agent handling time



**35% increase** in conversion rates on  
paid channels



**99.5% average monthly** delivery  
rate



**49% of all sales** now happen  
on digital channels



**\$400 Million** in new revenue through  
direct-to-consumer channel



**2X increase** in SMS throughput,  
customized with brand voice



**8 days** to build a 1,200+ agent  
remote contact center



# Twilio impact by the numbers in 2024

13T+ customer engagement API calls processed

**2.5T+**

Digital  
interactions

**27.9B+**

Voice calls

**193B+**

Messages sent  
or received

**2.2T+**

Emails  
sent

**10.5T+**

Twilio Segment  
API calls

**5.1B+**

Customer  
verifications

**1B+**

Flex TaskRouter  
tasks created

# Serving thousands of customers worldwide

335,000	Twilio active customer accounts <sup>1</sup>	700+	Pre-built integrations
2,000+	Tech partners	4,800+	Global carrier connections
180+	Countries reached	10M+	Total developer accounts worldwide <sup>2</sup>
500K+	Console users per quarter		

1. As of 5/1/25  
2. Includes accounts who spent >\$0 and \$0 with Twilio in the last 12 months





**1B //**

# **Analyst firm recognition & industry awards**





# Gartner®

## Gartner names Twilio a **Leader in the 2024** Gartner® Magic Quadrant™ for CPaaS

Twilio again positioned highest for Ability to Execute.

Figure 1: Magic Quadrant for Communications Platform as a Service



Source: Gartner (June 2024)

Gartner®

Gartner® Magic Quadrant™ for Communications Platform as a Service, Lisa Unden-Farboud, Ajit Patankar, Pankil Sheth, Brian Doherty, June 24, 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and MAGIC QUADRANT is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Twilio. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



# 2024 Gartner<sup>®</sup> Critical Capabilities for Communications Platform as a Service

In their Critical Capabilities report, Gartner evaluated 11 vendors across six Use Cases to shortlist vendors for consideration.

Twilio rated the highest among all vendors for four out of six Use Cases.

## Those four use cases were:

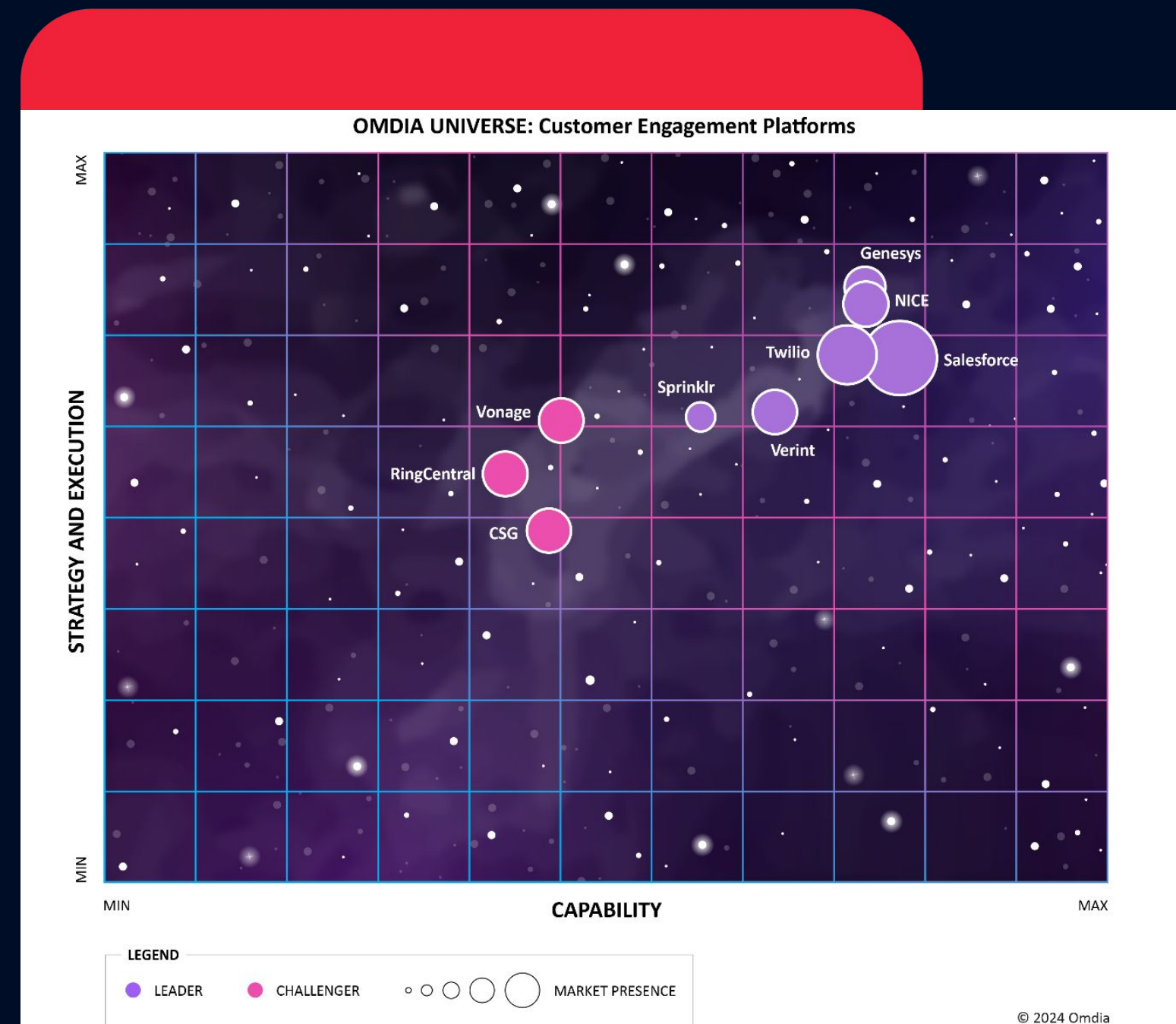
- Basic Communications
- Conversational Customer Experience
- Advanced Voice Communications
- Vertical and Horizontal Applications

Gartner® Critical Capabilities for Communications Platform as a Service, Ajit Patankar, Lisa Uden-Farboud, Pankil Sheth, Brian Doherty, 2 July 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Twilio. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



# Twilio named a **leader** in Omdia's Universe 2024-25 Customer Engagement Platform report

"Twilio has consistently positioned itself as a leader in the CEP market by blending communications, data, and AI into a seamless ecosystem."



Source: [Omdia](#) Universe: Customer Engagement Platforms, 2025

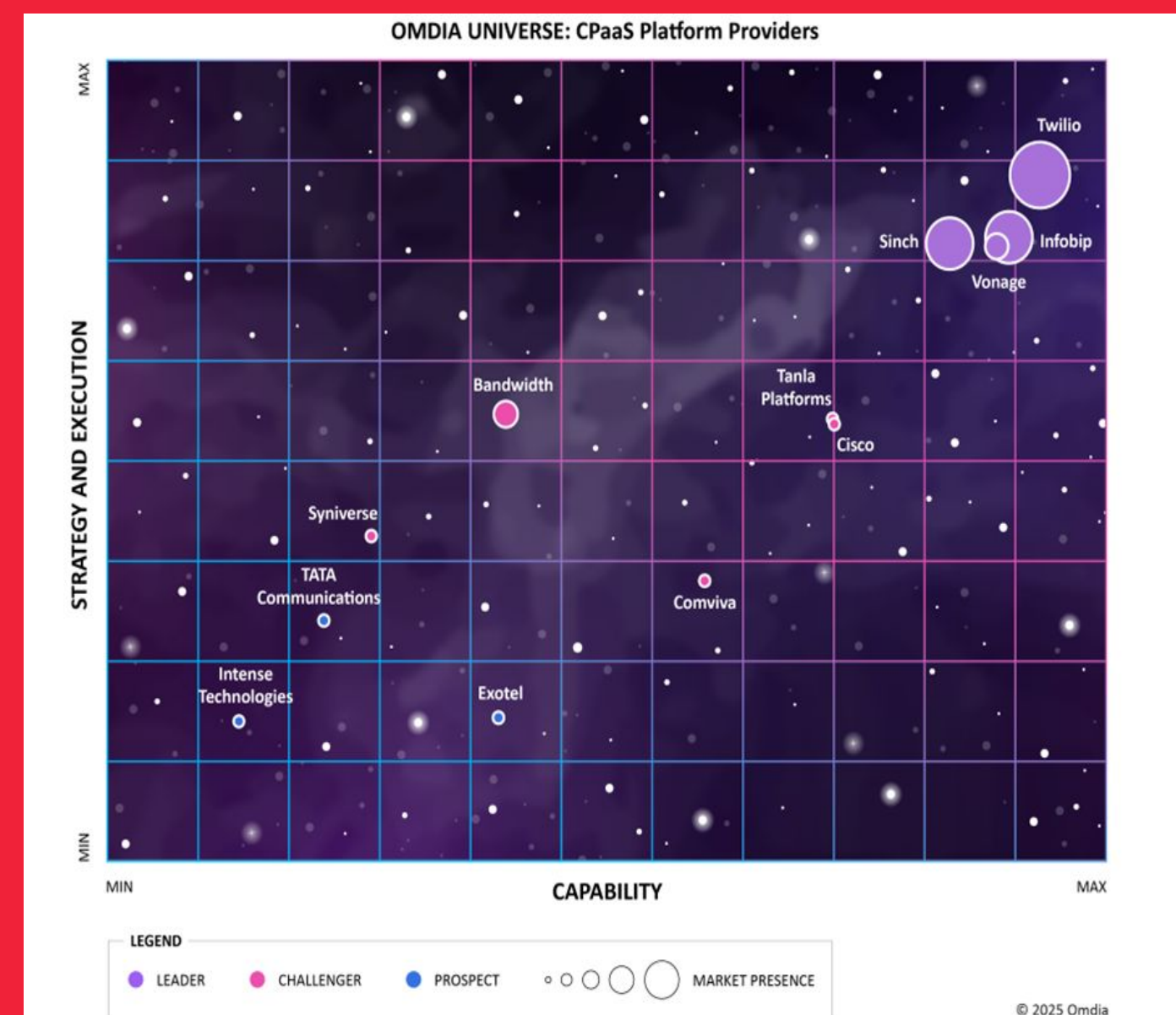




# Twilio named a **leader** in Omdia's Universe 2024-2025 CPaaS report

"Twilio, a US-based company, continues to push the boundaries of what it means to be a CPaaS vendor. Founded in 2008, Twilio began as a developer-oriented cloud communications provider with a small set of core communications APIs and a pay-as-you-go self-service model. It had the relatively "simple" goal of enabling enterprises to more easily access SMS and voice services for customer communications."

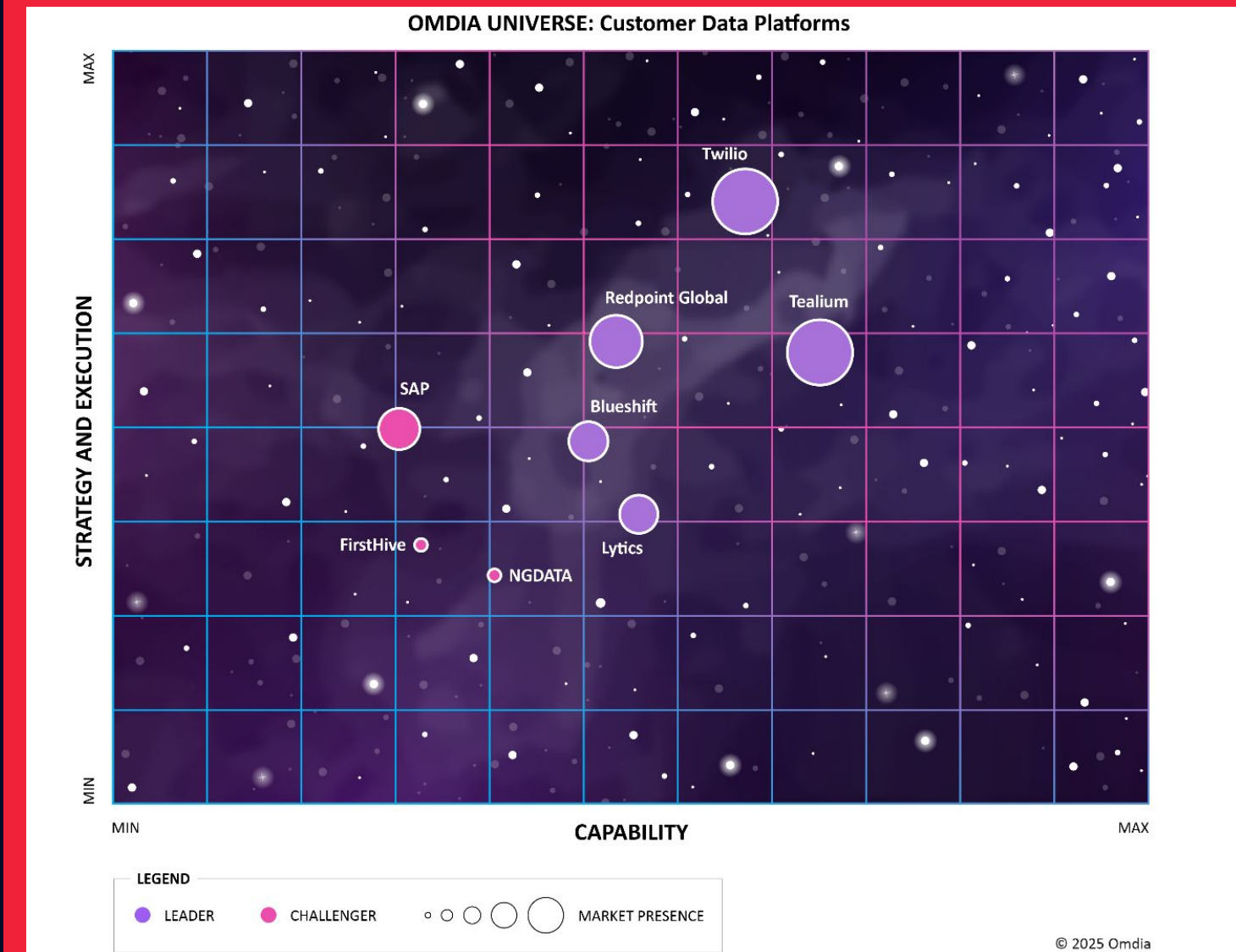
Source: [Omdia](#) Universe: CPaaS Platform Providers, 2025





# Twilio named a **leader** in Omdia's Universe 2024-25 Customer Data Platform report

"Twilio should appear on your shortlist if you are looking for a CDP that caters to the needs of both marketers and data teams or a prepackaged B2B solution."



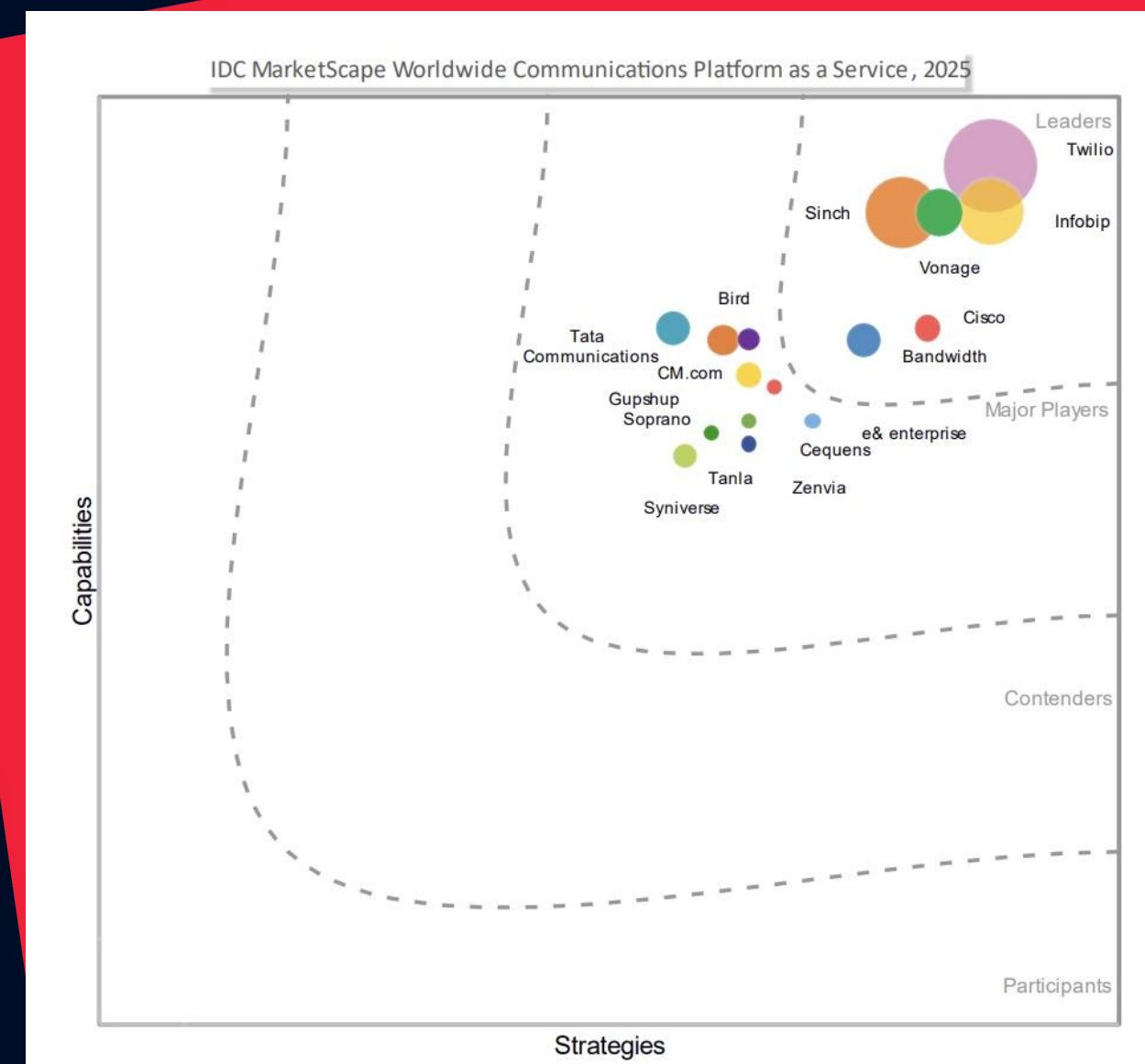
Source: [Omdia Universe: Customer Data Platforms, 2025](#)



# IDC has positioned Twilio in the **Leaders** category in their 2025 MarketScape report for CPaaS

“Twilio still provides the most seamless suite of customer engagement solutions on a global basis. It offers a class-leading array of prebuilt integrations with thousands of IT partners, and it has a reputation for quality, reliability, and ease of use. With one flexible platform for every interaction, Twilio offers an integrated experience with contextual data, communication, and trusted AI”

Source: IDC MarketScape: Worldwide Communications Platform as a Service 2025  
Vendor Assessment, Feb 2025 Doc # US52039625



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.

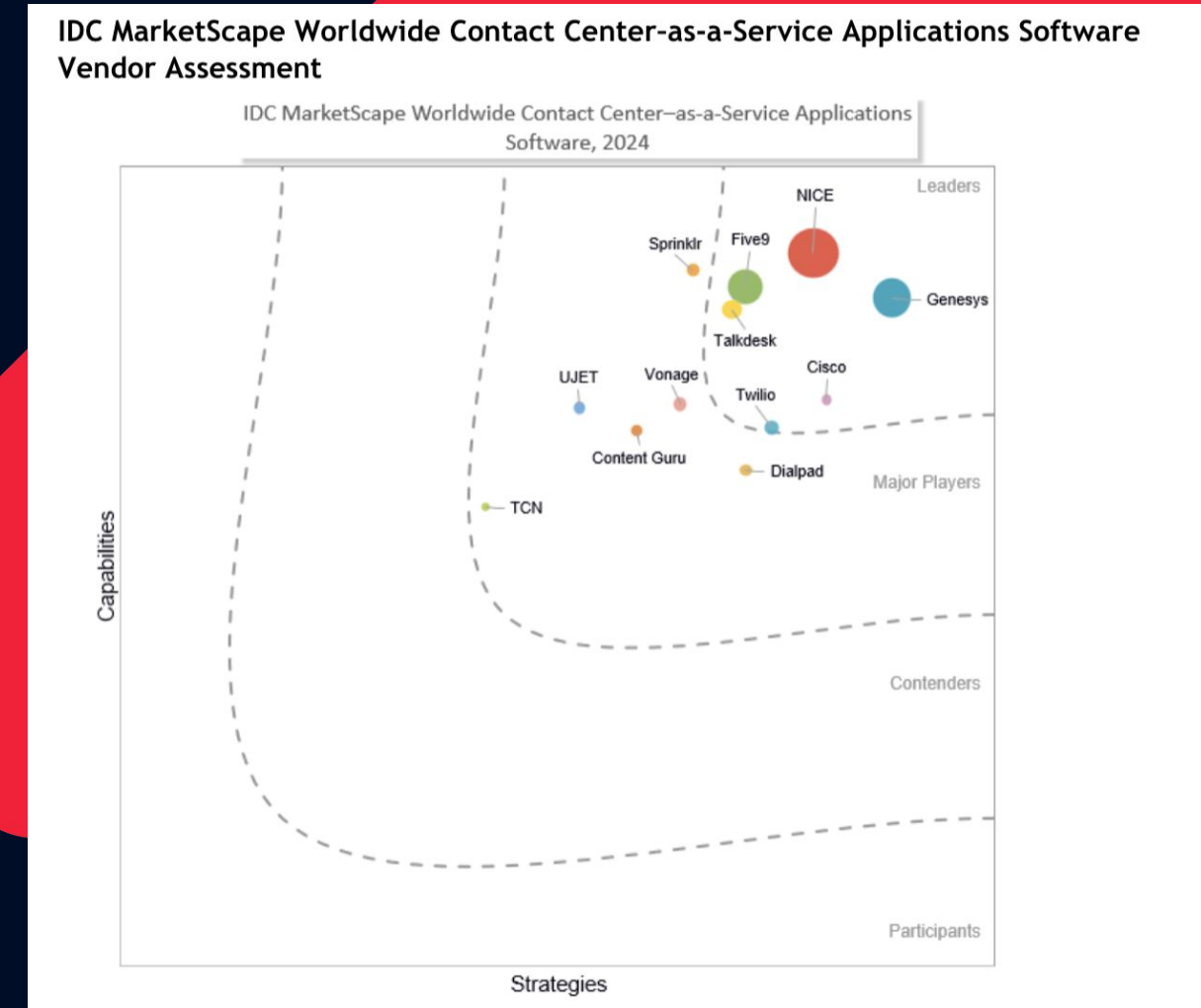




# IDC has positioned Twilio in the **Leaders category** in MarketScape for Contact Center as a Service (CCaaS).

“Twilio offers a breadth of analytics and flexibility for designing reports and accessing data with the added capability of its CDP Segment. Twilio offers the breadth of channels natively or through a ‘third-party provider via open APIs.’ The company covers all core and most advanced channels, serving verticals and proprietary applications through integrations...

...Consider Twilio when flexibility and access to data are top priorities.”



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.

Source: IDC MarketScape: Worldwide Contact Center-as-a-Service Applications Software 2024 Vendor Assessment, June 2024, IDC #US52302923



# Twilio is positioned in the **Leaders category** in the 2024-2025 IDC MarketScape for worldwide customer data platforms focused on B2C users

"Twilio is an ideal solutions for B2C customers in midsize and large enterprises in global markets should consider Twilio, especially those in the retail, CPG, banking and payments, high-tech, and media and entertainment industries."

Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on B2C Users 2024-2025 Vendor Assessment, December 2024, IDC #US51778724.



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.



# Twilio was listed as a **Major Player** in the IDC MarketScape: Worldwide Customer Data Platforms Focused on B2B Users 2024-2025 Vendor Assessment

“Enterprises should consider Twilio Segment for industry-specific B2B use cases and templates around application life-cycle management, account life-cycle management, HIPAA data encryption and auditing, and account-based nurturing.”

Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on B2B Users 2024-2025 Vendor Assessment, December 2024, IDC #US50514223.



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.





# IDC names Twilio in the **Leaders category** for CDP in 2023 Marketscape Report Focused on the Financial Services Industry

"Consider Twilio Segment for financial services if your firm is interested in a comprehensive and scalable CDP that can address the needs of both the largest, most complex firms in the industry and Fintech/Insurtech disruptors that are providing innovative new digital financial products to consumers and businesses...

....FSI enterprise and smaller customers should consider Twilio Segment as a strong choice."

*Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on the Financial Services Industry 2023 Vendor Assessment, September 2023, IDC #US51211923*

IDC MarketScape Worldwide Customer Data Platforms Focused on the Financial Services Industry Vendor Assessment



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.



# Gartner names Twilio a **Niche Player** in the **2025 Gartner® Magic Quadrant™** for CDP

Twilio positioned well in AI Innovation, Data  
Management, Marketing Activation and Unified Profiles



Gartner® Magic Quadrant™ for Customer Data Platforms, Lizzy Foo Kune, Rachel Smith, Benjamin Bloom, Audrey Brosnan, Suzanne White, David Walters, Adriel Tey, March 25, 2025. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and MAGIC QUADRANT is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Twilio. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**2 //**

# Communications





# Twilio by the numbers

**180+**

Countries reached<sup>1</sup>

**193B+**

Messages sent or received<sup>1</sup>

**2.2T+**

Emails sent<sup>1</sup>

**3,000+**

ISV & Technology Partners<sup>1</sup>

**27.9B+**

Voice calls<sup>1</sup>

**335K+**

Active customer accounts<sup>2</sup>

## Twilio Communications

- **Built for builders**

10+ million developers choose Twilio's easy-to-use CPaaS solution to power omni-channel engagement with customers worldwide

- **Unrivaled scale and reach**

World-class connectivity, powered by Twilio's Super Network, with access to over 4,800 global carrier connections

- **Intelligent engagement for every channel**

Connect with customers in their preferred channel across every touchpoint

- **Authentication and identity verification**

Unlock trusted onboarding to accelerate verification throughout the customer journey

1. As 1/1/24-12/31/24

2. As of 5/1/25



2A //

# Messaging

Twilio Messaging centralizes messaging, allowing businesses to engage customers across their preferred channels. It provides enterprise-ready APIs and scalable software powered by an intelligent network that delivers unrivaled reliability at any scale.





# Messaging built on trust, quality, and engagement



**193B+**

Messages sent  
or received  
in 2024

**830M+**

Messages sent  
or received in a  
single day

**114K+**

Local prefixes, short  
codes, toll free, A2P  
10DLC and alphanumeric  
sender IDs

**99.95%+ <sup>1</sup>**

Monthly API  
Uptime

**180+**

Countries  
reached

1. Twilio maintains an SLA of 99.95% for all customers, with the option for 99.99% SLA for clients who purchase the Enterprise or Administration Edition ([source](#))



# Cyber week '24 was a complete success for our customers <sup>1</sup>

**5.2B**

Messages sent during cyberweek

**1.1B+**

Messages sent on Cyber Monday

**68.3K**

Messages sent per second

**0**

Incidents occurred during Cyber week '24

**35%**

YoY growth in WhatsApp volume

**15%**

YoY growth in MMS Messaging volume

**100%**

Service Uptime

1. Thanksgiving/Black Friday Holiday week
2. Cyber Week means November 26 to December 2

# Forrester Consulting study: The Total Economic Impact™ of Twilio Messaging

Through five customer interviews and data aggregation, Forrester concluded that Twilio Messaging has the following three-year financial impact for the composite organization.

## SMS Marketing Benefits<sup>1</sup>

**\$328K+**

Increased net margin attributable to Twilio, stemming from 30-40% customer opt-in for SMS marketing

**\$275K+**

Cost avoidance from shifting 65% of direct mail to SMS marketing

## Summary of Benefits

*Three-year risk-adjusted*

**\$1.4M**

Net margin value of increased deliverability

**\$2.1M**

Avoided costs of legacy messaging solution

**\$157K**

Improved IT developer productivity

**\$68K**

Cost savings from call deflection and avoidance



NPV

**\$2.13M**



ROI

**132%**



Payback

**<6 MONTHS**

1. Not included in ROI calculation



**65K**

Customers

**99.9%**

Average delivery rate

**46.9%**

Open rates

[Read Story](#)







2B //

# Email

Twilio SendGrid gives brands the comfort in knowing that their emails will be delivered, through our customizable APIs, insightful interface, and team of email experts. Our trusted email delivery platform helps both marketers and developers send with confidence to drive engagement.



# Email delivery, simplified, and at scale

Direct partnerships with the 4 largest email ISPs

**2.2T+**

Emails sent  
in 2024

**190B+**

Emails sent  
every month  
on average



Gmail



Yahoo



iCloud Mail



Outlook

# Cyber week '24 was a complete success for our customers <sup>1</sup>

**12B**

Emails sent on Black Friday

**11.7B**

Emails sent on Cyber Monday

**99%**

Delivery rates

**13.5%**

YoY increase on Black Friday SendGrid volume

**64B**

Emails sent through Cyber Week '24<sup>2</sup>

**~1B**

Emails sent during peak hour on Black Friday

**2.9 SECONDS**

Median end-to-end throughput

**14.2%**

YoY increase on Cyber Monday SendGrid volume

1. Thanksgiving/Black Friday Holiday week
2. Cyber Week means November 26 to December 2





**97.7%**

Email deliverability  
rate

**.095%**

Average bounce rate

[Read Story](#)







2C //

# User Authentication & Identity

User Authentication & Identity is a suite of user verification and mobile identity APIs. With the Verify API and Lookup API, customers can validate user identities with possession factors and authoritative mobile carrier signals to accelerate verification throughout the customer journey.



# Frictionless customer activation and verification

**5.1B+**

Verifications annually<sup>1</sup>

**747M**

Fraud attempts blocked with Twilio Verify Fraud Guard<sup>2</sup>

**42**

Languages translated within templates

**95%+**

Global delivery rate with Twilio Verify<sup>1</sup>

**99.95%**

Monthly API uptime

**68%+**

Global conversion rate with Twilio Verify<sup>1</sup>

**2-4 SECONDS**

To verify a user with Silent Network Auth

**\$82M**

Saved to our customers using Fraud Guard<sup>2</sup>

1. Based on those customers who provide conversion data in 2024

2. From June '22 up to May '25



# Forrester Consulting Study: The Total Economic Impact™ of Twilio Verify

Through four customer interviews and data aggregation, Forester concluded that Twilio Verify has the following three-year financial impact for the composite organization.

## Purpose-built Authentication Benefits

**95%**

Reduction in time reacting to SMS fraud alerts

**90%**

Reduction in downtime related to route optimization

## Summary of Benefits

*Three-year risk-adjusted*

**\$1.1M**

Accelerated market expansion

**\$909.6K**

Avoided loss from fraud

**\$215.3K**

Reduced fraud prevention labor

**\$91.9K**

Avoided downtime due to route optimization



NPV

**\$1.49M**



ROI

**174%**



Payback

**<6 MONTHS**

1. Not included in ROI calculation

# INTUIT

**94%**

Deliverability across  
the world

**200+**

Countries &  
territories deployed

**1M+**

SMS sent  
worldwide

[Read Story](#)







20 //

# Voice

Twilio's voice product allow customers to compose the right voice experiences for their business and consumers with Twilio's APIs, SDKs, integrations, quick deploy apps, visual workflow builder, tutorials, and countless documentation.





# Empowering consumers to directly communicate with brands

**27.9B+**

Calls handled

**50B+**

Voice minutes handled

**76M+**

Calls daily

**32M+**

Branded calls to date<sup>1</sup>

**230+**

Number types

1. since 12/31/21  
note: These numbers are from 1/1/24-12/31/24





**40+** countries served by  
Zendesk Voice

**70K** Zendesk  
customers

**93%** customer  
satisfaction

[Read Story](#)







2E //

# Video

Twilio Video delivers the most personalized and secure digital interaction between brands and consumers. With built-in security and global compliance, it empowers companies to engage confidently with customers anywhere in the world.





# Connecting brands and customers on a different level in 2024

**13.9B+**

participant minutes which  
8.9B+ were healthcare

**230+**

Countries participants can  
join from

**99.99%**

Service Uptime

# MDLIVE<sup>®</sup>

**40M** Americans  
telemedicine was  
provided to

**70+** Increase in NPS

[Read Story](#)







20 //

# Twilio Flex

Twilio Flex is a configurable contact center solution for sales and customer support teams. Businesses use Flex to connect customers with any customer-facing employee on multiple channels (voice and digital), at any stage of their journey. Turn customer interactions into customers for life by delivering personalized, data-driven experiences across all channels, at scale, that span time and organizational boundaries.





# Future-proofing customer experiences with Flex

**1B+**

Total TaskRouter tasks created<sup>1</sup>

**103M+**

Chat, Email, and SMS, messages  
sent and received

**158K**

Monthly active users

**6.4B+**

Programmable Voice minutes

1. A Task represents a single item of work waiting to be processed. Tasks can represent whatever type of work is important for your team. Twilio applications can create tasks from phone calls or SMS messages. Your CRM or ticketing system can generate tasks from emails or chat messages sent in by your customers. Your own applications can create custom tasks representing whatever unique work your users handle.

# Twilio Flex serves the entire customer journey with orchestrated data at the core



CUSTOMER  
PROFILE



PRE-SALES



SALES



SUPPORT

Relationship management

---

**chime**<sup>®</sup>

**12%** improvement in CSAT

**Tourlane**

**8%** increase in conversion

High-touch contextual sales

---

**Better**

**\$1B** in loan volume originated

  
**vacasa**


**3-10X** increase in bookings

Contact center for frictionless engagements

---

**lyft**

**30M** interactions weekly

 **TOYOTA**  
connected

**18%** monthly handle time decrease





**TOYOTA**  
connected

**1 DAY**

To deploy a proof  
of concept

**13%**

After call work  
reduction

**18%**

Monthly handle time  
decrease

[Read Story](#)







2F //

# Super Network

Twilio's Super Network simplifies, strengthens and unites carrier communication networks using software. Built on top of a battle-tested infrastructure with redundancy at every level of the stack, the Super Network ensures every valuable interaction is delivered to your consumer.





# Leveraging data-driven monitoring to ensure every interaction is successfully delivered

**99%**

Of outages and latency detected before our customers

**101M+**

Calls and messages rerouted each month to ensure delivery

**95%**

Of outages and latency detected before our downstream providers

**900M**

Data signals monitored daily

**75  
SECONDS**

Messaging traffic reroute cycles

**4,800+**

Global carrier connections

**~4**

Provider route depth

**3,000+**

Tech partners to help implement & adapt our solutions

**1,000+**

Unique Network Monitors

**3 //**

# Customer Data



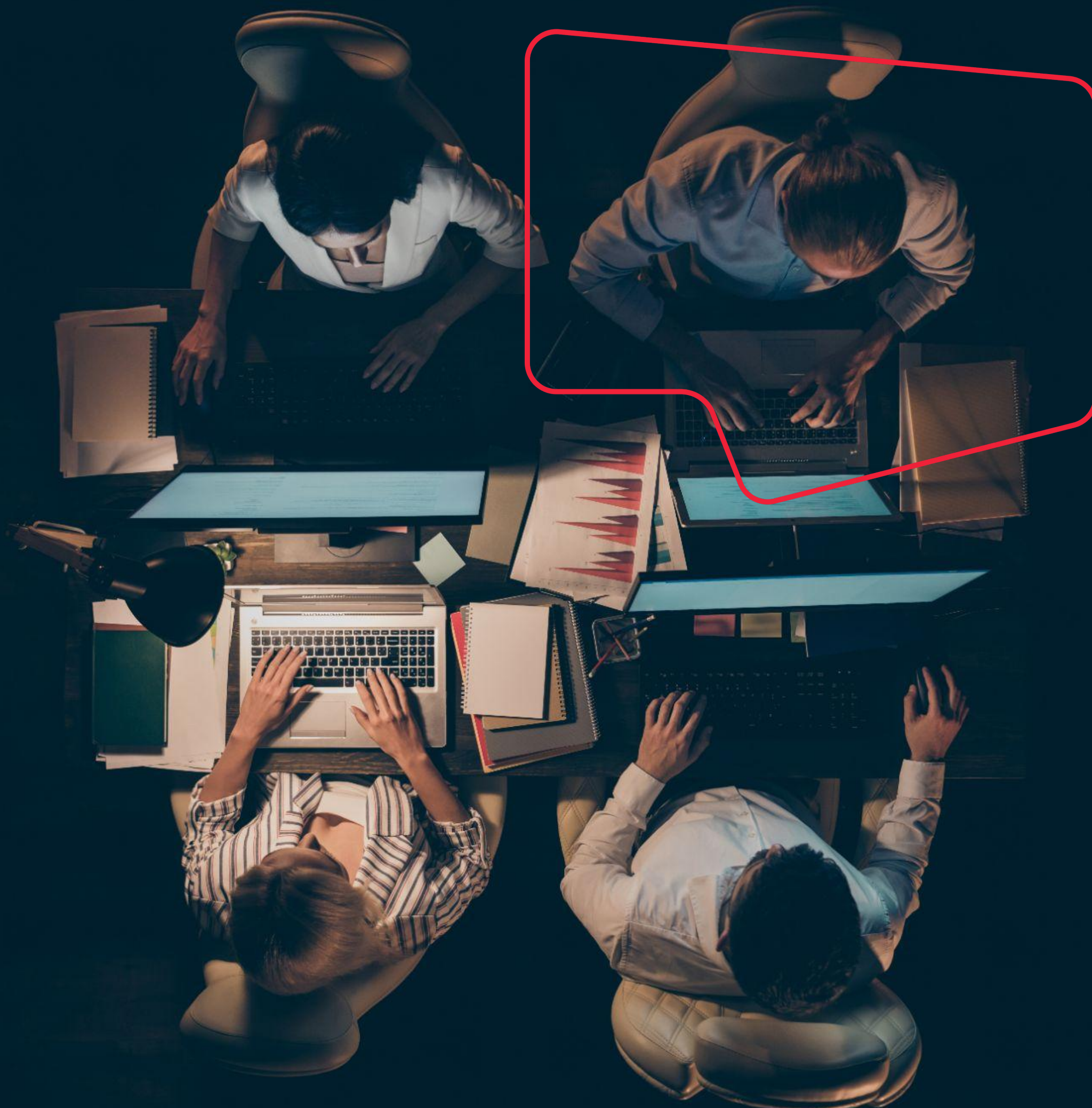




3 //

# Twilio Segment CDP

A leading Customer Data Platform, Twilio Segment, enables customers to leverage easily accessible, actionable, governed and consistent customer data in their tech stack. Customers can use their most valuable asset – data – as a competitive advantage to unlock new opportunities to engage with their consumers with improved efficacy of campaigns and growth initiatives.



# Using robust data with Twilio Segment to fuel customer engagement

**7.2K+**

Active Customer Accounts<sup>1</sup>

**400K**

Events per second

**10.5T+**

Twilio Segment API calls<sup>2</sup>

**700+**

Pre-built integrations

**264.8B**

API calls through Black Friday Weekend '24<sup>1</sup>

**99.99%**

System uptime

1. As of May 2025  
2. Note: These numbers are from 1/1/24-12/31/24



# Thousands of global businesses trust Twilio Segment to manage their customer data

ABInBev

 Allergan

amaysim

BONOBOS

CAMPING  
WORLD®

chime

 contentful

CrossFit

 dialpad

Fender®

FOX

 TravelPerk

intuit®

 mongoDB®

Orchard

PagerDuty

sanofi

 Skilling

staples<sup>®</sup>

taxfix

 vista™

ZALORA

IBM





**35%** Increase in conversion rates on paid channels

**16%** Decrease in cost-per-lead on paid channels

**12%** Increase in conversion rates from marketing campaigns

[Read Story](#)







**17%**

Increase in  
billable usage

**150**

Products with  
standardized data

**70%**

Increase in revenue over  
a three month period

**10X**

Return on Twilio  
Segment investment

[Read Story](#)







**41%** Reduction in completed  
purchase CPA

**400M** In DTC sales

[Read Story](#)





4 //

# Platform

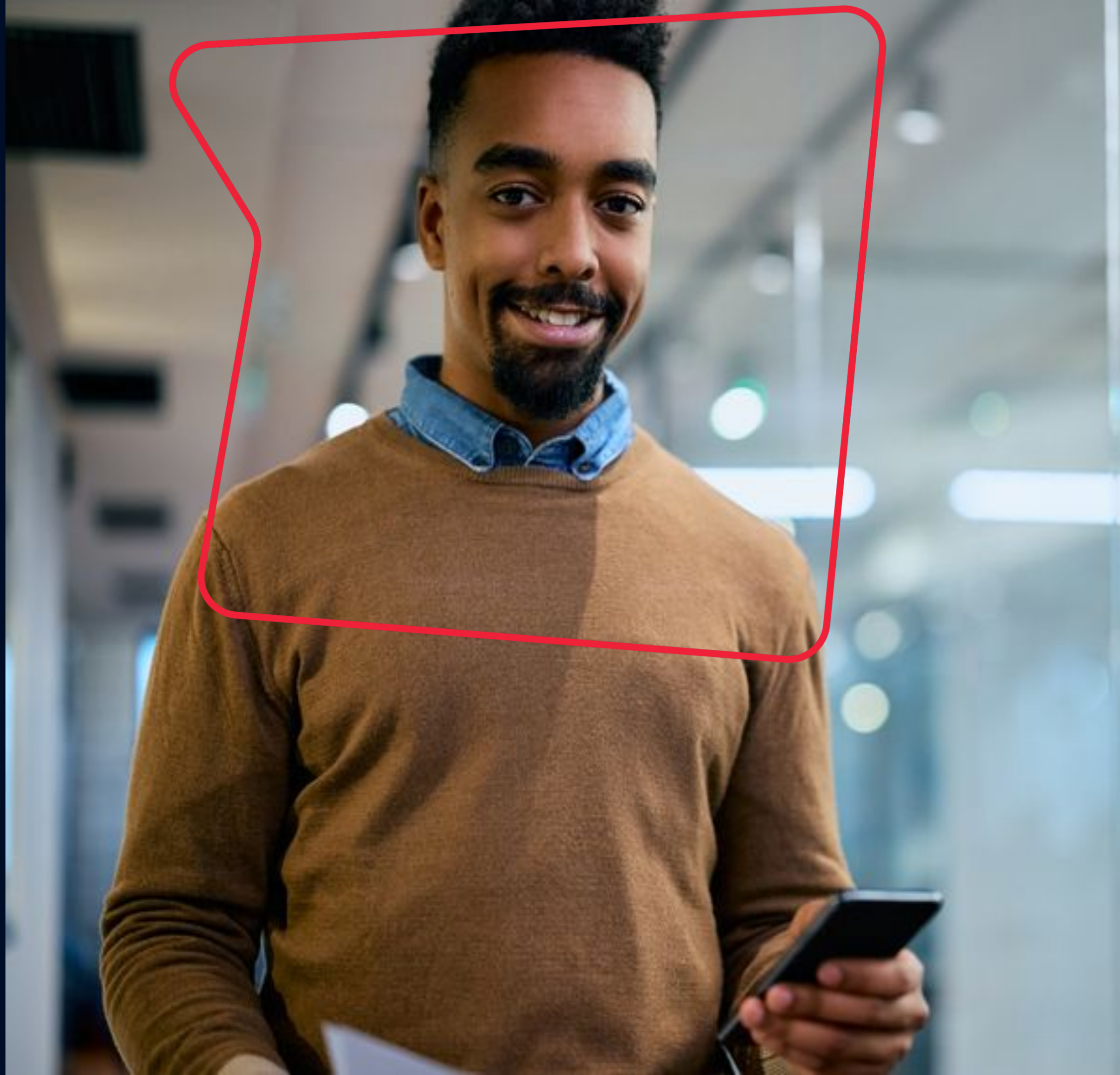




**4A //**

# **AI-powered** **customer engagement at** **scale**

Use your own LLMs or leverage intelligence infused across our platform to fuel more data-driven, personalized experiences for customers — all while putting real-time context in the hands of customer-facing teams





# Building with some of the biggest names in AI



OpenAI



# Empowering customers with AI

9,000+

Companies building in the AI space use Twilio services, 67% of which are paying customers.

\$260M

Twilio revenue generated from companies building in the AI space utilizing Twilio services in 2024

569M+

AI powered Twilio Verify Fraud Guard attempts for our customers in 2024<sup>1</sup>

\$62M

In customer savings in unnecessary fraud-related costs

70%

Increased accuracy of audience segments<sup>2</sup>

83%

Average reduction in paid advertising costs<sup>3</sup>

70%

of customer support cases deflected<sup>4</sup> while maintaining CSAT<sup>5</sup>

1. June 2022 to October 1, 2024  
2. Twilio customer after implementing [Predictions](#)  
3. Twilio customers participating in [Predictive Audiences](#)  
4. Defined as resolution without requiring support from a live agent.  
5. With Unified Profiles and Agent Copilot: [Universidad UK](#)





## Improving patient experiences and CX agent satisfaction

*"By capturing context and streamlining interactions, [Twilio] AI ensures human agents step in at the right moment—equipped with the full picture to deliver more meaningful, personalized care."*



Dugan Winkie  
Head of Commercial Strategy

### Better ROI

Cedar expects to automate 30% of inbound calls by the end of 2025 using its AI voice agent, Kora, powered by Twilio ConversationRelay.

### Improved

CSAT scores by offering streamlined payment options

### Personalized

the patient experience with customized bill notifications and appointment reminders





4B //

# Reliability

Platform reliability is a core tenant for Twilio and is baked into every product we offer. We are committed to providing the most reliable platform for our customers. So that every engagement is successfully delivered to their customers.





# Optimizing security and CX to meet consumer needs

**99.95%**

Service API SLA<sup>1</sup>

**99.99%**

Twilio Enterprise Edition  
Service API SLA<sup>1</sup>

**99.99%**

Segment system uptime<sup>1</sup>



1. SLAs are as of February, 2025. To learn more, click [here](#)



"It was pretty obvious we had to switch to something that would scale, and Twilio was by far the best option. We knew we wanted to build a platform that would allow for multiple hosts to each have their own campaigns. **That would have been impossible without Twilio** ...

...We knew that we needed to pick a partner that had the reliability in terms of message delivery and also the underlying infrastructure to make us feel confident in what we were putting forth for our hosts and for our subscribers. We needed a partner that we felt that we could grow with and scale alongside."



**Mike Donoghue**

Subtext Co-Creator, and CEO and Founder of Alpha Group





4C //

# Data Compliance & Protection

Twilio builds privacy into every product and process to safeguard the data you entrust to us. Rooted in respect, our privacy and data protection program only uses data in ways that are consistent with current data protection laws and customer wishes.



# Pillars of Twilio data protection



## Privacy and security by design

Twilio builds privacy and security into all products by design and by default, collecting minimal data that's shielded by layers of safeguards. We also use external auditors to verify the adequacy of our compliance measures to ensure that Twilio meets current requirements.



## Global protection and privacy compliance

We rely on our Binding Corporate Rules to serve as our code of conduct that governs our global processing of personal data, ensuring that we are committed to data protection measures that go beyond what local laws require and no matter where customers are located.



## Transparency and control

We provide privacy resources and controls to help customers make meaningful choices about how their data is used. We also encrypt data both in transit and at rest utilizing industry standard encryption algorithms.



5 //

# Twilio Impact

Making a meaningful difference for our customers, championing social causes, and building community and inclusion initiatives.







5 //

# Building Communities

We are committed to celebrating togetherness across our company through Twilio Communities, which includes regional hubs, social channels and Employee Resource Groups, each led by employees, open to all, and providing everyone with an opportunity to be connected.





# 2024: A year of scaling connection and impact



**716M+**

People were reached around the world

**25,000+**

Social impact organizations used Twilio products

**\$4.8M**

In grants and donations to over 40 nonprofits

**\$650K+**

In donations driven by Twilions

**10,300+**

Hours were volunteered by Twilions

# Building connections & making an impact within Twilio and beyond



**94%**

Of Twilions reported effective remote collaboration on their teams

**100+**

Events and activities led by Twilio's Employee Resource Groups

**4K+**

Global Hub event attendees across 14 countries and 5 continents

**1K+**

Twilions volunteered during 2024 Global Impact Week





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with the Twilio Customer Engagement Platform

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