



# Twilio Accolades Book





**Twilio provides a leading customer engagement platform that helps brands build trusted, lasting customer relationships.**

Analysts, customers, and partners agree: Twilio is shaping the next era of customer engagement.

See how!



**“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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**1a.**

**Twilio's  
global reach &  
enterprise scale**

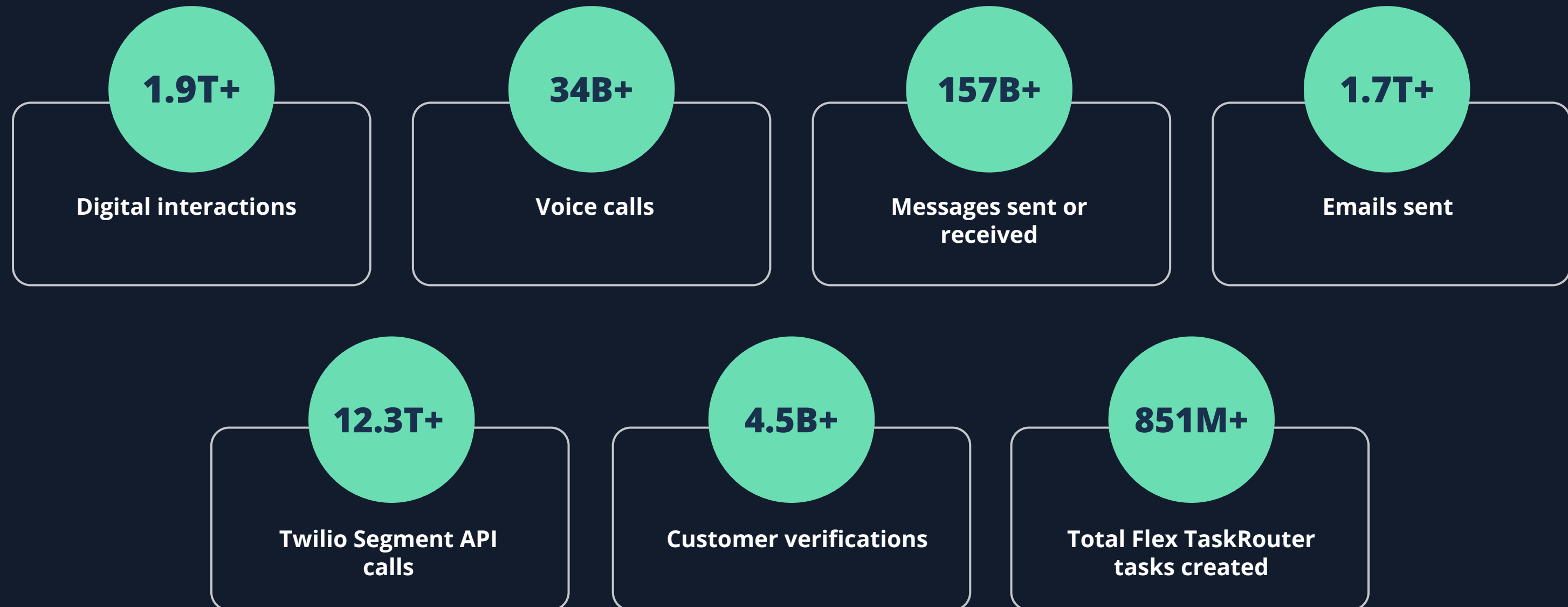






# Twilio's leadership by the numbers

14.3T+ customer engagement API calls processed



Note: These numbers are from 6/30/22- 6/30/23



# Serving thousands of customers worldwide

**304,000+**

Twilio  
customer  
accounts<sup>1</sup>

**2,000+**

Tech  
partners

**180+**

Countries  
&  
territories  
reached

**500k+**

Console  
users per  
quarter

**400+**

Pre-built  
Integrations

**4,800+**

Global  
carrier  
connections

**10M+**

Developer  
accounts  
worldwide

1. As of 8/08/ 2023





# Twilio in the enterprise

Twilio customers include 36% of the Forbes Global 2000

Financial Services	Auto / Energy	Retail / CPG	Healthcare / Manufacturing	High Tech
      <small>A PayPal Service</small>	   	    	   	   



# Real companies. Real customer engagement results.



**65% reduction** in customer acquisition costs



**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



**50% decrease** in volunteer disaster response times



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



**39% increase** in overall net cash per member



**Tripled their revenue** while decreasing marketing costs by 20%



**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



**1b.**

**Analyst firm  
recognition &  
industry awards**

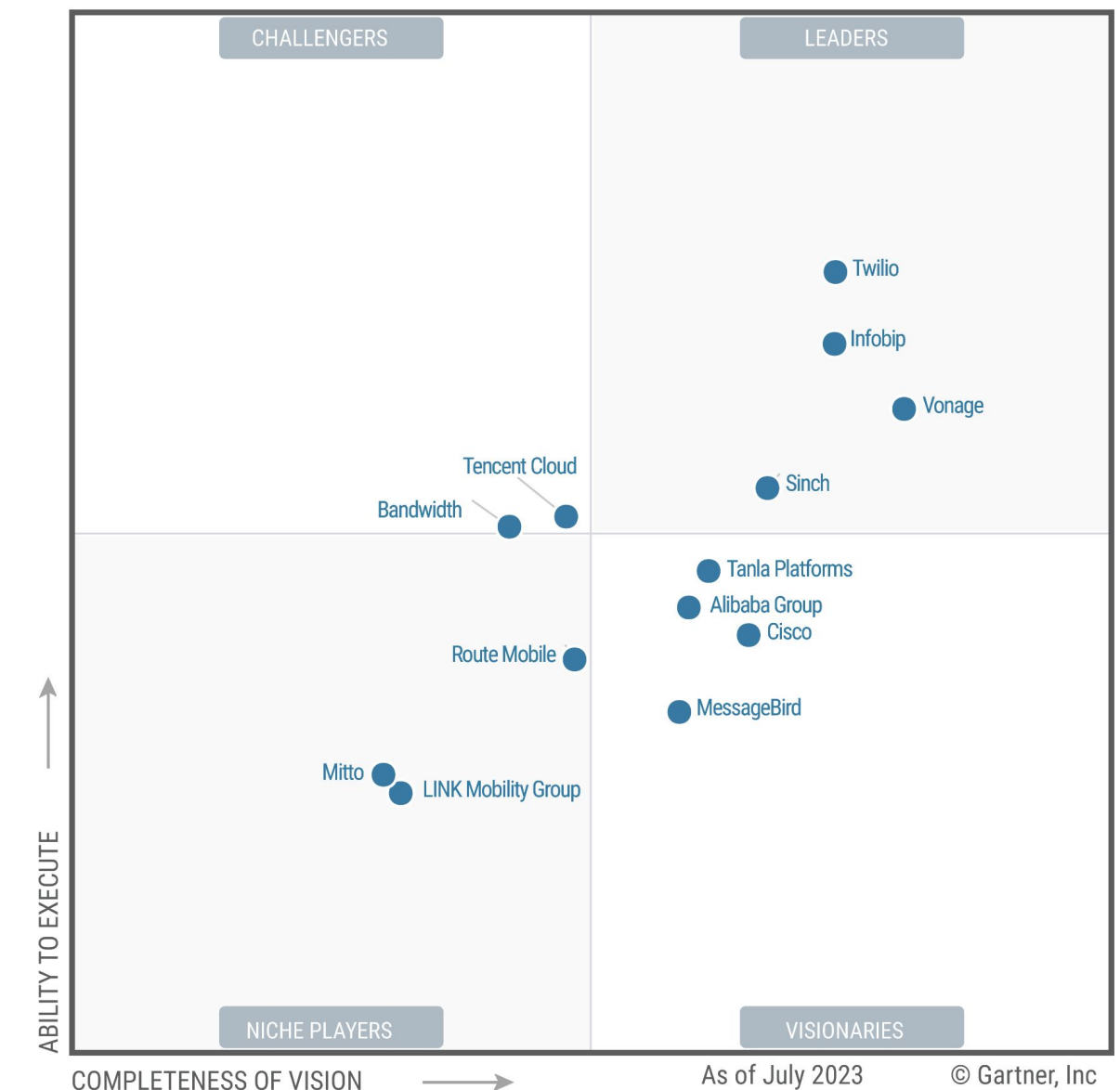


# Gartner names Twilio a Leader in the 2023 Gartner® Magic Quadrant™ for CPaaS

Twilio positioned highest in execution



Figure 1: Magic Quadrant for Communications Platform as a Service



Source: Gartner

Gartner® Magic Quadrant™ for Communications Platform as a Service, Lisa Uden-Farboud, Ajit Patankar, Brian Doherty, Daniel O’Connell, September 18, 2023. 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.





# 2023 Gartner® Critical Capabilities for Communications Platform as a Service

In their Critical Capabilities report, Gartner evaluated 13 vendors across five Use Cases to shortlist vendors for consideration.

Twilio rated the highest among all vendors for three out of five Use Cases.

Those three Use Cases were:

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

**Gartner**®

Gartner® Critical Capabilities for Communications Platform as a Service, Lisa Uden-Farboud, Ajit Patankar, Brian Doherty, Daniel O'Connell, 18 September 2023. 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.



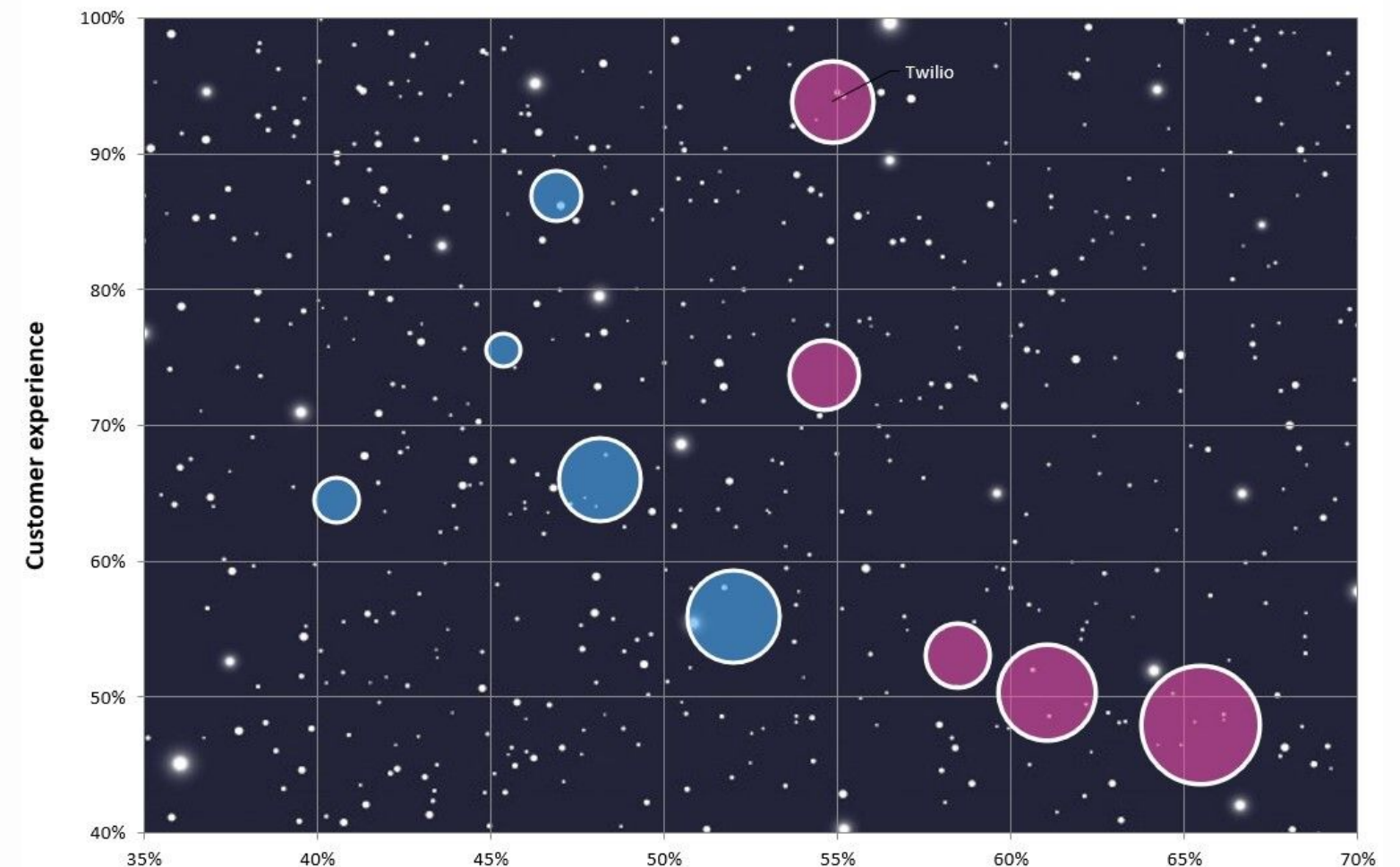
# Twilio named a leader in Omdia's Universe 2022 customer engagement platform report

"Twilio's approach differs because it automatically **creates data building blocks that help to intersect and automate conversations across customer journeys.**"



Source: [Omdia Universe: Customer Engagement Platforms, 2022-23](#)

Omdia Universe - Customer Engagement Platforms



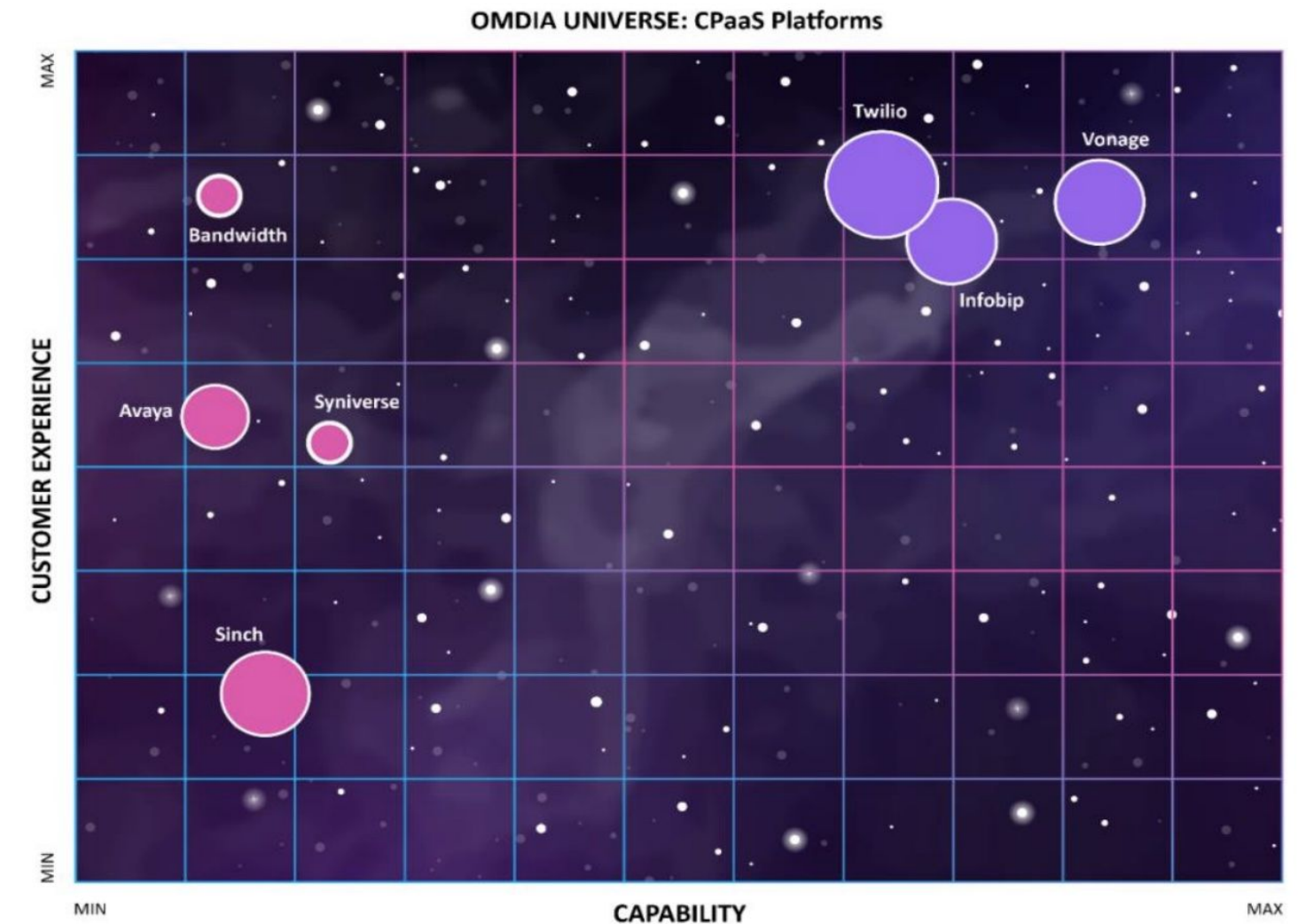


# Twilio named a leader in Omdia's Universe 2022 CPaaS report

"...Twilio is regarded as pioneering and defining the CPaaS market and has significant mindshare. It built substantial market traction through a developer-focused go-to-market strategy and remains committed to that core market."



Source: *Omdia Universe: CPaaS Platform Providers, 2022-23*







# IDC MarketScape recognizes Twilio as a leader in the CPaaS market for 2023

“Twilio still offers the comprehensive CPaaS portfolio and SaaS engagement solutions. It has a sweeping global reach and is known for quality and reliability. Despite its rapid growth, it has maintained its focus on dependable customer support and accessibility.

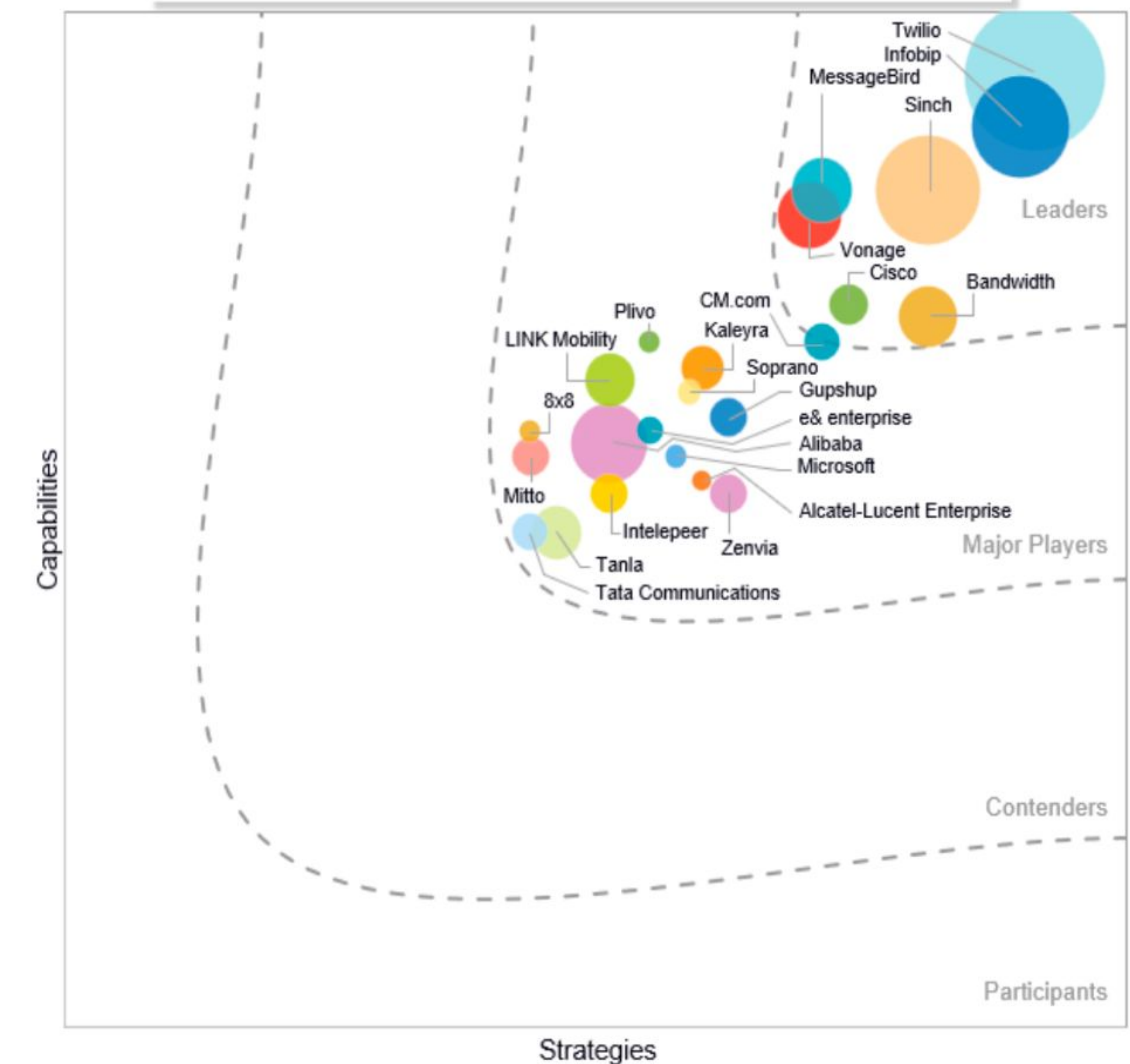
If you are a midsize, large enterprise, or emerging digital-first company, Twilio will easily meet your engagement requirements.”



Source: [IDC MarketScape: Worldwide Communications Platform as a Service 2023 Vendor Assessment](#), May 2023, IDC #US50607923

## IDC MarketScape Worldwide Communications Platform as a Service Vendor Assessment

IDC MarketScape Worldwide Communications Platform as a Service, 2023



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 ranks Twilio #1 in 2023 market share for CDPs

“Twilio continues as the CDP market share leader with faster growth in 2022 than in 2021.”

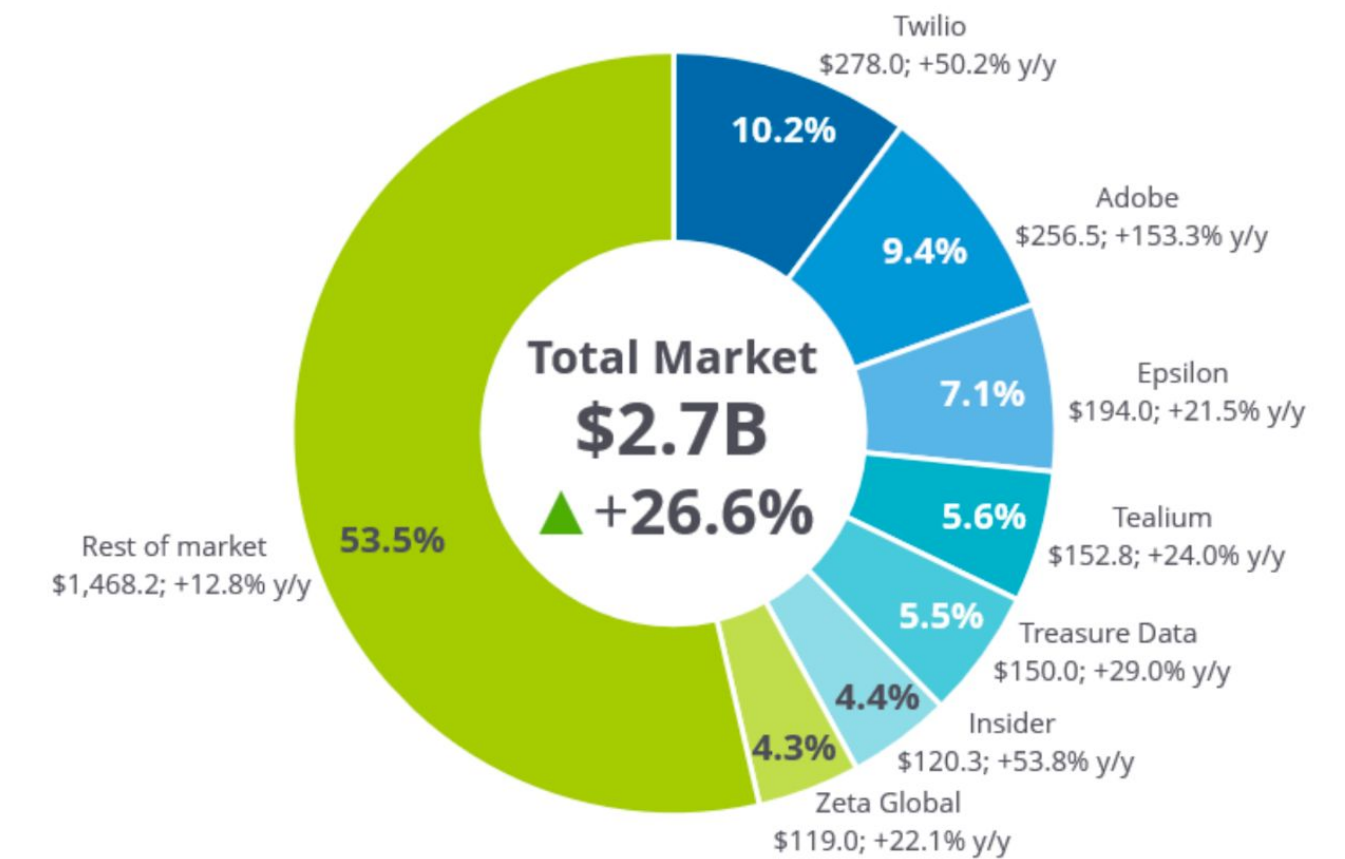


Source: IDC Worldwide Customer Data Platform Applications Software Market Shares, 2022: Continued CDP Growth to \$2.7 Billion Proves Value of Unified Data for CX and Digital Business-2022, June 2023, IDC #US50861023

## IDC MARKET SHARE FIGURE

FIGURE 1

Worldwide Customer Data Platform Applications Software 2022 Share Snapshot



Note: 2022 Share (%), Revenue (\$M), and Growth (%)

Source: IDC, 2023

June 2023, IDC #US50861023e



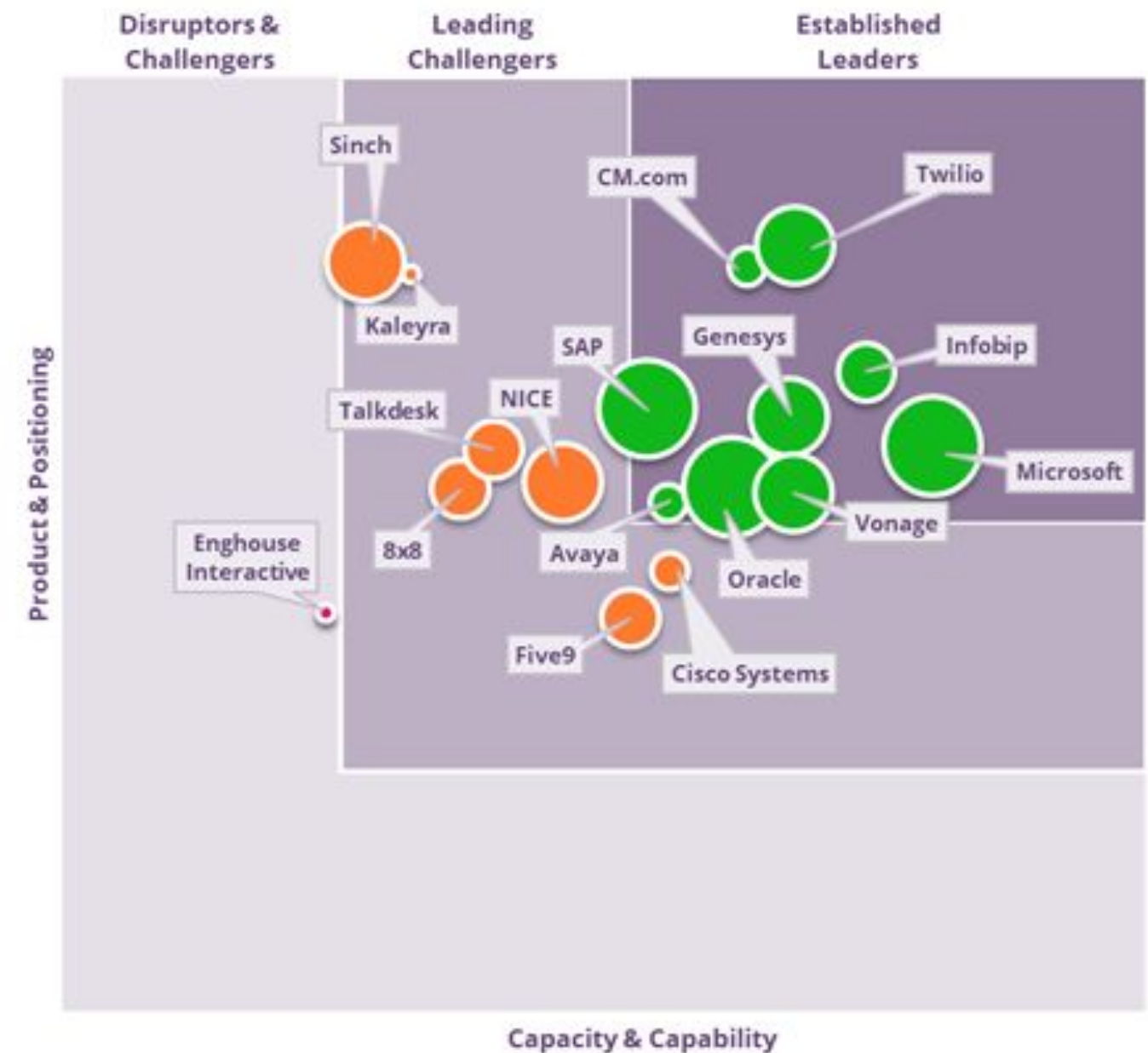
# Juniper research names Twilio a leading CCaaS for 2021 market share

“Twilio’s ability to provide a comprehensive product suite will allow it to provide crucial differentiation in a highly competitive market, as enterprises will choose their preferred solution based on the comprehensiveness of these suits.”



Source: [CaaS Market Value To Near \\$16 Billion In Global Revenue By 2027, As Top 3 CaaS Vendors Revealed](#)

Juniper Research Competitor Leaderboard  
CCaaS Vendors







# Forrester includes Twilio Segment in large market presence segment and data management functionality category for CDP

“Twilio Segment is listed as one of only five “large vendors” in the market presence segment in Forrester’s overview. Additionally, the Forrester report lists Twilio Segment in the CDP functionality segment.”



Source: [Ccaas Market Value To Near \\$16 Billion In Global Revenue By 2027, As Top 3 Ccaas Vendors Revealed](#)



# Forbes recognizes Twilio's comprehensive CEP and need in today's market

"...Our early readout on Twilio's Customer Engagement Platform is that it is well-designed and comprehensive in its capabilities and with proper implementation can enable a company to better serve its customers throughout its entire lifecycle from sales and marketing to customer support. **And in today's customer-centric world where repeat sales and customer loyalty matter more than ever, this power can't be overlooked.**"

**Daniel Newman**

Contributing writer, Forbes

Source: Forrester Now Tech: Customer Data Platforms, Q1 2022, RES177030

# Forbes



# Industry awards

**Top 500**  
most innovative company<sup>1</sup>



**Honorable Mention**  
for world-changing ways  
companies responded to  
Covid-19<sup>2</sup>



**#83**  
in best places to work in  
2023 by Glassdoor<sup>3</sup>



1. [Deloitte 2022 Technology Fast 500 winners](#)
2. [Fast Company's 2022 World Changing Ideas Awards in the pandemic response category](#)
3. [Glassdoor best places to work in 2023](#)



# Twilio Communications

The Twilio Communications Platform as a Service (CPaaS) is built to support global, enterprise scale





# Twilio Communications

**180+**

Countries &  
territories reached

**157B+**

Messages sent or  
received

**1.7T+**

Emails sent

**2,000+**

ISV + Technology  
Partners

**49B+**

Voice minutes

**304K+**

Twilio customer  
accounts

✓ **Loved by 10+ million developers**

Millions of developers choose Twilio's easy-to-use CPaaS solution to power omni-channel engagement with customers worldwide

✓ **World class global connectivity**

Our Super Network connects with 4,500+ global carrier connections

✓ **Software to onboard onto every channel**

Twilio Trust Hub and APIs reduce operational overhead through enabling centralized compliance and onboarding workflows across channels



# 2a.

## MessagingX

Twilio's MessagingX is a platform of multichannel APIs and software that enable enterprises to quickly launch proof of concepts, scale, and iterate completely customizable, reliable, and scalable messaging applications with carrier connections, partnerships, and software that provide the trust, quality, and engagement you need for deep customer relationships on a global scale.





# Messaging built on trust, quality, and engagement

**157B+**

Messages sent  
or received  
annually

**619M+**

Messages sent  
or received in  
a single Day

**65,000+**

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](#))



# CyberWeek Messaging

**0** Twilio incidents during Cyber Week

**50%** YoY growth in Toll-Free Messaging Volume

**69%** YoY growth in OTT Messages

**30%** YoY growth in MMS Messages



**Nearly 4B messages sent during Cyber Week**

24% increase in messaging volume YoY over 2021



**Over 719M messages sent and received on Cyber Monday**

New daily messaging peak on Twilio's platform



**100% Core Messaging service uptime**

Zero downtime in Twilio's core messaging services



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

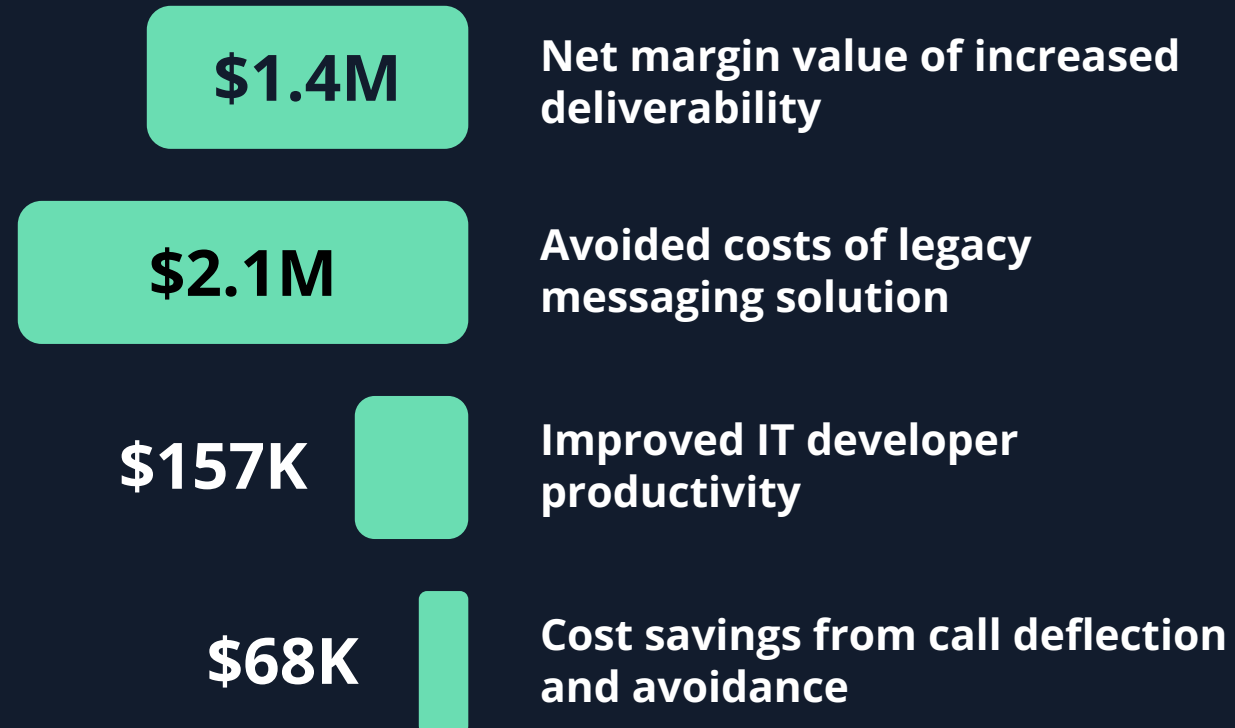
Through five customer interviews and data aggregation, Forrester concluded that Twilio Messaging has the following three-year financial impact for the composite organization.

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

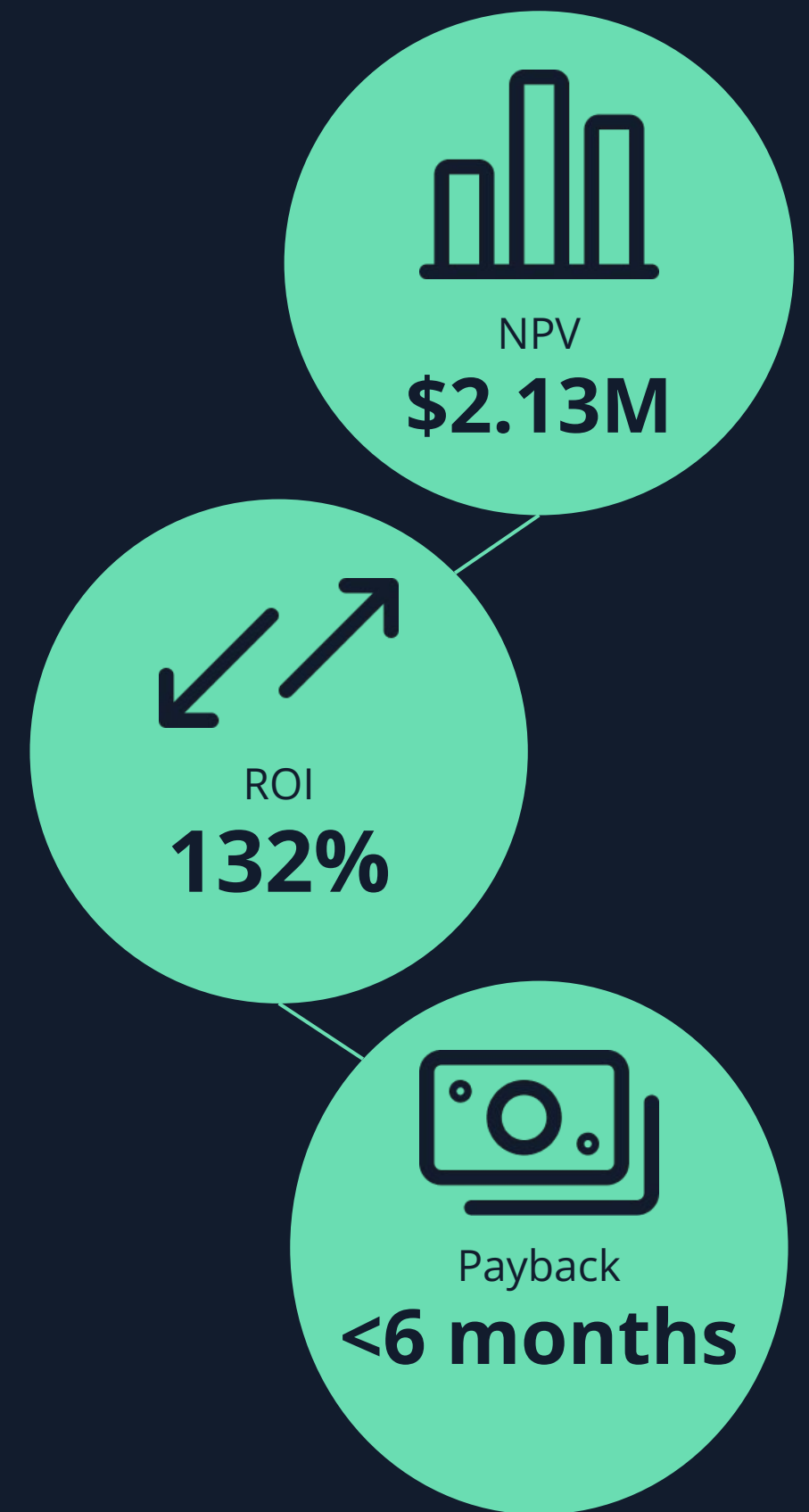
**\$328K+** Increased net margin attributable to Twilio, stemming from 30-40% customer opt-in for SMS marketing

**\$275k+** Cost avoidance from shifting 65% of direct mail to SMS marketing

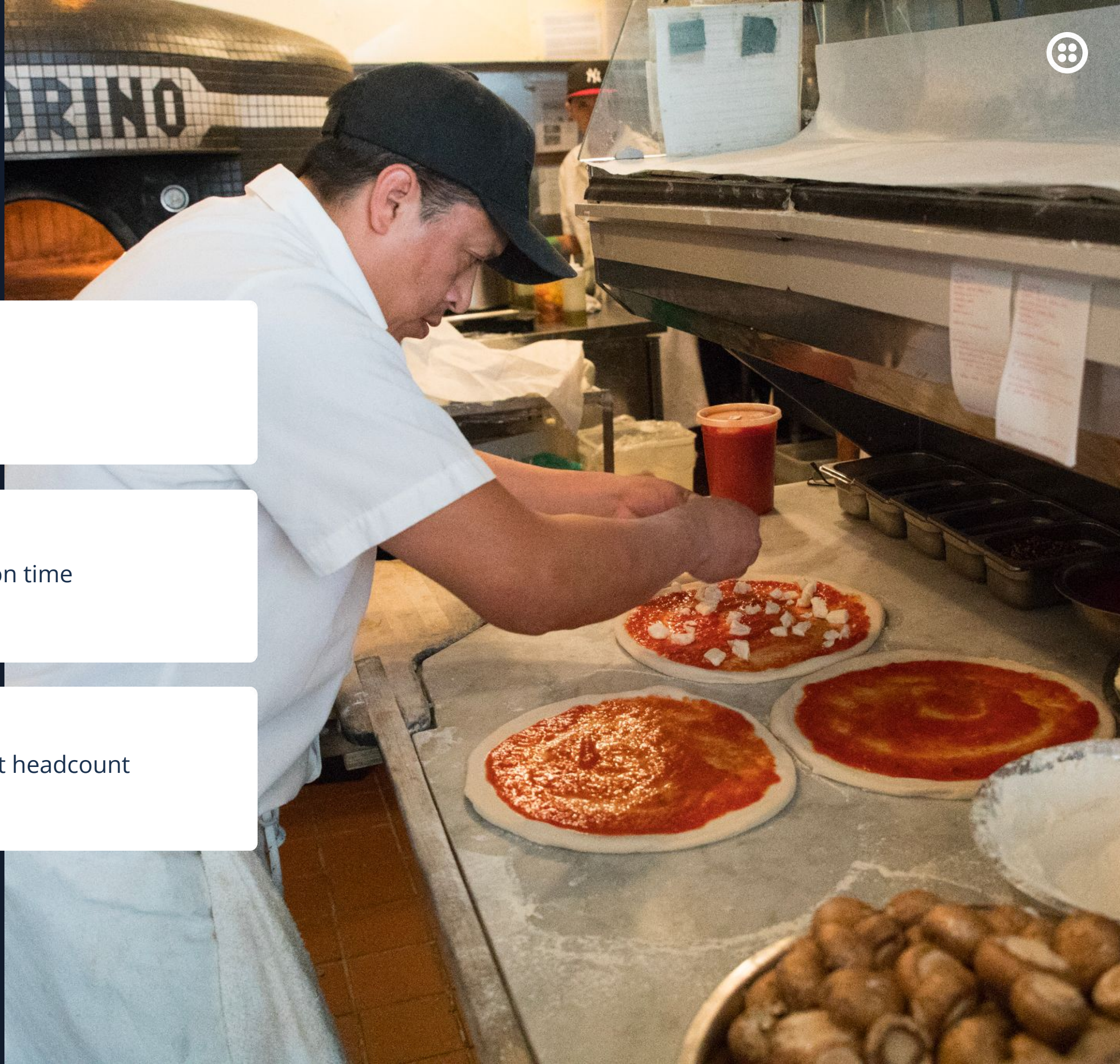
## Summary of Benefits Three-year risk-adjusted



1. Not included in ROI calculation







**2X**

increase in order volume

**60%**

decrease in order confirmation time

**200%**

decrease in customer support headcount

[Read Story](#)





# 2b.

## Twilio SendGrid

Twilio SendGrid gives brands the comfort know 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

**1.7T+**

Emails sent

**148B+**

Emails sent every month on average

Direct partnerships with the 4 largest email ISPs



Gmail



Yahoo



iCloud Mail



Outlook



# Holiday week '22 was a complete success for our customers<sup>1</sup>

**8.8B**

Emails sent on Black Friday

**8.9B**

Emails sent on Cyber Monday

**99%**

Delivery rates

**30%**

YoY increase on Black Friday SendGrid volume

**50B**

Emails sent through Cyber Week '22<sup>2</sup>

**4.2M**

Emails sent per minute during peak hours

**2 second**

Median end-to-end throughput

**26%**

YoY increase on Cyber Monday SendGrid volume

1. Thanksgiving/Black Friday Holiday week

2. Cyber Week means November 21 to November 28, 2022





glassdoor

99.5%

average monthly delivery rate

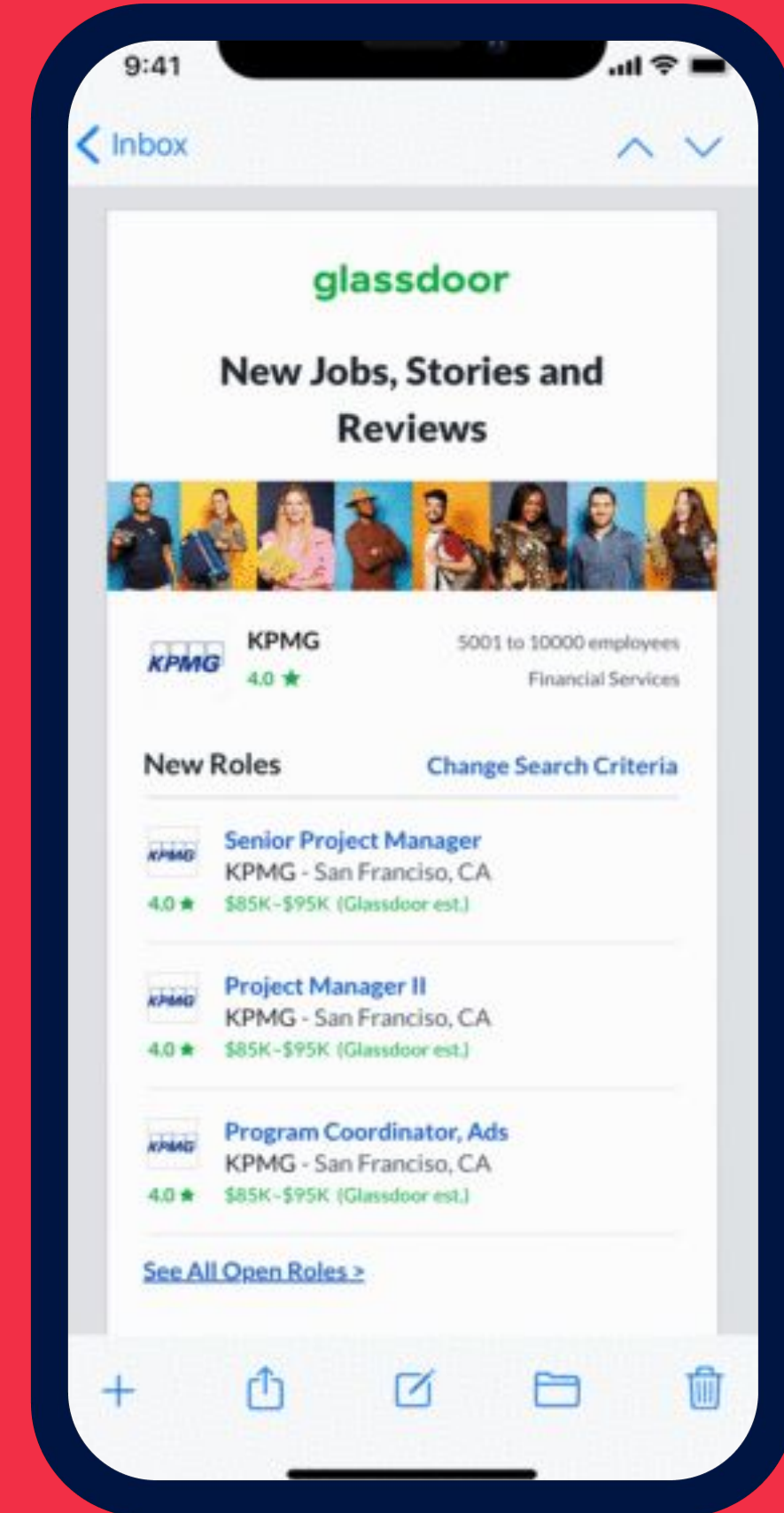
.007%

average monthly spam rate

30%

unique email open rates

Read Story





# 2c.

# Trusted Activation

Trusted Activation 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

**4.5B+**

Verifications annually<sup>1</sup>

**42**

Languages translated  
within templates

**99.95%**

Monthly API uptime

**2-4  
seconds**

To verify a user

**141M+**

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

**94%+**

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

**65%+**

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

**\$30M**

Saved to our customers  
using Fraud Guard<sup>3</sup>

1. Based on those customers who provide conversion data
2. Since May of 2022
3. Based on Twilio's publicly-available price list as of 7/14/23



# Optimizing security and CX to meet consumer needs

**40%+**

Improved conversion rates  
with Fraud Guard for Curve

**70%+**

Reduced cost-per-user(CPU)  
for Curve

**70%+**

Reduced login time for Gojek





**99%** users successfully verified

**88%** users executed an operation

**82%** users completed password resets

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# 2d.

# Programmable Voice

Twilio's programmable 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

**34B+**

Calls handled

**111M+**

Calls daily<sup>1</sup>

**49B+**

Voice minutes handled

**137.5M**

Cyber Monday '22 calls

**75%**

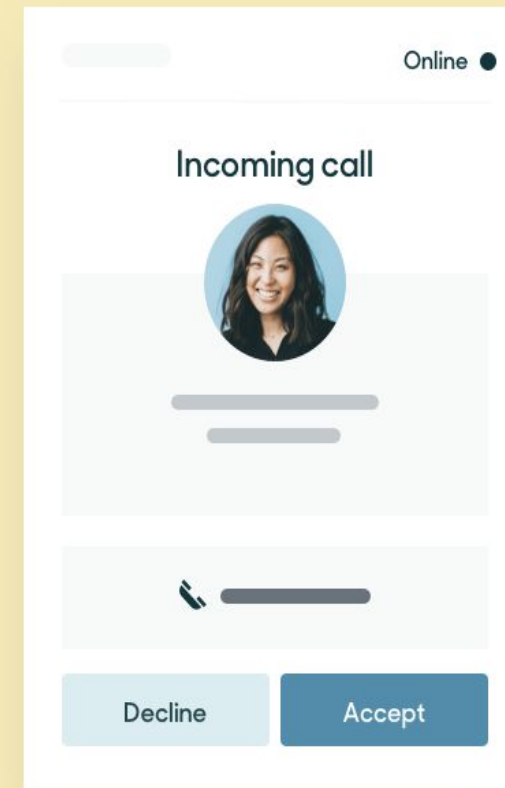
Cyber Monday '22 calls were answered

1. Excluding weekends

Note: These numbers are from 6/30/22- 6/30/23



# Stay dialed in



# Talk it out



**40+** countries served by Zendesk Voice

**70k** Zendesk customers

**93%** customer satisfaction

[Read Story](#)



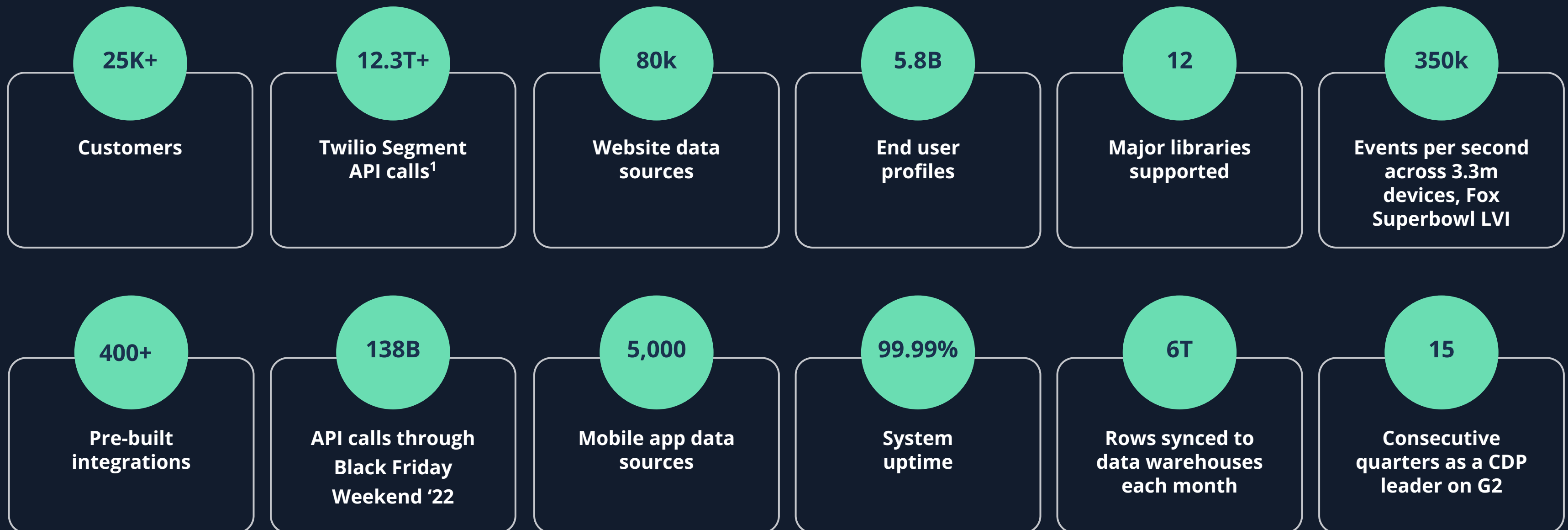
# Twilio Segment CDP

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 in 2022



1. These numbers are from 6/30/22- 6/30/23



**taxfix**

ZALORA

**Orchard**

 **Skilling**

*Fender*<sup>®</sup>

 **dialpad**

 **vista**<sup>™</sup>

**sanofi**

**amaysim**

 **TravelPerk**

**intuit**<sup>®</sup>

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

**PagerDuty**

**chime**



**IBM**

 **contentful**

 **meredith**

**BONOBOS**

**staples**<sup>®</sup>

**FOX**

**ABInBev**

**vmware**<sup>®</sup>

 **Allergan**

**Glossier.**





**Domino's**

**65%**

decrease in customer acquisition cost

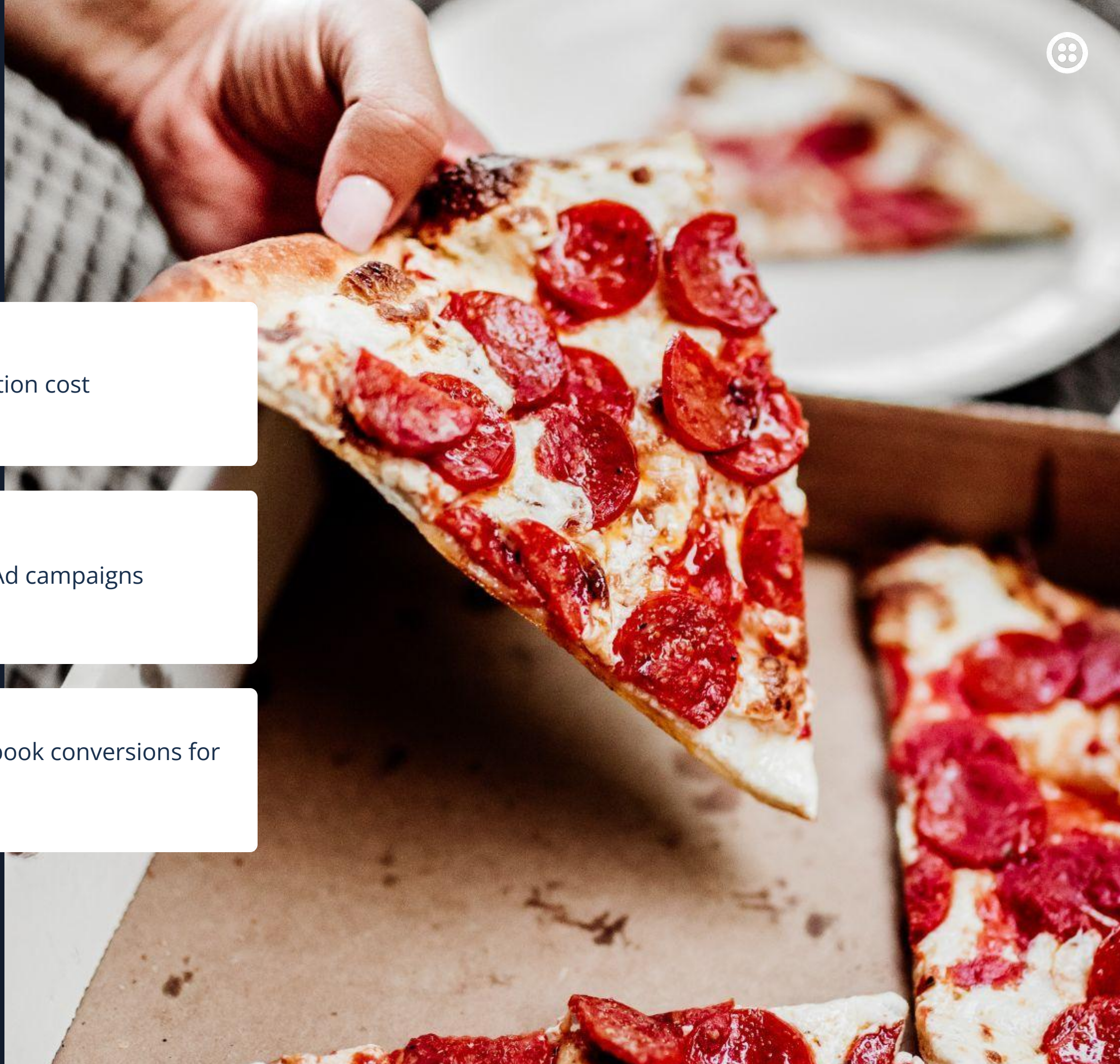
**700%**

increase in ROAS for Google Ad campaigns

**23%**

incremental increase in Facebook conversions for customer acquisition

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**17%**

increase in billable usage

**150**

products with standardized data

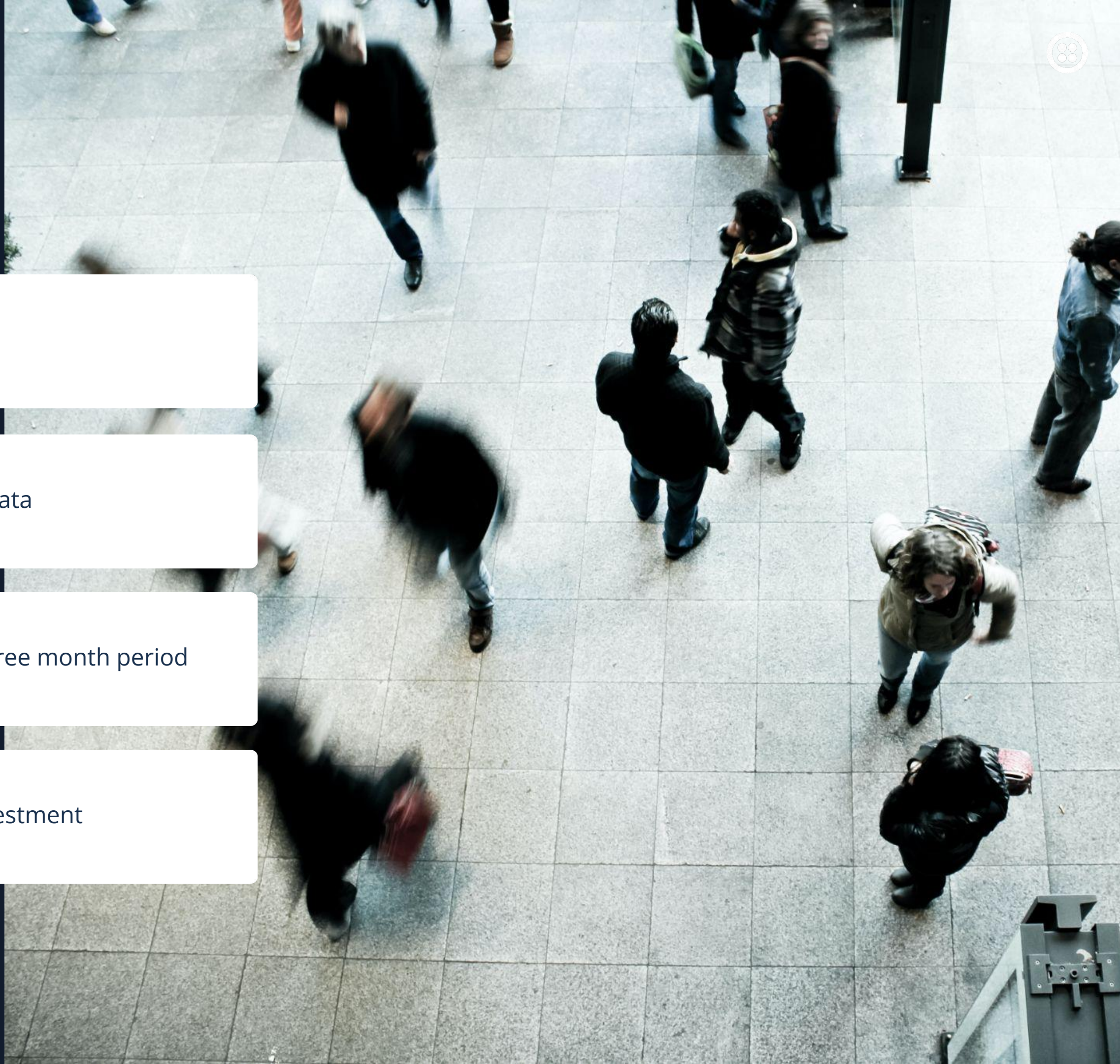
**70%**

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](#)





# FOX

## 376%

more more mobile app visitors with personalized content

## 75%

reduction of customer data QA hours resulting in >\$1.2M saved annually

## 3.3M

Concurrent Unique Devices  
(intake of ~ 350,000 records per second)

[Read Story](#)





# Twilio CCaaS

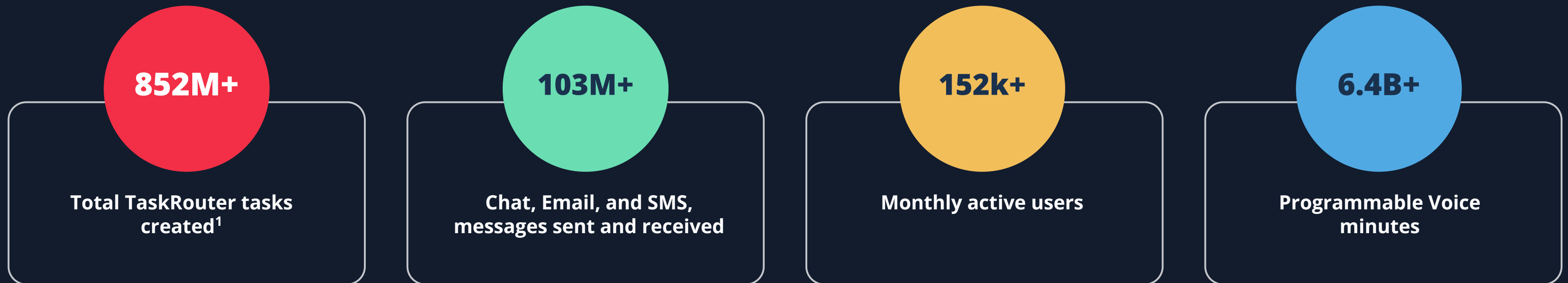
Twilio Flex is a digital engagement center for sales and customer support teams. Businesses use Flex to connect customers with any customer-facing employee on multiple channels (voice and digital), at any stage of their journey. Turn customer interactions into customers for life by delivering personalized,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







# Future-proofing customer experiences with Flex



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

In-app digital concierge



12% improvement in CSAT



75% reduction in chat wait times



## Sales

High-touch contextual sales



2x increase in reservations SMS traffic



3-10x increase in bookings



## Support

Contact center for frictionless engagements



30M interactions weekly



18% monthly handle time decrease



**1 day** to deploy a proof of concept

**13%** after call work reduction

**18%** monthly handle time decrease

[Read Story](#)







**3-10x** increase in guest bookings

**70%** lower handle times with SMS

**21%+** jumped to 21%+ open rates

**12.3%** jumped to 12.3% click rates

[Read Story](#)





# Platform

The Twilio Customer Engagement Platform(CEP) is built on reliability and data protection & compliance.





# 5a.

## 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 consumers.



# 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, 2023. 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**



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# 5b.

## 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

**95%**

Of outages and latency detected before our downstream providers

**75 second**

Traffic reroute cycles

**~4**

Provider route depth

**1000+**

Unique Network Monitors

**101M+**

Calls and messages rerouted each month to ensure delivery

**900M**

Data signals monitored daily

**4,800+**

Global carrier connections

**2,000+**

Tech partners to help implement & adapt our solutions



# 5c.

## Data Protection & Compliance

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



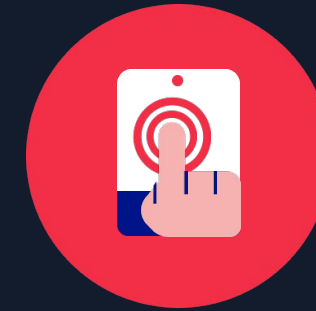
## Privacy and security by design

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.





# Compliance is at the core of our platform

Certification	Services / Products Covered
ISO/IEC 27001	Twilio & Segment
ISO/IEC 27017 & 27018	Twilio & Segment
SOC 2 Type 2 Trust Service Principles: Security & Availability	The following Twilio Services: Programmable Voice, Programmable Messaging, Programmable Video, Twilio Flex, Lookup, Verify, Studio, Conversations, and Authy  SendGrid & Segment
PCI DSS Level 1	Twilio Programmable Voice
PCI DSS Level 4	SendGrid
HIPAA eligible	<a href="#">Eligible products &amp; services</a>



Visit [Twilio Trust Center](#) to learn more

# Twilio Impact

Making a meaningful difference for our customers, championing social causes, and driving forward diversity, equity, and inclusion initiatives.





# 6a.

## Customers

Beyond mere marketing claims, concrete customer results and testimonials underscore the profound impact of Twilio.





# Stories from SIGNAL 2023

## Postscript



*“Twilio has been our partner since Postscript started... On Black Friday, **7,000 brands who use Postscript want to send tens of millions of messages delivered immediately.** That is a lot of workload to take on. And we rely on Twilio to do that, with speed and throughput, and we haven’t had a bad Black Friday or Cyber Monday yet. And **we rely on Twilio for that.**”*

- Alex Beller, Co-Founder and President, Postscript  
[SIGNAL 2023 Vision Keynote](#)



# Stories from SIGNAL 2023

*“In some areas where we’ve been using Segment, we’ve been pleased to see a **doubling of engagement**. We’ve been able to learn more about what our visitors are looking for, we can draw conclusions from that, we can help our customers more directly, and **from that, we’ve seen a lot of growth**.”*

- Heather Simon, VP, Digital Customer Experience, Siemens

[SIGNAL 2023 Vision Keynote](#)

# SIEMENS





# Stories from SIGNAL 2023



*“By knowing our player’s journey and having that whole story together in one spot, we’re able to **find opportunities easier** and then experiment on different ways to activate our players based on those learnings. We’ve also been able to **understand who our players** are at different points in that journey and use that to personalize our communication, and we see **much better response rates as a result of that.**”*

- Matt Howell, VP of Analytics & Digital Publishing Technologies, Warner Brothers Games



[SIGNAL 2023 Vision Keynote](#)





# Compared to other vendors...

**88%**

of surveyed organizations  
rate **Twilio's scalability as  
better**<sup>1</sup>

**86%**

of surveyed organizations  
rate **Twilio's flexibility as  
better**<sup>1</sup>

**78%**

of surveyed organizations  
rate **Twilio's deliverability as  
better**<sup>1</sup>

**77%**

of surveyed organizations  
rate **Twilio's ROI as better**<sup>1</sup>

**69%**

of surveyed organizations  
rate **Twilio's cost efficiency  
as better**<sup>1</sup>

1. <https://www.techvalidate.com/tvid/E02-BB8-340>
2. <https://www.techvalidate.com/tvid/93C-637-C73>
3. <https://www.techvalidate.com/tvid/AD2-136-22B>
4. <https://www.techvalidate.com/tvid/FEA-F4D-FD9>
5. <https://www.techvalidate.com/tvid/865-609-91B>



# Twilio customers see real results

**72%**

of surveyed customers  
**improved deliverability of  
up to 50%**<sup>1</sup>

**91%**

of surveyed customers  
reported **increased  
CSAT/NPS of up to 25%**<sup>2</sup>

**95%**

of surveyed customers  
reported **increased ROI of up  
to 25% with Twilio**<sup>3</sup>

**81%**

of surveyed customers say  
they **improved efficiency by  
up to 50% with Twilio**<sup>4</sup>

**85%**

of surveyed customers  
reported an **increase in  
customer lifetime value by  
up to 50%**<sup>5</sup>

1. <https://www.techvalidate.com/tvid/984-1C3-E62>
2. <https://www.techvalidate.com/tvid/574-3A6-886>
3. <https://www.techvalidate.com/tvid/18A-009-D24>
4. <https://www.techvalidate.com/tvid/658-5FB-72D>
5. <https://www.techvalidate.com/tvid/278-987-D93>



# Twilio customers see real results

TWILIO CUSTOMER FACT

**Medtronic, Inc. chose Twilio over Infobip and MessageBird, and experienced:**

- ROI within a month, with 50-75% ROI to date
- 75% reduction in customer acquisition costs
- Over 75% improvement in CSAT scores
- Over 50% increase in deliverability rates
- Far superior global reach and scalability



*“What I like the most about Twilio is that is very easy to use, and the flexibility to use the code you have.”*

- Andres Ponce, Marketing Professional at Medtronic, Inc.

Source: Andres Ponce, Marketing Professional, Medtronic, Inc.

Validated Published: Aug. 19, 2023 TVID: 456-4CE-3F6



TechValidate  
by SurveyMonkey

TWILIO CUSTOMER FACT

A large enterprise professional services company evaluated and/or replaced Salesforce Marketing Cloud and Trumpia prior to selecting Twilio.

After selecting Twilio, they experienced:

- 3 months return on investment
- Up to a 24% improvement in deliverability
- “Significantly better” cost efficiency
- “Far superior” flexibility
- “Far superior” Scalability



This product manager states: “I would highly recommend Twilio over other CPaaS vendors.”

Source: Product Manager, Large Enterprise Professional Services Company

Validated Published: Jul. 10, 2023 TVID: 6A0-B69-93C



TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/456-4CE-3F6>

Source: <https://www.techvalidate.com/product-research/twilio/facts/6A0-B69-93C>





# Twilio customers see real results

## TWILIO CUSTOMER FACT

A medium enterprise financial services company selected Twilio over Bandwidth and Vonage and experienced:

- Over 75% improvement in cost efficiency
- 50-75% increase in ROI
- Up to 75% improvement in deliverability
- Up to 49% increase in customer satisfaction
- Significantly better flexibility and scalability



This customer adds, *“We are seeing at least 200% in cost saving and give Twilio 5 star rating.”*

Source: IT Architect, Medium Enterprise Financial Services Company

Validated Published: Aug. 19, 2023 TVID: 87D-5B6-7A4



TechValidate  
by SurveyMonkey

## TWILIO CUSTOMER FACT

A medium enterprise consumer products company selected Twilio over Sinch and Telesign, and experienced:

- 50-70% increase in ROI
- Up to 24% lower customer acquisition costs
- Up to 49% improvement in NPS
- Up to 49% growth in customer lifetime value
- Up to 24% improvement in deliverability



This customer adds, *“We were able to scale and build out automated re-marketing tools boosting business by over 30%.”*

Source: Marketing Professional, Medium Enterprise Consumer Products Company

Validated Published: Aug. 19, 2023 TVID: EC9-C54-5E6



TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/87D-5B6-7A4>

Source: <https://www.techvalidate.com/tvid/EC9-C54-5E6>



# Twilio customers see real results

TWILIO CUSTOMER TESTIMONIAL

**“** We saved countless weeks in working with Twilio vs. our homegrown solutions for authentication and verification. They’ve allowed us to scale to hundreds of thousands of users. I absolutely would give Twilio 5 out of 5 stars!

— Derek Brown, CEO, BUNCHES, INC.

Source: Derek Brown, CEO, BUNCHES, INC.

Validated Published: Jun. 30, 2023 TVID: F07-81E-861



TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/F07-81E-861>

TWILIO CUSTOMER TESTIMONIAL

**“** Sendgrid APIs and features were more extensive compared to competitors. Also we have been happy about the deliverability services.

— CEO, Small Business Computer Software Company

Source: CEO, Small Business Computer Software Company

Validated Published: Jun. 30, 2023 TVID: 2FF-231-2BE



TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/2FF-231-2BE>

TWILIO CUSTOMER FACT

A large enterprise banking company increased ROI by 50-75% after using Twilio.



Source: IT Professional, Large Enterprise Banking Company

Validated Published: Jul. 3, 2023 TVID: 7D4-C0D-912

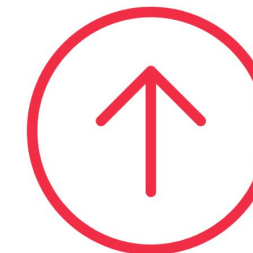


TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/7D4-C0D-912>

TWILIO CUSTOMER FACT

H&M Bay company improved deliverability by over 75% after using Twilio.



Source: John Walker, IT Director, H&M Bay company

Validated Published: Jul. 3, 2023 TVID: 0E1-23A-CB8



TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/0E1-23A-CB8>

TWILIO CUSTOMER FACT

Kavak improved deliverability by 50-75% after using Twilio.

Source: Esteban Gonzalez, Engineer, Kavak

Validated Published: Jul. 3, 2023 TVID: D10-93F-D07



TechValidate  
by SurveyMonkey

Source: <https://www.techvalidate.com/tvid/D10-93F-D07>



# 6b.

## Social Impact and DEI

“For Twilio, what has always mattered is that as we build a generational company, we leave society better than we found it. This year, we’re celebrating a decade of Twilio.org leveraging our product, capital, and people to drive positive change in society.”

- Jeff Lawson, CEO & Co-Founder, Twilio





# Empowering employees to make an impact within and outside Twilio

**96%**

Favorable survey score for anti-racism/anti-oppression /anti-bias workshops

**140+**

Events and activities led by Twilio's Employee Resource Groups

**99%**

Average BetterUp coaching satisfaction score for Black and Latinx Twilions

**559M**

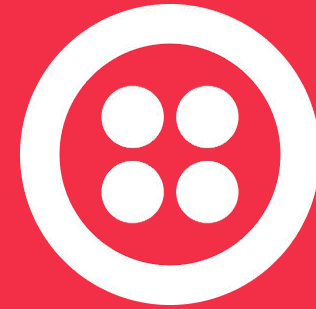
People reached worldwide by social impact organizations using Twilio products

**102**

Leadership training opportunities for Twilions from underrepresented communities

**7.6k+**

Hours to help build equity and opportunity around the world



**Loved by developers.  
Trusted by enterprises.**

Unlock the potential of every customer  
with the Twilio Customer Engagement Platform

[Contact Sales](#)