

Last Updated: June 8, 2023

Advisory Services Package:	Engage Jumpstart
Advisory Services Package Term:	Notwithstanding anything to the contrary in the applicable Order Form, the provision of the Advisory Services will commence on the date of last signature on the applicable Order Form and end the earlier of (a) the consumption of all Project Hours set forth in the applicable Order Form or (b) the one (1) year anniversary of the date of last signature on the applicable Order Form, unless Customer and Twilio mutually agree to extend the Advisory Services Package Term in writing.
Scope:	<p>Engage Jumpstart is an onboarding program for Segment customers who have purchased Twilio Engage. Activities may include:</p> <p><u>Planning Support:</u> Activities to help Customer plan and prioritize setting up Twilio Engage, which may include assisting Customer with the following:</p> <ul style="list-style-type: none"> ● Selection of up to three use cases to activate as part of the Engage Jumpstart <ul style="list-style-type: none"> ○ Lookalike Audience Targeting (Advertising) ○ Promotional Discount & Offers ○ Welcome/Onboarding Campaign ○ Ongoing/Seasonal Campaigns ○ Lead Nurture ● Prioritizing Twilio Engage use cases ● Planning Twilio Engage Spaces ● Planning Audiences, Computed Traits and Journeys in Twilio Engage ● Planning new Segment events or traits required to activate selected use cases ● Auditing existing Segment events and traits ● Aligning existing events and traits with Campaign requirements ● Defining Twilio Engage Spaces and Identity Resolution strategy ● Converting use case business rules into Segment Audience requirements ● Aligning requirements with data flowing into Twilio Engage <p><u>Implementation Guidance:</u> Activities to help Customer implement Twilio Engage, which may include guidance about the following:</p> <ul style="list-style-type: none"> ● Implementing new Segment events ● Setting up Twilio Engage Spaces ● Configuring Identity Resolution Rules ● Setting up Audiences and Computed Traits ● Configuring Audiences, Computed Traits and Journeys in Twilio Engage ● Configuring Audiences to be activated via Twilio native channels ● Configuring Computed Traits relevant to Audience definitions ● Viewing basic campaign metrics in the Segment UI ● Using Segment’s key API methods ● Naming events around Segment’s best practices ● Using Protocols to manage event standards ● Ensuring accurate Identity Resolution ● Debugging data collection from Sources
Customer Documentation:	<ul style="list-style-type: none"> ● Engage Jumpstart Implementation Deck ● Engage Jumpstart Workbook

	<ul style="list-style-type: none">• Implementation Manual
Project Hours:	<p>The Project Hours that Customer has purchased are set forth in the applicable Order Form. Activities that consume the Project Hours will be scheduled as mutually agreed to between Customer and Twilio in writing. The Advisory Services will be deemed delivered and accepted as Project Hours are consumed.</p> <p>Project Hours must be consumed by the end of the Advisory Services Package Term. Any unused Project Hours will not be available, or otherwise reserved, for consumption after the Advisory Services Package Term. No refunds or credits will be provided to Customer for any unused Project Hours.</p> <p>If the Advisory Services are provided on-site at Customer's place of business, the Project Hours include a portion of hours that are necessary for Twilio Personnel to travel to and from Customer's place of business.</p>