



Last Updated: November 28, 2023

Advisory Services Package:	Advisory Services: Email Onboarding	Advisory Services: Email Onboarding and Strategy
<b>Advisory Services Package Start Date:</b>	The applicable Advisory Services Package will commence on a date mutually agreed to between Customer and Twilio in writing.	
<b>Duration of Advisory Services Package:</b>	Notwithstanding anything to the contrary in the applicable Order Form, the Email Program Onboarding Package will commence on the Advisory Services Package Start Date for a period of 4 weeks.	Notwithstanding anything to the contrary in the applicable Order Form, the Email Program Onboarding & Strategy Package will commence on the Advisory Services Package Start Date for a period of 8 weeks.
<b>Assigned Twilio Personnel:</b>	<ul style="list-style-type: none"> <li>● 1 Named Technical Onboarding Manager (not exceed to a total of 16 hours*)</li> <li>● 1 Named Onboarding Engineer (not exceed to a total of 16 hours*)</li> </ul> <p><i>* Hours spent during the scheduled sessions set forth below contribute to this limit</i></p>	<ul style="list-style-type: none"> <li>● 1 Named Technical Onboarding Manager (not to exceed a total of 20 hours*)</li> <li>● 1 Named Onboarding Engineer (not to exceed a total of 21 hours*)</li> <li>● 1 Named Deliverability Consultant (not to exceed a total of 22 hours*)</li> </ul> <p><i>* Hours spent during the scheduled sessions set forth below contribute to this limit</i></p>
<b>Scheduled Sessions:</b>	<ul style="list-style-type: none"> <li>● Kick Off: Project Outline and Discovery Session (60 minutes)</li> <li>● Architecture Proposal: Delivery and Review Session; Best Practices (60 minutes)</li> <li>● Strategy Implementation: Account Setup Working Session and IP Warm Up Discussion (60 minutes)</li> <li>● UI Review and User Training (60 minutes)</li> <li>● Usage and Statistics Review (30 minutes)</li> <li>● Closing Call: Project Review (30 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>● Kick Off: Project Outline and Discovery Session (60 minutes)</li> <li>● Architecture Proposal: Delivery and Review Session (60 minutes)</li> <li>● Strategy Implementation: Working Session (60 minutes)</li> <li>● Education and Industry Best Practice Session (60 minutes)</li> <li>● Communications Lifecycle Education (60 minutes)</li> <li>● Warm Up Metrics Analysis Session (30 minutes)</li> <li>● Email Program Health Check (60 minutes)</li> <li>● Project Review and Close Session (60 minutes)</li> </ul>
<b>Ad Hoc Activities:</b>	<ul style="list-style-type: none"> <li>● Troubleshooting Assistance</li> <li>● Email Support</li> </ul>	<ul style="list-style-type: none"> <li>● Troubleshooting Assistance</li> <li>● Periodic Usage and Optimization Reviews</li> </ul>



Advisory Services Package:	Advisory Services: Email Onboarding	Advisory Services: Email Onboarding and Strategy
<b>Limitations:</b>	<ul style="list-style-type: none"><li>The Email Onboarding Package only supports 2 Twilio SendGrid Email use cases.</li></ul>	<ul style="list-style-type: none"><li>The Email Onboarding &amp; Strategy Package only supports 5 Twilio SendGrid Email use cases.</li></ul>
<b>Pausing the Advisory Services:</b>	Customer may pause the foregoing Advisory Services for up to 6 weeks, provided that (a) Customer notifies Twilio in writing with the length of time for which Customer would like to pause such Advisory Services and (b) Twilio approves Customer's request for the same in writing. The end date of the foregoing Advisory Services will be extended by the number of weeks for which such Advisory Services are paused. Twilio will not provide the foregoing Advisory Services while they are paused.	
<b>Completion Notice:</b>	Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services (" <b>Completion Notice</b> "). The foregoing Advisory Services will be deemed completed upon Customer's confirmation in writing of the same to Twilio via email. If Customer does not provide written confirmation of completion to Twilio via email within seven (7) days of the date of the Completion Notice, the foregoing Advisory Services will be deemed completed.	