



Last Updated: May 17, 2023

Advisory Services Package:	Advisory Services: Email Strategy - Expert Consultation
Advisory Services Package Start Date:	The Email Strategy - Expert Consultation Package will commence on a date mutually agreed to between Customer and Twilio in writing.
No. of Subusers / Domains / Brands Covered:	2
Duration of Advisory Services Package:	Notwithstanding anything to the contrary in the applicable Order Form, the Email Strategy - Expert Consultation Package will commence on the Advisory Services Package Start Date and not exceed 50 days.
Assigned Twilio Personnel:	1 Named Deliverability Consultant
Scheduled Sessions:	<ul style="list-style-type: none">• Week 1 - Kick Off: Project Outline and Discovery Session (60 minutes)• Week 2 - Communications Lifecycle Education (60 minutes)• Week 3 - Delivery Consultation: Short Term Action Plan, Content, and Metrics Review (60 minutes)• Week 4 - Working Session: Progress and Metrics Review (60 minutes)• Weeks 5 and 6 - Working Session: Programs and Metrics Review (as needed) (30 minutes for each session)• Week 7 - Final Review and Closing: Progress, Metrics Review, and Final Q&A (60 minutes)
Ad Hoc Activities:	Support via email from Named Deliverability Consultant (not to exceed a total of 5 hours during the duration of the Email Strategy - Expert Consulting Package)
Pausing the Advisory Services:	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.
Completion Notice:	Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services (" Completion Notice "). 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.