



Last Updated: February 17, 2026

Advisory Services Package Name:	Advisory Services: Email Expert Engagement
Advisory Services Package Start Date:	The Email Expert Engagement Package will commence on a date mutually agreed to between Customer and Twilio in writing.
Duration of Advisory Services Package:	Notwithstanding anything to the contrary in the applicable Order Form, the Email Expert Engagement Package will commence on the Advisory Services Package Start Date for a period of 4 consecutive weeks, unless otherwise extended for a time period agreed to between Customer and Twilio in writing.
Available Channels:	Twilio SendGrid Email (maximum of 5 subusers, brands, and/or domains in the aggregate)
Sessions and Activities:	<p>The Email Expert Engagement Package may include the sessions and activities below, as mutually agreed upon between Customer and Twilio in writing. The sessions and activities below will not exceed a total of 86 hours during the duration of the Expert Engagement Package. If Customer has not used up all 86 hours by the end of the duration of the Expert Engagement Package, Customer will not (a) be able to use or otherwise reserve the unused hours for any other Advisory Services package or (b) receive any refunds or credits attributable to the unused hours.</p> <ul style="list-style-type: none">● Kick off: Project Outline and Discovery Session (60 minutes)● Discovery, Email Program Overview, and Customer Implementation Overview (60 minutes)● Up to 7 Workshops (60 minutes each) may include the sessions and activities below, as mutually agreed upon between Customer and Twilio in writing:<ul style="list-style-type: none">○ Internal Account Migration○ Email Industry Updates and Changes Education○ Deliverability Opt-in and Subscriber Lifecycle○ Deliverability Data Quality, Hygiene and Campaign Tracking○ Advanced Handlebar Syntax and Functionality○ Reporting Workshop● Engagement Summary Overview (60 minutes)● Closing call: Project Review and Next Steps (60 minutes)
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.