



Blueprint:

# MEASURING THE BUSINESS IMPACT OF **ENHANCED** **BRANDED CALLING**

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# Summary

Today, businesses are under increasing pressure to prove the ROI of every engagement. Every call must work harder, connecting with real people, not machines, and delivering measurable business outcomes. This blueprint provides a structured path to integrate [Enhanced Branded Calling](#) with call outcome intelligence via Twilio [Answering Machine Detection](#) and [Trust & Engagement Insights](#). This combination elevates connection rates, transparency, and measurement far beyond what legacy branded calling solutions can deliver.



# The Core Problem

Modern outbound communication faces two converging challenges:


1. Declining answer rates driven by consumer mistrust.
2. Inability to measure what actually drives engagement success.

Most branded calling solutions address only one side of the equation; They brand the call, but don't measure the outcome. Analytics platforms excel at quantifying engagement outcomes but operate downstream of trust-building interactions. Without direct integration between identity and measurement layers, insights stay siloed and incomplete.

# Minimum Components

Twilio Voice supports an extensive range of engagement models, from time-sensitive notifications and outbound Sales contact centers to AI-driven lead-qualification agents. These build upon Twilio's broader software stack which includes software tools such as Conversational Intelligence, Functions, and Event streams to deliver programmable control and observability. While this blueprint does not prescribe what you build with Twilio, the following core components (required) are highlighted in red and should be used to execute this blueprint. Additionally, suggested use cases for this blueprint are also highlighted in red:

## TWILIO BRANDED CALLING

| Use Cases          | Notifications  |        | Self-Service Automation  |               | Inbound Contact Center | Outbound Contact Center     |           | AI Agents    |                             | Sales Dialer |  |
|--------------------|--|--------|--------------------------|---------------|------------------------|-----------------------------|-----------|--------------|-----------------------------|--------------|--|
| Software Tools     | Conversational Intelligence  |        | Studio                   | Event Streams | TaskRouter             | Sync                        | Functions | Assets       | CLI                         |              |  |
| Core Services      | Conference   | < Say> | <Gather>                 | <Pay>         | Conversation Relay     | Virtual Agent               | Recording | <Transcribe> | Voice Insights              | <Stream>     |  |
| Connectivity       | SIP  |        |                          |               |                        | PSTN                        |           |              |                             |              |  |
| Features           | Branded Calls  |        | Enhanced Branded Calling |               |                        | Answering Machine Detection |           |              | Trust & Engagement Insights |              |  |
|                    | SHAKEN / STIR Attestation  |        |                          | CNAM          |                        | Reputation Monitoring       |           |              | Reports API                 |              |  |
| Supported Products |  Flex |        |                          |               |                        | # Phone Numbers             |           |              |                             |              |  |

# The Solution Architecture

Integrating Enhanced Branded Calling with Answering Machine Detection (AMD) intelligence and measurable insight creates a unified framework that makes consumer perception measurable through business performance data. This fusion of the 'trust layer' and the 'intelligence layer' removes blind spots left by disconnected systems, producing a continuous feedback loop where every customer interaction attempt creates a data point that shapes smarter engagement strategies for future calls.

## Decomposed Architecture

1. **Enhanced Branded Calling:** Displays a verified business name, logo, and call reason directly on mobile devices, building immediate trust and transparency.
2. **Call Outcome Intelligence (AMD):** Classifies every call result, human, voicemail, fax, or unknown, with precision.
3. **Engagement Analytics (Trust & Engagement Insights):** Connects what businesses see with what actually happens. This service helps businesses quantify the ROI of verified identity for their specific use case, enabling a feedback loop for continuous improvement.

Combined Value:

Enhanced Branded Calling + AMD intelligence  
+ Trust&Engagement Insights = Measurable ROI



# Why This Matters

Competing Branded Calling solutions provide branding experiences but lack the comprehensive measurement stack Twilio delivers. Only Twilio combines call branding, AMD intelligence, and engagement insight, enabling you to see not just that your calls are answered, but how and why those answers occurred.

# Visualizing ROI: The Playbook

## Step 1: Enable Enhanced Branded Calling.

Documentation Steps: <http://twilio.com/docs/voice/branded-calling/us-enhanced>

First Steps from the Console:

**Trust Hub**

Trust Hub provides products that can improve customer engagement by increasing throughput and brand recognition. To access the available products, please follow these steps.

1. **Setup a Primary Customer Profile** to register your primary business and we'll verify you as a trusted sender.
2. You can create **Secondary Profiles for yourself or your customers**, which will also be verified
3. Once your required Customer Profiles have been setup, you can get started with the Trust Products listed below.

**A2P Messaging (SMS)** Beta

Avoid additional carrier filtering by registering your Business Profile for A2P messaging capabilities. This applies to SMS/MMS sent to the US via 10-digit long code numbers.

[Go to A2P Messaging](#) [Read the docs](#)

**SHAKEN/STIR Trusted Calling (Voice)**

Increase the answer rates of your calls by getting the highest SHAKEN/STIR attestation rating. No coding is required for outbound calls. (US only)

[Go to SHAKEN/STIR](#) [Read the docs](#)

**Voice Integrity: Reputation Monitoring (Voice)** Beta US Only

Register your Twilio phone numbers with major carriers' call analytics to ensure your calls are not mislabeled as spam or blocked in the future.

[Go to Voice Integrity](#) [Read the docs](#)

**Branded Calling (Voice)** Beta

Create branded calls so that calls received by your customers are branded with your company name.

[Go to Branded Calling](#) [Read the docs](#)

**Account Admin**  
Account billing  
Account management  
Account trust hub  
**Organization**  
Twilio Admin  
**Nonprofit benefits**  
Sign up

**Branded Calling**

[Documentation](#)

Search by Branded Calling friendly name [Clear all](#)

**Get started with Branded Calling**

New Branded Calling bundle

Get started

Branded Calling friendly name

Enhanced Branded Calling Deployment

This is a unique identifier for your reference that your end users will not see.

Select a country

United States

Branded Calling is only available in select countries.

Are you a direct customer or Independent Software Vendor (ISV) Reseller, or Partner?

☒ Direct customer: I am the end business or a franchise submitting this registration directly

☐ Independent Software Vendor (ISV): I am a service provider or BPO

Choose a Branded Calling type

Twilio offers two options of Branded Calling in the United States.

☒ **Enhanced Branded Calling** Recommended

- ✓ Display your brand name, call reason, and logo on your outbound calls
- ✓ Ideal for small and large businesses
- ⓘ Requires Letter of Authorization

☐ **Basic Branded Calling**

- ✓ Display only a business name on your outbound calls
- ✓ Ideal for small businesses or internal use
- ⓘ Requires approved Voice Integrity bundle

☒ I confirm that I have read and understood and agree to the details regarding the [Branded calling pricing](#).

[Next](#)



McTwilio

Jump to...

Admin

New Branded Calling bundle

Select a Customer Profile

United States

Provide information about your use case to register your phone numbers for Branded Calling.

Use Case Category

Fraud Alert

Choose the best use case that matches the reason you're making calls. Don't see a matching use case? [Learn about approved Branded Calling use cases](#) (2).

How would you like to provide information about your business?

Use an existing Customer Profile

Recommended

Customer Profile

Twilio Inc - BUb253afab3c2de995bbfd1a1b3096a197

Select a Customer Profile to use for this brand

Customer Profile

SCP

Status

Approved

Profile Sid

BUb253afab3c2de995bbfd1a1b3096a197

Address

101 Spear Street,  
San Francisco CA 94105,  
US

Authorized representative

Robert McCulley  
rmcculley@twilio.com  
+447578850371

Enter business information manually

Choose this option if you're setting up Branded Calling for a business that does not have an existing Customer Profile associated with your account.

Back

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Next

McTwilio

Jump to...

Admin

Get started

New Branded Calling bundle

Assign phone numbers

United States

Fraud Alert

All of these numbers will use the selected use case.

Only eligible numbers not already included in a bundle are available.

Number & SID

PNc3e74d8a6188ff80e818384ec9ba7a4

Friendly Name

(850) 790-4044

Assigned to Robert McCulley Twilio Testing - ISV

Number & SID

PNf063363399500505a7afecfc4fba29a

Friendly Name

(270) 290-1011

Assigned to Branded Calling - New

Number & SID

PNcca53eeb8050997ddb87999e2dc40a40

Friendly Name

(507) 608-8003

Assigned to Branded Calling Demo

Number & SID

PN9ab64b21a2f6e349617cb7a8002b3dbf

Friendly Name

(858) 943-2022

Assigned to test

Number & SID

PNe2b454465a147f08eed895866c9fa6b0

Friendly Name

(743) 200-7077

Assigned to test

Number & SID

PNf709c006fe91e8896dd0eed2575ee4e0

Friendly Name

(956) 997-9099

Assigned to test

Number & SID

PNae3b0d19f1184cc00067259ccd0f478c

Friendly Name

(314) 287-5519

Assigned to test

Number & SID

PN25848fa961b7ca751be8e13b54d6776d

Friendly Name

(571) 946-9343

Assigned to test

Number & SID

PN151f5f8d377fad77d75957e08e5127c0

Friendly Name

(848) 301-2022

Assigned to test

Save

Cancel

12

Unassign

Assign More Numbers

13

Next

Continue on past step 13 and follow the remaining Console steps to provide the required information needed for Twilio to vet your Business Name, Logo, and Call Reason. NOTE: The vetting process follows a structured review. During the process you will receive updates from our team as it progresses through the process. Once your brand and telephone numbers are vetted and provisioned, you can begin layering in AMD intelligence and Trust and Engagement Insights.

\* Any bundle submitted takes 2-5 days for approval.

## Step 2: Enable AMD

Twilio's Answering Machine Detection (AMD) enables you to determine whether a call is answered by a human, voicemail, or machine in real time. This enables you to measure human answer rates and optimize your engagement strategy either through your software or via Twilio Trust and Engagement Insights (Step 3)

**Documentation steps:** [Answering Machine Detection](#) and [Answering Machine Detection Best Practices](#)

For quick reference, AMD can be added to an outbound call as follows:

```
curl -X POST https://api.twilio.com/2010-04-01/Accounts/ACxxxxxxxxxxxxxx/Calls.json \
  --data-urlencode "To="+1556xxxxxxx" \
  --data-urlencode "From="+1501xxxxxxx" \
  --data-urlencode "Url=https://example.com/voice" \
  --data-urlencode "MachineDetection=Enable" \
  -u ACxxxxxxxxxxxxxx:your_auth_token
```

## Step 3: Integrate Trust & Engagement Insights to monitor Enhanced Branded Calling + AMD

Integrating Trust & Engagement Insights will correlate branded identity performance and call outcomes. Combining Enhanced Branded Calling data with real-time engagement metrics empowers you to measure how trust impacts connection quality and optimize future outreach strategies.

**Documentation Steps:** [Trust & Engagement Insights](#)

## First Steps from the Console:

The first screenshot shows the Twilio console interface. The sidebar on the left contains the 'Account Dashboard' and a 'Monitor' tab. A red circle with the number '1' points to the 'Monitor' tab. The main content area displays a welcome message 'Ahoy Robert, welcome to Twilio!' and a section for 'Read our API documentation'. A red circle with the number '2' points to the 'Trust & Engagement' option in the sidebar.

The second screenshot shows the 'Trust & Engagement' page. The sidebar on the left contains the 'Account Dashboard' and a 'Monitor' tab. A red circle with the number '3' points to the 'Filter' button at the bottom of the page. A red circle with the number '4' points to the 'Filters' panel on the right side of the page.

## Step 7: A/B test and visualize human answer rate with and without Enhanced Branded Calling

A/B testing is a controlled method for comparing two versions of the same activity. The goal is to conclude which one performs better. In the context of Enhanced Branded Calling and AMD, A/B testing can be used by a business to measure the impact of Enhanced Branded Calling by comparing answer rate outcomes between a set of calls from a telephone number which has been enabled for Enhanced Branded Calling, and one which has not. To ensure valid results, tests should be conducted within the same time window and not during periods of unusually high seasonal volume. This is recommended as atypical call behavior during those times can skew run-rate results.

## Example A/B testing steps:

### 1. Define the goal and metric

In our example we are interested to know the impact Enhanced Branded Calling has on Human Answer rate percentage.

### 2. Prepare test numbers

Test numbers “A”: A set of numbers that are fully provisioned for Enhanced Branded Calling

Test number “B”: a set of numbers that are not provisioned for any form of Branded Calling

### 3. Create two consumer cohorts

Randomly split your outbound dialing list into “Group A” and “Group B” so that the groups are similar by consumer type, geography and time zone

### 4. Originate calls to both cohorts during the same time window

Place calls for “Group A” and “Group B” concurrently across the same days and hours to avoid time-based bias

### 5. Originate similar call volumes

Target a number of calls per group to be within ~30% of each other, but note that it is general best practice to originate the same number of calls from each.

### 6. Keep all other things identical

Use the same “reason for calling use case”, dialer settings, retry rules, and calling patterns. The only thing that should be different is the change in Call display

### 7. Ensure AMD is enabled for all calls originating from both cohorts

### 8. Use Trust & Engagement Insights to monitor the results

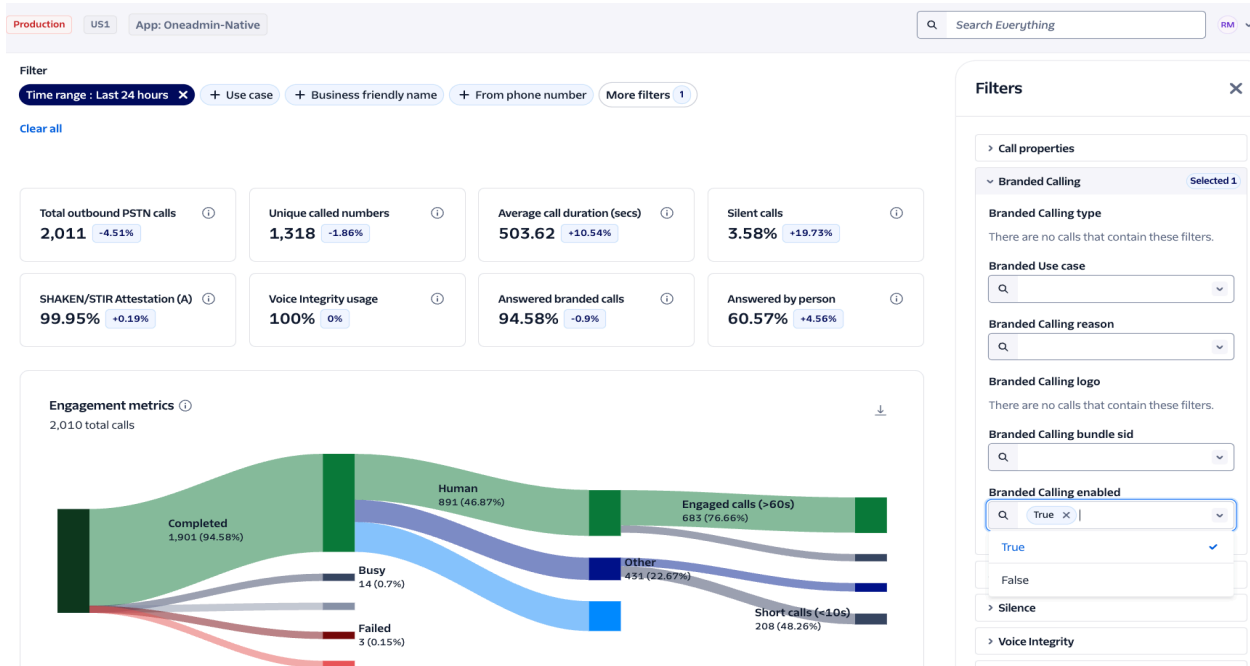


The following two visuals illustrate an A/B test.

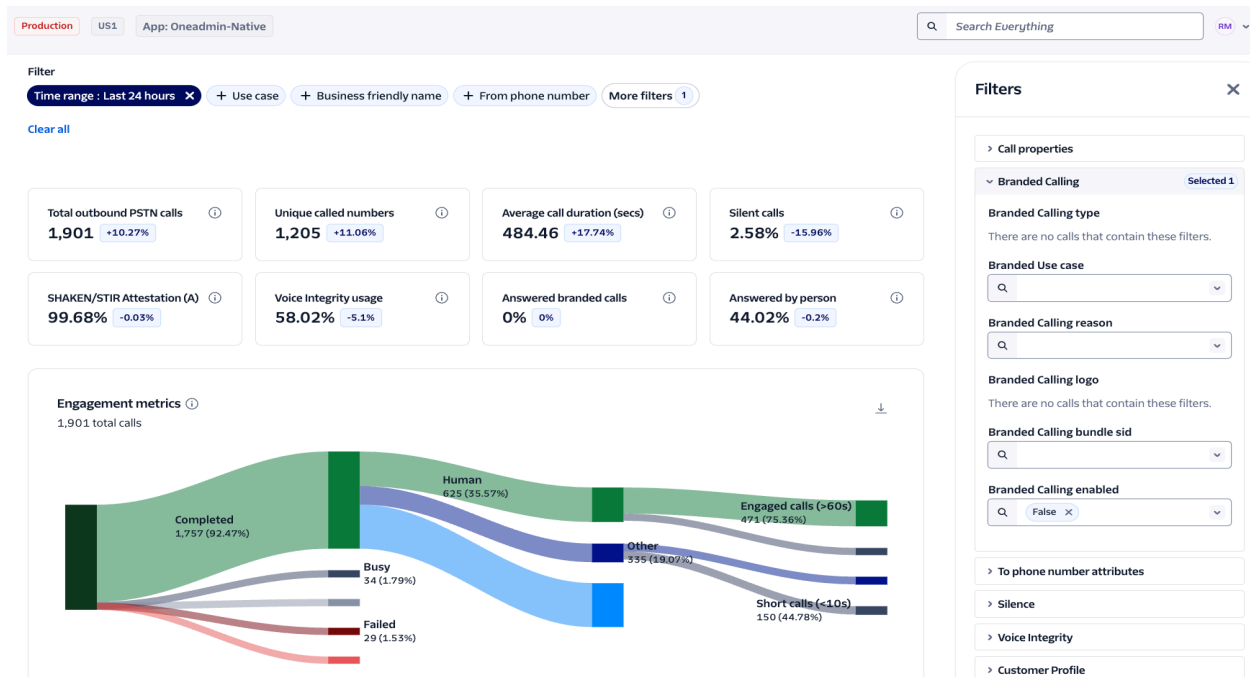
**9. Visual A** represents calls originated from telephone numbers which are fully provisioned for Enhanced Branded Calling.

**10. Visual B** represents calls originated from telephone numbers that are not provisioned for any form of Branded Calling

### Visual A - calls originated from numbers fully provisioned for Enhanced Branded Calling



### Visual B - calls originated from numbers that are not provisioned for any form of Branded Calling



## Interpreting A/B test outcomes

The A/B test results illustrated in Visuals A and B demonstrate a clear and measurable difference in call outcomes. Calls placed with Branded Calling enabled were answered by a person 64.3% of the time, compared to 46.3% for unbranded calls (a lift of nearly 18 percentage points). Average call duration also increased from 457 seconds to 581 seconds. While longer conversations do not expressly imply higher satisfaction, in the context of business they do generally represent more time spent: resolving issues, explaining products/services, or completing transactions which can contribute to higher operational and customer value. Combined, the higher human-answer rate and increased call duration indicate that branded calls not only reach more people, but also enable richer, more productive customer interactions once connected. These A/B test findings reinforce that identity transparency through Enhanced Branded Calling not only increases call answer rate, it directly supports stronger engagement between businesses and consumers.



# Quantifying Value:

## ROI Deep Dives by Industry

Enhanced Branded Calling is the new trust currency. By combining it with call outcome intelligence, Twilio empowers enterprises to measure what matters: real human connections that build trust, transparency, and ROI. The following examples use conservative, industry-aligned assumptions to illustrate how a \$0.07 branded call can generate multiples in business outcome returns. We recommend substituting your own call volumes, answer rates, and value-per-call inputs using the same structures provided in the following pages:

### Healthcare: Reducing No-Shows and Building Patient Trust

#### Context and Challenge

Missed appointments are estimated to cost the U.S. healthcare system around \$150B annually, with many sources citing ~\$200+ in lost revenue per no-show. Patients often ignore unknown numbers, which directly undermines reminder, prep, and follow-up workflows.

#### Role of Branded Calling

Branded Calling displays the verified provider name on the patient's device, signaling legitimacy, context, and sensitivity of the call. This reduces anxiety, supports privacy-conscious decision-making, and increases the likelihood that patients pick up calls related to their care.

| Metric                                       | Assumption                             |
|--|--|
| Outbound appointment-related calls per month | 10,000                                 |
| Baseline human-answer rate                   | 60%                                    |
| Lift from Branded Calling                    | +5 percentage points (from 60% to 65%) |
| Incremental answered calls                   | 500                                    |
| Average value per kept appointment           | \$200                                  |
| Cost per branded call                        | \$0.07                                 |

## Math

- Branded call investment:  $10,000 \times \$0.07 = \$700$
- ROI multiple:  $100,000 \div 700 \approx 143\times$
- Incremental value:  $500 \times \$200 = \$100,000$
- ROI percentage:  $\approx 14,300\%$

## Broader Outcomes

- Higher satisfaction (often reported 10–15% CSAT lift after clearer, trusted outreach).
- Fewer no-shows and reschedules → better use of clinical capacity.
- Stronger perception of privacy and professionalism.

## Takeaway

Even with modest answer-rate gains, the \$0.07 per-call cost is negligible versus recovered appointment revenue. Branded Calling functions as care operations infrastructure, not a cosmetic add-on.

## Utilities: Lower Cost-to-Serve and Fewer Complaints

### Context and Challenge

Utilities rely heavily on outbound calls for outages, payment reminders, safety checks, and field appointments. Each unnecessary repeat call or inbound “What number is this?” contact adds cost. Consider call center cost-per-call often in the \$2.70–\$5.60+ range, or higher for more complex issues.

### Role of Branded Calling

A branded, verified caller ID reduces spam suspicion and helps customers recognize their utility immediately, increasing first-attempt answer rates and reducing escalations and complaints tied to “harassing” or “mystery” calls.



| Metric   | Assumption                                       |
|--|--|
| Outbound operational calls per month                     | 10,000   |
| Baseline human-answer rate                               | 40%  |
| Lift from Branded Calling                                | +5 percentage points (40% to 45%)                |
| Incremental answered calls                               | 500  |
| Estimated operational value per additional answered call | \$8 (avoided repeat handling, faster resolution) |
| Cost per branded call                                    | \$0.07   |

## Math

- Branded call investment:  $10,000 \times \$0.07 = \$700$
- Incremental value:  $500 \times \$8 = \$4,000$
- ROI multiple:  $4,000 \div 700 \approx 5.7\times$
- ROI percentage:  $\approx 570\%$

## Broader Outcomes

- Fewer follow-up attempts and inbound “why are you calling me?” contacts.
- Reduced complaint volume about unrecognized numbers.
- Higher trust in outage, billing, and safety communications.

## Takeaway

For utilities, Branded Calling directly reduces cost-to-serve and friction. Even conservative models show multi-fold ROI purely on efficiency—before counting trust and regulatory goodwill.

# Financial Services: Legitimacy, Fraud Prevention, and Retention

## Context and Challenge

Banks and fintechs struggle with customers ignoring unknown numbers especially for fraud alerts, collections, and sensitive account outreach. Losing or frustrating even a small segment has outsized impact, with many credible analyses placing retail banking customer lifetime value (CLV) in the low-thousands per customer.

## Role of Branded Calling

Branded Calling reassures customers that an inbound call about fraud, credit, or account changes is legitimate. That reduces missed fraud alerts, shortens resolution cycles, and prevents avoidable churn.

| Metric  | Assumption   |
|---|--|
| High-importance outbound calls per month                    | 10,000   |
| Baseline human-answer rate                                  | 50%  |
| Lift from Branded Calling                                   | +5 percentage points (50% to 55%)                    |
| Incremental answered calls                                  | 500  |
| Conservative incremental value per additional answered call | \$20 (mix of prevented loss + retained relationship) |
| Cost per branded call                                       | \$0.07   |

## Math

- Branded call investment:  $10,000 \times \$0.07 = \$700$
- ROI multiple:  $10,000 \div 700 \approx 14.3\times$
- Incremental value:  $500 \times \$20 = \$10,000$
- ROI percentage:  $\approx 1,430\%$

Even more conservative framing:

- If only 1% of those 500 additional connects (5 customers) are “saved” at an estimated \$2,500 CLV, that’s \$12,500 and STILL  $>17\times$  ROI.

## Broader Outcomes

- Stronger trust in security-related outreach (reduced scam confusion).
- Better regulatory posture around fraud notifications and disclosures.
- Higher NPS from faster, direct, acknowledged communication.

## Takeaway

In financial services, very small improvements in reached-at-the-right-moment contacts justify Branded Calling many times over. It is best positioned as fraud + trust + relationship protection infrastructure.

## Retail & E-commerce: Saved Orders and Cleaner Experiences

### Context and Challenge

Retailers use outbound calls for high-value order verification, delivery issues, Buy Online, Pick Up In-Store (BOPIS) and loyalty outreach. Global and U.S. benchmarks suggest average order value (AOV) often in the \$140–\$160 range. If a verification or fix call is missed, the order risks delay or cancellation.

### Role of Branded Calling

Branded Calling helps customers recognize the retailer immediately, making them more likely to answer time-sensitive calls (“Is this really my retailer?” → “Yes, I see the brand”). That prevents avoidable cancellations, re-shippments, and churning friction.

| Metric  | Assumption   |
|---|--|
| High-importance outbound calls per month                    | 10,000   |
| Baseline human-answer rate                                  | 50%  |
| Lift from Branded Calling                                   | +5 percentage points (50% to 55%)                    |
| Incremental answered calls                                  | 500  |
| Conservative incremental value per additional answered call | \$20 (mix of prevented loss + retained relationship) |
| Cost per branded call                                       | \$0.07   |

## Math

- Branded call investment:  $10,000 \times \$0.07 = \$700$
- ROI multiple:  $1,750 \div 700 = 2.5\times$
- Incremental value:  $50 \times \$140 \times 25\% = 50 \times \$35 = \$1,750$
- ROI percentage:  $\approx 250\%$

## This ignores:

- Reduced chargebacks/disputes.
- Fewer inbound “is this legit?” contacts.
- Loyalty benefits of fast, trusted resolution.

## Broader Outcomes

- Customers feel the brand is transparent and proactive.
- Fewer failed deliveries and abandoned high-value carts.
- Stronger loyalty signal: “they respect my time and identity.”

## Takeaway

Even with strict assumptions, Branded Calling delivers a clear positive return. With real-world behavior (higher save rates, higher margins), ROI climbs rapidly.

# Debt Collection: Maximizing Right-Party Contact Yield

## Context and Challenge

Collections is almost entirely about right-party contact (RPC) and liquidation rate. Benchmarks consistently show 20–30% average recovery on placed debt, and RPC rates often near or below ~25–26%. When debtors ignore unknown numbers, yield collapses.

## Role of Branded Calling

Branded Calling helps consumers recognize a legitimate collections partner or creditor, increasing RPC and reducing “mystery call” avoidance. This is especially powerful when paired with respectful scripts and compliance.

| Metric   | Assumption                        |
|--|-----------------------------------|
| Outbound collection calls per month            | 10,000                            |
| Baseline human-answer rate                     | 30%                               |
| Lift from Branded Calling                      | +5 percentage points (30% to 35%) |
| Incremental answered calls                     | 500                               |
| Average outstanding balance per reached debtor | \$500                             |
| Average recovery rate on reached accounts      | 20%                               |
| Value per incremental answered call            | \$100 (\$500 × 20%)               |
| Cost per branded call                          | \$0.07                            |

## Math

- Branded call investment:  $10,000 \times \$0.07 = \$700$
- ROI multiple:  $50,000 \div 700 \approx 71.4\times$
- Incremental value:  $500 \times \$100 = \$50,000$
- ROI percentage:  $\approx 7,140\%$

(We could dial these down: lower balances, lower recovery, and the math still yields double or triple-digit ROI.)

## Broader Outcomes

- Higher RPC → better liquidation with the same or fewer dials.
- Less consumer confusion/complaints about repeated unknown calls.
- Stronger alignment with regulators' preference for transparent communication.

## Takeaway

For collections, Branded Calling is a yield amplifier. It directly converts a small improvement in answer rates into disproportionately higher dollars recovered.



# Blueprint Summary

The blueprint illustrates how Twilio Voice, including Enhanced Branded Calling, paired with Answering Machine Detection and Trust & Engagement Insights, creates a measurable and iterative framework for business outcomes. By uniting identity, call answer intelligence, and iteration, businesses across industries including healthcare, financial services, retail, utilities, and collections can transform outbound calls from uncertain interruptions into trusted and high-value engagements. This approach does not simply optimize delivery, it gives businesses the ability to define their own economics of voice by making every answered call (whether handled by a human or virtual agent) transparent, measurable, and comparable. As always: We can't wait to see what you build!



Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use their communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.

For more information about Twilio (NYSE: TWLO), visit: [www.twilio.com](https://www.twilio.com).

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