twilio

Marketing Made to Personalize, Scale, and Drive Global Engagement

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Meeting rising customer expectations requires seamless, personalized communication across multiple channels.

Marketers can use Twilio Marketing and Promotion tools to provide personalization at scale across each communication channel, which leads to improved engagement.

Balancing the need for scalability with consistent high-quality customer experiences is crucial for fostering loyalty and maximizing ROI.

What are Twilio Marketing and Promotions tools?

- **Communication channels:**
  Work across multiple channels like **Email**, **SMS**, **RCS**, **MMS**, **WhatsApp**, and **Voice**.

- **Compliance & identity features:**
  Twilio provides privacy, security, and data protection measures as well as features such as **Lookup Reassigned Number** and **Email Validation API**.

- **Data and dashboards:**
  Use real-time dashboards and data to monitor performance, identify areas for improvement, conduct A/B tests across email and messaging, and leverage customer insights.

How Twilio for Marketing and Promotions solves business challenges

Reduce operational costs
Our platform of multichannel APIs enables businesses to:

- Seamlessly send and receive text messages, emails, and other communications globally.

- Automate tasks such as compliance management and onboarding.

- Streamline interactions and handle high traffic volumes with ease.

- Scale efficiently, reduce operational costs, and ensure real-time engagement with customers.

Improve customer engagement and deliverability

Twilio Messaging and **SendGrid Email** effectively manage communications, with a strong emphasis on deliverability with every send. This focus enhances customer engagement by facilitating timely and personalized interactions, ultimately increasing customer satisfaction and loyalty.

Personalize customer experiences

Our **Interactive Voice Response (IVR) solution** gathers real-time insights from customer interactions to identify patterns and preferences. With this data, support teams can tailor responses and deliver intelligent, personalized experiences, ensuring each customer's needs are addressed quickly and efficiently.

Ready to scale your marketing and drive global engagement?

Learn more about Twilio for Marketing and Promotions.

Get in touch

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