

Defend your spend

How Twilio powerfully improves your marketing ROI

Nowadays, marketers have to deliver more with less. Gartner reveals marketing budgets dropped from 9.1% of company revenue in 2023 to 7.7% in 2024. And only **24% of CMOs** said they had enough budget to execute their 2024 strategy.

Digital marketing enables targeted, trackable campaigns, but effective budgeting depends on attribution. Twilio delivers dynamic ROI across channels. For instance, improving deliverability for SMS by 3% and email by 12%. Exactly the kind of results you need to defend your spend.



Monster results

Octopus sends 100,000 SMS a day with Kraken

Energy sector customer service is notoriously tricky. Consumers find it tough getting timely information and important updates, while utility companies struggle to provide hands-on support thanks to legacy communications tech.

Octopus Energy's smart comms platform, Kraken, handles 54 million contracted accounts across 17 countries. With Twilio SendGrid and Messaging, Kraken sends millions of emails and SMS daily. This helps keep customers engaged and aware with clear billing, services and marketing updates.





Happy customers

Shopify helps 1.7 million merchants get closer with email

A reliable email service is crucial for **Shopify** merchants building customer loyalty through order notifications and brand awareness. As more merchants embraced promotional marketing, they needed to send from their own domains to boost deliverability.

99.5%

Average delivery rate.



Scale its email infrastructure quickly



experience and protect the sending reputation for merchants

Simplify the onboarding

Streamline deliverability to



enhance the customer experience



How Camping World increased sales by 35%

Buyer intent

and built cozier customer relationships In a specialist field, you need Camping World used Twilio

customer messages in the right places at the right time. But this can be tricky without a clear picture of exactly who your customers are and where they are in the buying cycle.

to deliver the most persuasive

Segment to enable pitchperfect personalization, map customer journeys and define profiles. Twilio Voice powers phone systems and dealership communications. Meanwhile, Twilio Engage drives impactful abandon cart sequences and blockbuster paid media campaigns. (\$)



Twilio marketing and promotions – where your bang (clearly) meets buck

When you want data-driven digital campaigns that delight customers

and drive revenue, Twilio Marketing and Promotions is your happy place. Ready to build something brilliant?

Find out more about ROI-focused marketing