



# TWILIO PARTNER CONNECTION

Technology Partners

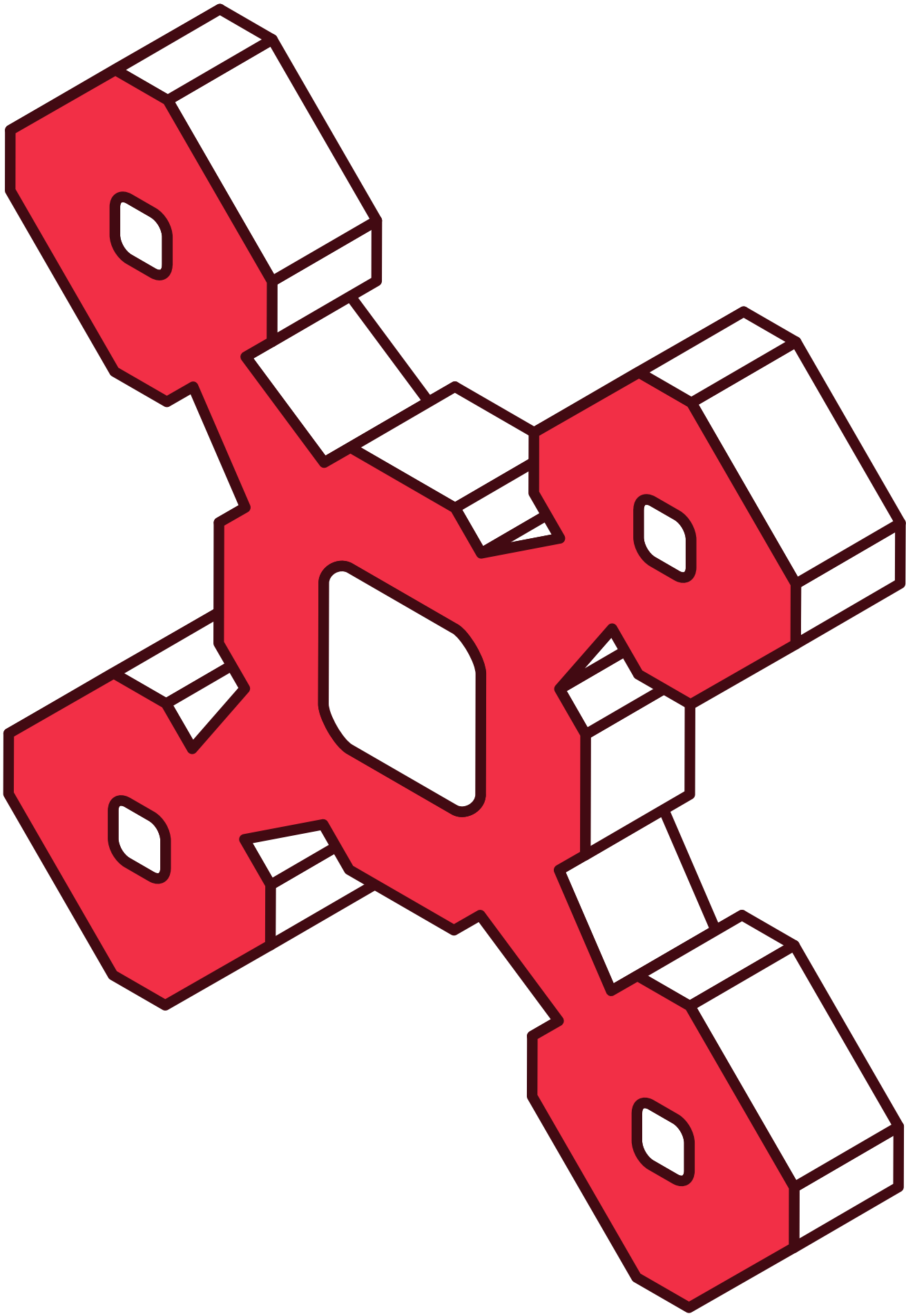
## 2026 Program Guide





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# GO FURTHER WITH TWILIO PARTNER CONNECTION

## Introducing Twilio Partner Connection

Get ready for a new, unified Partner experience. We're bringing Segment and Twilio Partners together under one powerful program and portal—built to deliver the simplicity, clarity, and connection you've been asking for.

This evolution brings our Twilio vision to life: a fully connected ecosystem where every Partner can access everything they need in one place. From engaging with Twilio solutions to earning certifications and registering deals across our entire portfolio, we're making it all easier than ever.

## Welcome to Twilio Partner Connection – your single destination for partnership with Twilio.

Partners are a vital extension of Twilio's sales organization and go-to market strategy. Our customers rely on Technology Partners to integrate with, connect to, and/or embed Twilio solutions to deliver on the promise of improving customer experiences.

Regardless of your business model, the Twilio Partner Connection enables Partners to develop successful businesses leveraging Twilio's platform. Within Twilio Partner Connection you'll receive the right mix of domain expertise, enablement and marketing resources to ensure your success, such as:

- **Building a profitable business** - Twilio gives Partners the time, resources, and flexible business models designed to kickstart their success. With Twilio, Partners are given the runway and commitment they need to grow their customer base and build a business.
- **Confidence of Twilio experts** - The quality of your offering is critical to driving sales and building long-lasting customer relationships. Twilio Partner Connection gives Partners access to expert Twilio resources to review their solutions before they launch.
- **Become an official Technology Partner** - Partners receive the resources from Twilio needed to drive sales, build an integration, and leverage engineering teams with the skills Partners need to serve customers with confidence.

01

# TWILIO PARTNER CONNECTION OVERVIEW





## Twilio Partner Connection is for all types of organizations that integrate with, connect to, and/or embed Twilio solutions within their own offerings.

Organizations who leverage one of these Partner motions will be known as Technology Partners. Regardless of Partner type or motion, Twilio designed this program to provide our Technology Partners the resources needed to scale their business with Twilio's platform.

### Twilio Partner Connection includes:

- Twilio sales & technical training, including optional certifications
- Deal registration tools
- Joint Marketing Funds
- Product roadmap insights directly from our product teams
- Access to product and technical support
- Go-to-market resources (i.e., joint business planning, value proposition assets, etc.)





# **TWILIO** **PARTNER CATEGORIES**

# Twilio Partner Connection follows a tiered structure consisting of Registered, Bronze, Silver, and Gold levels.

All Partners begin at the **Registered** tier and can advance by demonstrating success with Twilio.

## **Registered Partners:**

The entry-level tier provides access to **self-guided foundational resources and training** through the Twilio Partner Portal, enabling Partners to explore opportunities and begin their Twilio journey.

## **Bronze Partners:**

Bronze Partners receive a **Partner Badge** and **Partner Listing**, enhancing their **visibility** and **credibility**.

## **Silver Partners:**

Established Partners with a **proven track record of success with Twilio**. Silver Partners gain access to:

- Invitations to Twilio's global events
- Feature opportunities in the Twilio Partner Spotlight Series

**NOTE:** Silver and Bronze Partners may be eligible for account management support, depending on strategic alignment and potential opportunities.

## **Gold Partners:**

The highest tier within Twilio Partner Connection, awarded to top-performing Partners who consistently deliver exceptional results, demonstrate deep technical expertise, and are aligned with Twilio's strategic objectives.

Gold Partners stand out as industry leaders and trusted collaborators, earning access to a suite of **premium, performance-based benefits**, including:

- **Dedicated Partner Account Management** with strategic guidance and personalized support to accelerate joint growth.
- **Exclusive Live Enablement Sessions** including early insights and opportunities to influence Twilio's innovation path.
- **Featured Partner Recognition** with priority visibility and promotional placement in listings

**Advancing Tiers:** To be considered for a tier advancement, Partners must meet current Program requirements and demonstrate consistent performance. Advancement is subject to Twilio's sole discretion and annual review. See "Program Requirements" on page 9 for details.





# TECHNOLOGY PROGRAM REQUIREMENTS



03 // Technology program requirements

Twilio Partner Connection is a multi-tier program that allows Partners to determine how to best commit resources. The current tier achievement is based on business and performance requirements which increase with each tier level.

This tiered structure is designed to support Partners with the right resource investment at each stage of the Partner journey. Please review the table below to identify the requirements for each tier.

Key:

Standard Invite

Tech Partner Requirements	Registered	Bronze <div><div></div><div></div><div></div></div>	Silver <div><div></div><div></div><div></div></div>	Gold <div><div></div><div></div><div></div></div>
Agreement to Terms of Service	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Launch a joint solution that embeds or integrates/connects with Twilio Products		<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Complete joint solution material		<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Publish customer success story		1	2	3
Training and Certification Section	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Twilio Impacted Revenue*		\$100K+	\$500K+	\$1M+

<sup>1</sup>All revenue requirements are in US Dollars

<sup>2</sup>Twilio reserves the right, at its sole discretion, to make exceptions for any Partner requirements














**PROGRAM**  
**BENEFITS**



# As a Technology Partner, you'll have access to wide ranges of benefits to help grow your business.

Access to benefits is driven by a Partner's category within the program. In some instances, a benefit can only be unlocked with an invitation from Twilio's Partner organization.

Key:  Standard Invite

Access & Portal Benefits	Registered	Bronze 	Silver 	Gold 	Program benefits
Access to Twilio Partner Portal					The Twilio Partner Portal equips Partners with the necessary resources and tools to successfully navigate through every phase of the partnership journey.
Twilio Partner Portal Support					Twilio Partner Portal Support provides tiered assistance tailored to each Partner level, ensuring smooth access to resources, deal registration, and program benefits. Gold partners receive enhanced support for navigating the Partner Portal, while other tiers benefit from comprehensive self-guided support tools and resources designed to empower their success with Twilio.

Key:

Standard Invite

Go-to-market Support	Registered	Bronze <div><div></div><div></div><div></div></div>	Silver <div><div></div><div></div><div></div></div>	Gold <div><div></div><div></div><div></div></div>	Program benefits
Deal Registration	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	Deal Registration is a structured process that enables Partners to document and track influenced revenue which may include deals sourced by the Partner with Twilio, ensuring that their contributions count toward program requirements. By registering deals, Partners gain visibility into their impact, allowing for better alignment with Twilio teams to drive successful outcomes. Deal registration does <i>not</i> grant exclusivity to the registered opportunity.
Twilio Certifications	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	Twilio Certifications equip Partners with essential sales best practices and in-depth technical and product knowledge. Twilio Partner Connection enables Partners to gain certifications that enhance their expertise and drive success in Twilio-based solutions.
Marketing Collateral	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	Marketing collateral provides Partners with a comprehensive toolkit of resources to effectively promote Twilio's products and services. This suite of materials is designed to help Partners highlight Twilio's offerings to clients and prospects, enhancing their marketing impact.
Designated Partner Management				<div><div></div></div>	<p>Eligible Partners gain access to a designated Partner Account Manager and Solution Architect for continuous business planning and support. This includes regular business reviews, collaborative marketing planning, forecasting, and account mapping to drive the successful growth and execution of their solutions with Twilio.</p> <p><b>Note:</b> <i>Silver and Bronze Partners may be eligible for designated Partner management support, depending on strategic alignment and potential opportunities.</i></p>
Account Mapping			<div><div></div></div>	<div><div></div></div>	Eligible Partners may have access to joint third-party sales insights services that help identify areas of mutual customer opportunity in order to better enable the co-sell motion with Twilio.



Key:



Standard Invite



By Invitation Only

Go-to-market support	Registered	Bronze <div><div></div><div></div><div></div></div>	Silver <div><div></div><div></div><div></div></div>	Gold <div><div></div><div></div><div></div></div>	Program benefits
Twilio Partner Connect Hub				<div><div></div></div>	<p>The Twilio Partner Connect Hub is a dedicated Slack channel where Twilio Account Executives, Leadership, and Partners collaborate in real time. This channel fosters direct communication, streamlining co-selling efforts and enabling quick access to resources, guidance, and insights from Twilio’s sales team.</p>
Joint Marketing			<div><div></div></div>	<div><div></div></div>	<p>Joint Marketing is an invitation-only benefit that enables Partners to collaborate with Twilio on marketing initiatives, combining resources and expertise to amplify their outreach. Through co-branded campaigns, joint events, and shared promotional efforts, Partners can effectively promote Twilio’s solutions while leveraging Twilio’s brand strength to enhance their market presence.</p> <p><b>Note:</b> Twilio Gold and Silver Partners are eligible for this benefit by invitation and strategic need.</p>
Programs					
Access to the Twilio Executive Programs & Briefing Team				<div><div></div></div>	<p>By invitation only, select Partners can engage in exclusive, high-touch experiences designed to accelerate growth and deepen executive alignment. These sessions provide strategic insights, personalized briefings, and collaborative opportunities to showcase Twilio’s vision, strengthen customer trust, and drive business success.</p>
Partner Spotlight Series			<div><div></div></div>	<div><div></div></div>	<p>The Partner Spotlight Series offers exclusive training sessions where top Partners present their unique solutions directly to Twilio Account Executives. These sessions are designed to increase AE awareness of Partner offerings, enabling stronger alignment and enhancing joint selling opportunities.</p>
Joint Marketing Funds				<div><div></div></div>	<p>Joint Marketing Funds are available to select Twilio Partners for co-investing in marketing efforts that drive demand and expand the reach of their solutions in the market. Joint Marketing Funds can be used for various demand generation activities, and all fund requests require formal approval from Twilio.</p>

Key:



Standard Invite



By Invitation Only

Programs	Registered	Bronze <div><div></div><div></div><div></div></div>	Silver <div><div></div><div></div><div></div></div>	Gold <div><div></div><div></div><div></div></div>	Program benefits
Partner Referral Program		<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	Our Partner Referral Program offers Partners a referral reward for identifying and introducing new customer opportunities to Twilio. This program allows Partners to benefit financially while expanding Twilio’s reach, creating mutual growth opportunities. In order to be eligible for referral incentives, the deal must be formally submitted <b>and accepted</b> through the Deal Registration submission form in the Twilio Partner Portal.
Access to Twilio Partner Support Package	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	Twilio Partner Support Packages are paid engagements offering tiered support options tailored to Partners’ specific needs. These packages provide dedicated technical guidance and access to specialized resources. By investing in these comprehensive support services, partners are empowered to deliver successful Twilio solutions and enhance customer satisfaction.
AI-Powered Lead Passing		<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div>Leverage Twilio’s automated AI engine to receive data-driven leads directly from Twilio. This functionality streamlines Partner engagement by identifying and routing relevant opportunities, enabling Partners to efficiently pursue and convert leads into revenue.</div> <div><b>Note:</b> Twilio Bronze, Silver, and Gold Partners are eligible for this benefit. All participating Partners must commit to following up on leads within 2 business days of initial contact. Failure to meet this requirement on three occasions will result in the loss of this benefit.</div>
Technology and Innovation					
Twilio Product Roadmap		<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	As a Twilio Partner, Bronze, Silver, and Gold Partners are invited to exclusive roadmap sessions, providing an in-depth preview of Twilio’s public-beta product plans and overall strategic direction.
Partner Solution Review			<div><div></div></div>	<div><div></div></div>	By invitation only, select Twilio Partners have the opportunity to present their innovative solutions and receive expert insights from Twilio. These exclusive reviews provide valuable feedback to help Partners refine their offerings, enhance their competitive edge, and drive growth within the program.
















Key:



Standard Invite



By Invitation Only

Technology and Innovation	Registered	Bronze 	Silver 	Gold 	Program benefits
Twilio Partner Advisory Board (PAB)					<p>Select top-tier Twilio Partners are invited to join an exclusive, product-focused Partner Advisory Board (PAB). This board provides members with early access to Twilio’s product roadmap, including cutting-edge AI initiatives, and the opportunity to provide feedback.</p> <p>Partners collaborate directly with Twilio’s Product Team to influence product development from preview to beta, ensuring alignment for successful go-to-market strategies. The PAB also serves as a collaborative forum for sharing best practices, driving adoption, and shaping product direction to maximize mutual success.</p>
Developer Credits					<p>Twilio Partners are eligible to receive developer credits at Twilio’s discretion for internal enablement and training. These credits can be applied to non-production accounts strictly for internal Partner training and platform familiarization—they may not be used for client projects, resale, or any commercial purposes. Credits are exclusively for Partner users, and accounts must be explicitly designated as non-production or any revenue generating activity. Any misuse or abuse may result in credit revocation.</p>
Recognition					
Twilio Partner Badge					<p>As a Twilio Partner, you can showcase your Partner Badge on your website and other marketing materials. By reviewing the comprehensive <b>Partner Branding Guidelines</b> document, you’ll be able to understand our branding practices and how to engage in marketing activities in partnership with Twilio.</p>
Partner Listing					<p>Eligible Partners within our ecosystem can craft a distinctive listing, designed to spotlight their services and products, amplifying their solution’s visibility to potential customers.</p>
Twilio Global Event Participation					<p>Twilio hosts several global events each year, where select Partners are invited to participate. These events offer valuable opportunities for Partners to showcase Twilio to their customers. In some cases, Partners may also have the chance to sponsor or contribute industry-specific expertise, further enhancing their visibility and engagement.</p>

OS

**REQUIREMENTS**  
**BY TIER**



Benefits are listed via their order in the benefits table. Please see the table on [page 9](#) of this guide to confirm tier eligibility for each benefit.



### Certification & Training Dedicated Resources

Partners are encouraged to utilize the available training resources. Online, self-paced learning paths are available 24x7 in English.

Additional Twilio certification and training programs may become available to deepen your sales, engineering, developer, and support team members' knowledge and expertise. Access to this content may be restricted as some learning paths require prerequisites for access.



### Partner Agreements

All Twilio Partners must complete the Twilio Partner Application, and agree to a [base partner agreement](#) that governs the business relationship and baseline terms relevant to Twilio's platform between Twilio and the Partner's organization.

Any Twilio Partner wishing to participate in the Twilio Referral Program must accept and agree to Twilio's standard Partner Referral Addendum. Twilio Partners who choose not to participate will gain access to deal registration for revenue tracking.

If a Partner wants to participate in Twilio's Joint Marketing Fund program, the Partner must agree to additional program terms, including any conditions associated with the funds the Partner receives from Twilio as part of Twilio's Joint Marketing Fund program.



### Joint Solution Materials

Technology Partners that build integrations for Twilio products are required to author technical documentation prior to completing validation. Additionally, Technology Partners will need to produce internal and customer facing collateral to showcase the value of the integration. Materials will be created during the validation process and must be finalized before the integration is promoted externally.



### Customer Success Story

Partners are required to provide customer-facing publications that highlight customer wins and demonstrate how Twilio solutions delivered value. Authoring a customer story with Twilio is available to Bronze, Silver and Gold partners, **pending approval by Twilio Partner Marketing**.

To ensure alignment with our joint business goals, customer stories should feature **mutual customers**, as our shared metric focuses on the publication of jointly validated stories rather than a Partner's broader set of case studies. These publications may include stories **published on the Partner's own channels**, provided they still meet Twilio's review and approval requirements.



### GTM Business Plan

Select Gold and invited Silver Partners have the opportunity to collaborate with Twilio on a joint GTM business plan. This plan will set forth the sales, technical, and marketing initiatives and revenue targets that will address the financial and business requirements of the partnership. The joint business plan comprises a roadmap of investments in resource planning, training and enablement to grow the partnership. The plan will be reviewed regularly and may include regional plans.



### Automated Account Mapping

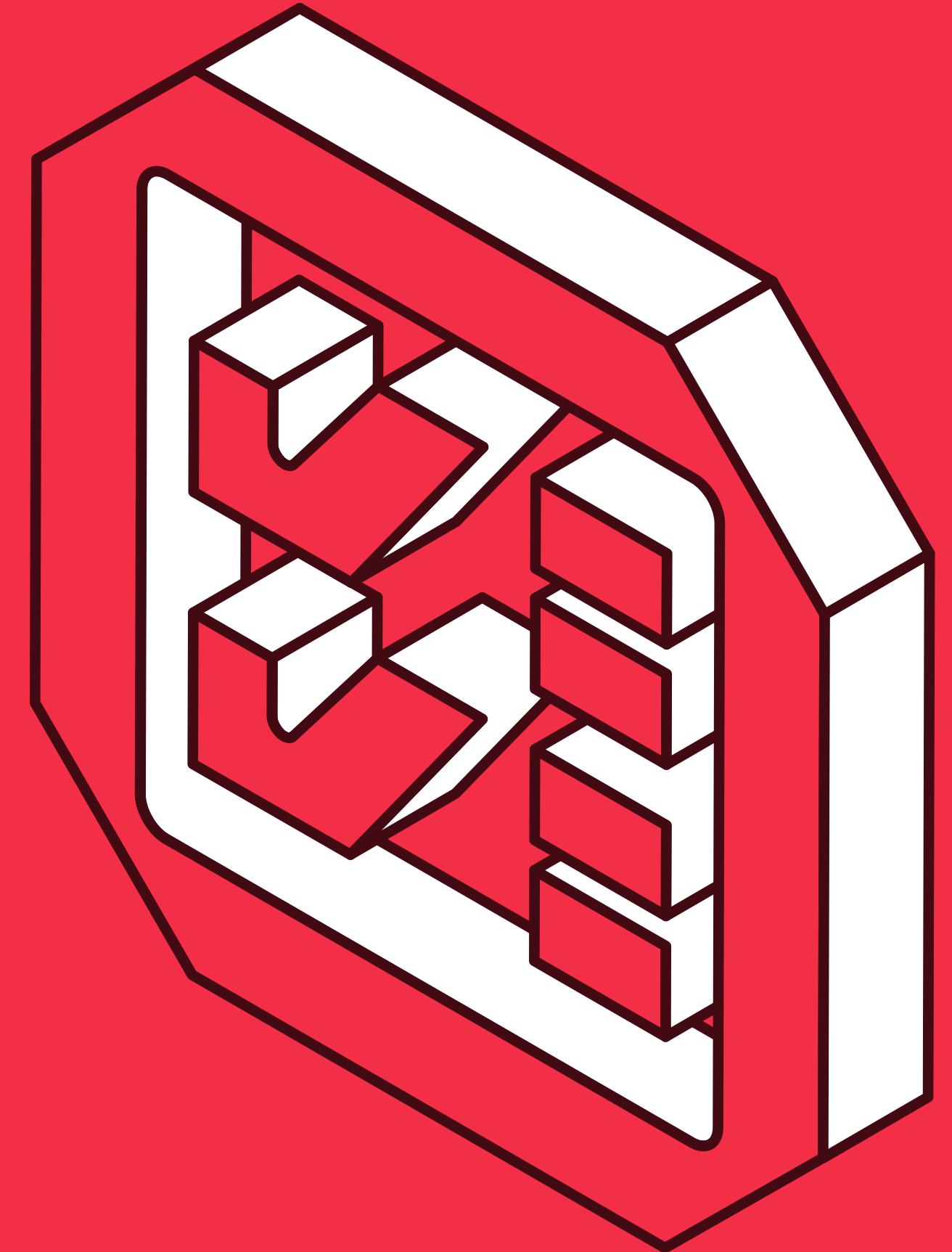
Twilio leverages Crossbeam as our automated account mapping tool, which allows Partners to cross reference their customer relationships with Twilio sales opportunities. Gold and invited Silver Partners are highly encouraged to implement Crossbeam to streamline account engagement.



### Revenue Requirement

For Bronze, Silver and Gold Partners, Twilio requires impacted revenue threshold eligibility meaning impacted revenue is the sum of **both** closed won deals the partner sources **to** Twilio as well as closed won deals the partner influences **with** the Twilio sales teams. The impacted revenue requirements are measured by the Twilio annual incremental recurring revenue (iACV) for closed sales with Partner impact. This impacted revenue will be calculated annually at the start of the new program year and based on prior calendar year revenue. Professional services revenue is not included. For any midyear tier changes, impacted revenue numbers will be calculated based on a trailing 365- day calculation. To ensure impacted revenue is accurately captured, Partners should review all Twilio sales activity with Partner account teams during pipeline calls, or directly in the Twilio Partner Portal. Partners can submit a deal registration request for any missing sourced opportunities.

1. A Partner submits a deal registration or referral opportunity. Once approved by Twilio, the Partner is added to the sales opportunity, or
2. A member of the Twilio sales team adds a Partner to the sales opportunity at any time before the close of a sale.





**PROGRAM**  
**GOVERNANCE**



## Twilio Partner Connection Operates on a Calendar Year (January 1 - December 31).

All new Partners enter Twilio Partner Connection as Registered. As you meet the requirements to advance categories, the program unlocks additional benefits and enhanced sales, marketing, and engagement opportunities at our discretion. Existing Partners receive their new program year status in Q1 2027. A Partner's performance in the preceding fiscal year will determine new program year calculations. Therefore, depending on the prior year's performance, Partners may move up or down a category at the start of the new program year. As it relates to Registered Partners, Twilio will review activity levels on a quarterly basis and reserves the right to deactivate accounts for lack of engagement.





**GETTING**  
**STARTED**

## To get started, please sign into the Twilio Partner Portal.

Upon creation of an account and formal enrollment, partners start in their designated category and gain access to components of the program, including:

- Twilio Partner Portal
- Access to training resources
- Deal registration
- Go-to-market content
- Ability to create a partner listing







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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