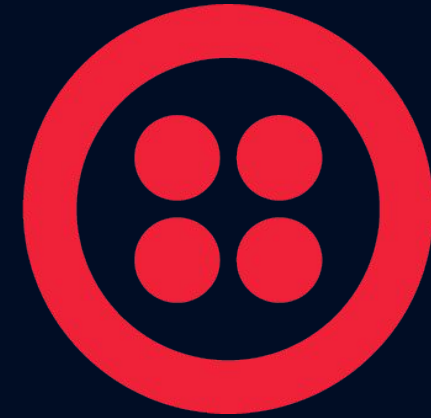




Twilio Accolades Book





“Twilio’s combination of omnichannel communications, contextual data, AI frameworks, developer base and technology partnerships make it the company to beat in CPaaS AI.”

– GARTNER®

Gartner AI Vendor Race: Twilio is the Company to Beat for CPaaS AI, Ajit Patankar, Lisa Uden-Farboud, 4 December 2024. Gartner is a registered trademark of Gartner, Inc. and/or its affiliates and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research and advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



Twilio provides one flexible customer engagement platform for every interaction.

Twilio combines the contextual data, communications and AI-powered tools that brands need to reimagine how they engage with customers through trusted, personalized interactions across the customer journey.



"The combination of Twilio and Segment will empower us to provide customer magic moments and communication that's highly relevant ... Being able to integrate [Segment CDP] with Twilio and send communications based on their journey is a pivotal piece of bringing those magic moments to life."

Christine Li

Head of Marketing & Technology

Contents

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- 1b. Analyst Firm Recognition & Industry Awards

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3 // CUSTOMER DATA

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1 //

Twilio's Recognition





1A //

Twilio's global reach & enterprise scale



Twilio in the enterprise

Twilio customers span across use case and industries

Financial Services

stripe

chime®



NatWest
Group

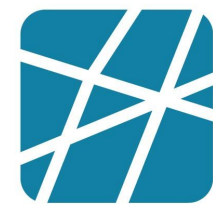
lendingtree

intuit.

Auto / Energy



carwow



DriveNow

Retail / CPG



Coca-Cola

ebay

Healthcare / Manufacturing

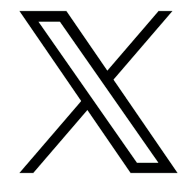


NYU Langone
Health



High Tech

yelp*



lyft

tourradar™

Real companies. Real customer engagement results.



1M emails per day



70% increase in revenue for IBM Cloud



376% more mobile app visitors with personalized content



10 Billion monthly emails with a 99.9% average delivery rate



94% deliverability across the world



18% decrease in monthly agent handling time



35% increase in conversion rates on paid channels



99.5% average monthly delivery rate



49% of all sales now happen on digital channels



\$400 Million in new revenue through direct-to-consumer channel



2X increase in SMS throughput, customized with brand voice



8 days to build a 1,200+ agent remote contact center

Twilio impact by the numbers in 2025

13.6T+ customer engagement API calls processed

2.7T+

Digital interactions

38B+

Voice calls

262B+

Messages sent or received

2.4T+

Emails sent

10.8T+

Twilio Segment API calls

6.4B+

Customer verifications

1B+

Flex TaskRouter tasks created

Serving thousands of customers worldwide

402,000+

Twilio active customer accounts¹

700+

Pre-built integrations

3,000+

Tech partners

4,800+

Global carrier connections

180+

Countries reached

12M+

Developer accounts worldwide²

500K+

Console users per quarter

1. As of 2/13/26

2. Includes accounts who spent >\$0 with Twilio in the last 12 months



1B //

Analyst firm recognition & industry awards





Understanding Twilio's Agentic Opportunity: Expanding from Communications Utility to Agent Control Plane

"Twilio is poised to transform from a communications infrastructure provider to the agentic control plane, enabling enterprises to govern, orchestrate, and scale autonomous AI agents across all channels with compliance and reliability. As organizations shift toward communication-first agents, Twilio's robust APIs, identity management, and governance capabilities address critical needs such as authentication, observability, and auditability."

IDC estimates by 2029

Total Agent Population (TAM)



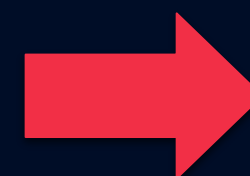
1 Billion



'Extroverted' Share(SAM)

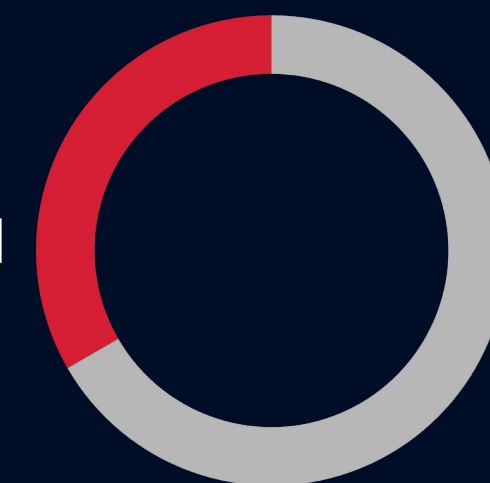


200 Million
20% share of total



Twilio's Obtainable Market (SOM)

40-50%
market
captured



80-100 Million Agents on
Twilio's Infrastructure



Gartner names Twilio a Leader in the 2025 Gartner® Magic Quadrant™ for CPaaS

Twilio again positioned highest for Ability to Execute.



Gartner®, Magic Quadrant™ for Communications Platform as a Service, Lisa Uden-Farboud, Manoj Bhatia, Pankil Sheth, Ajit Patankar, July 21, 2025
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Gartner®

2025 Gartner® Critical Capabilities for Communications Platform as a Service

In their Critical Capabilities report, Gartner evaluated 11 vendors across five Use Cases to shortlist vendors for consideration.

Twilio rated the highest among all vendors for four out of six Use Cases.

Those 3 use cases were:

- Conversational Customer Experience
- Advanced Voice Communications
- Basic Communications

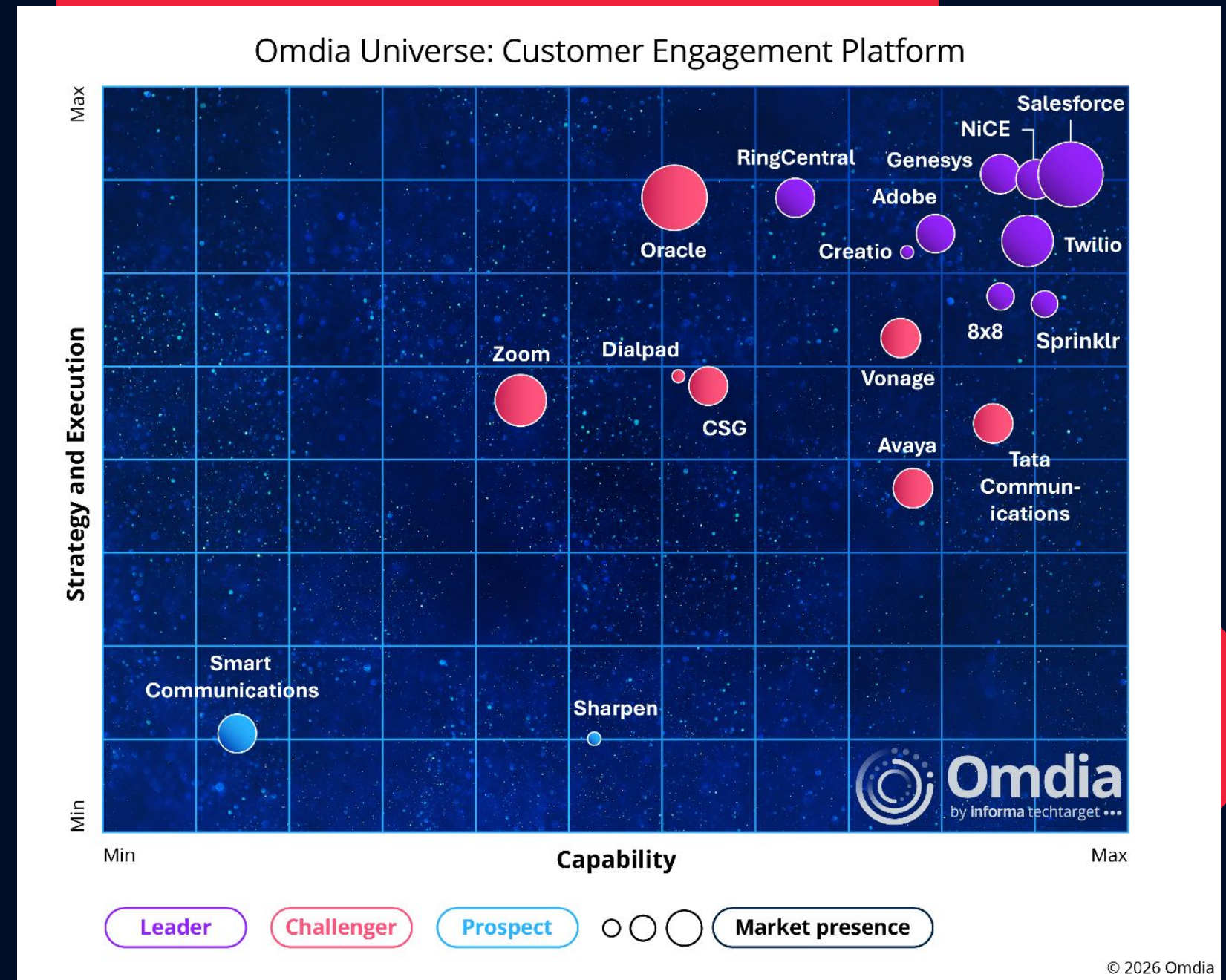
Critical Capabilities for Communications Platform as a Service by Ajit Patankar, Lisa Uden-Farboud, Manoj Bhatia. July 2, 2025 GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and MAGIC QUADRANT is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Twilio. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



Twilio named a **leader** in Omdia's Universe 2025-26 Customer Engagement Platform report

Twilio is synonymous with “communications as code,” Twilio has steadily expanded that foundation into a much broader engagement layer that combines communications, data, and intelligence. By bringing together its CPaaS capabilities with a CDP and an AI-driven orchestration layer, Twilio enables enterprises to treat every interaction as part of a single, continuous relationship. Instead of one-off messages or isolated campaigns, interactions are informed by customer memory— who the customer is, what they have done before, and what context matters right now.”

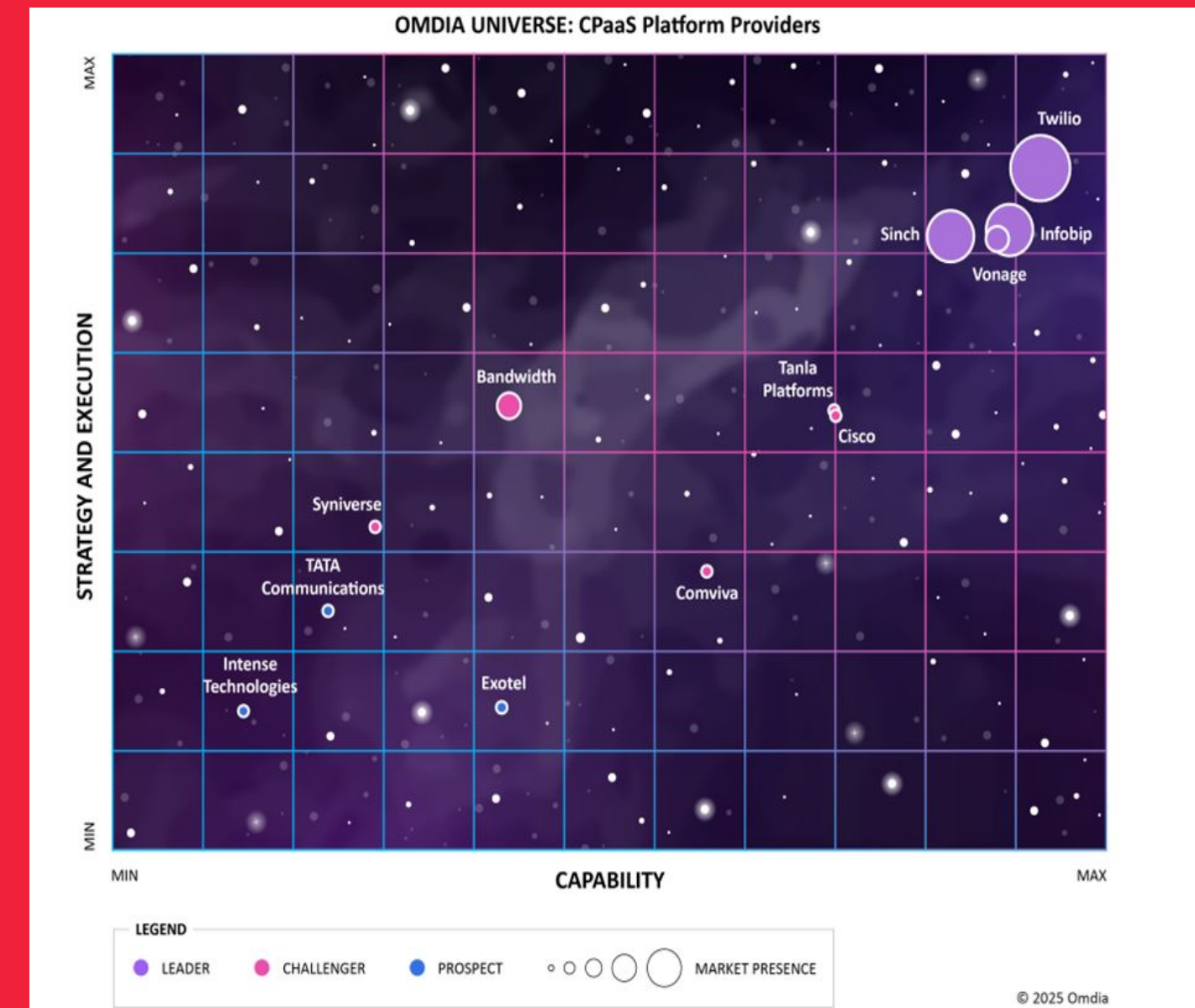
Source: [Omdia Universe: Customer Engagement Platforms, 2026](#)





Twilio named a **leader** in Omdia's Universe 2024-2025 CPaaS report

“Twilio, a US-based company, continues to push the boundaries of what it means to be a CPaaS vendor. Founded in 2008, Twilio began as a developer-oriented cloud communications provider with a small set of core communications APIs and a pay-as-you-go self-service model. It had the relatively “simple” goal of enabling enterprises to more easily access SMS and voice services for customer communications.”

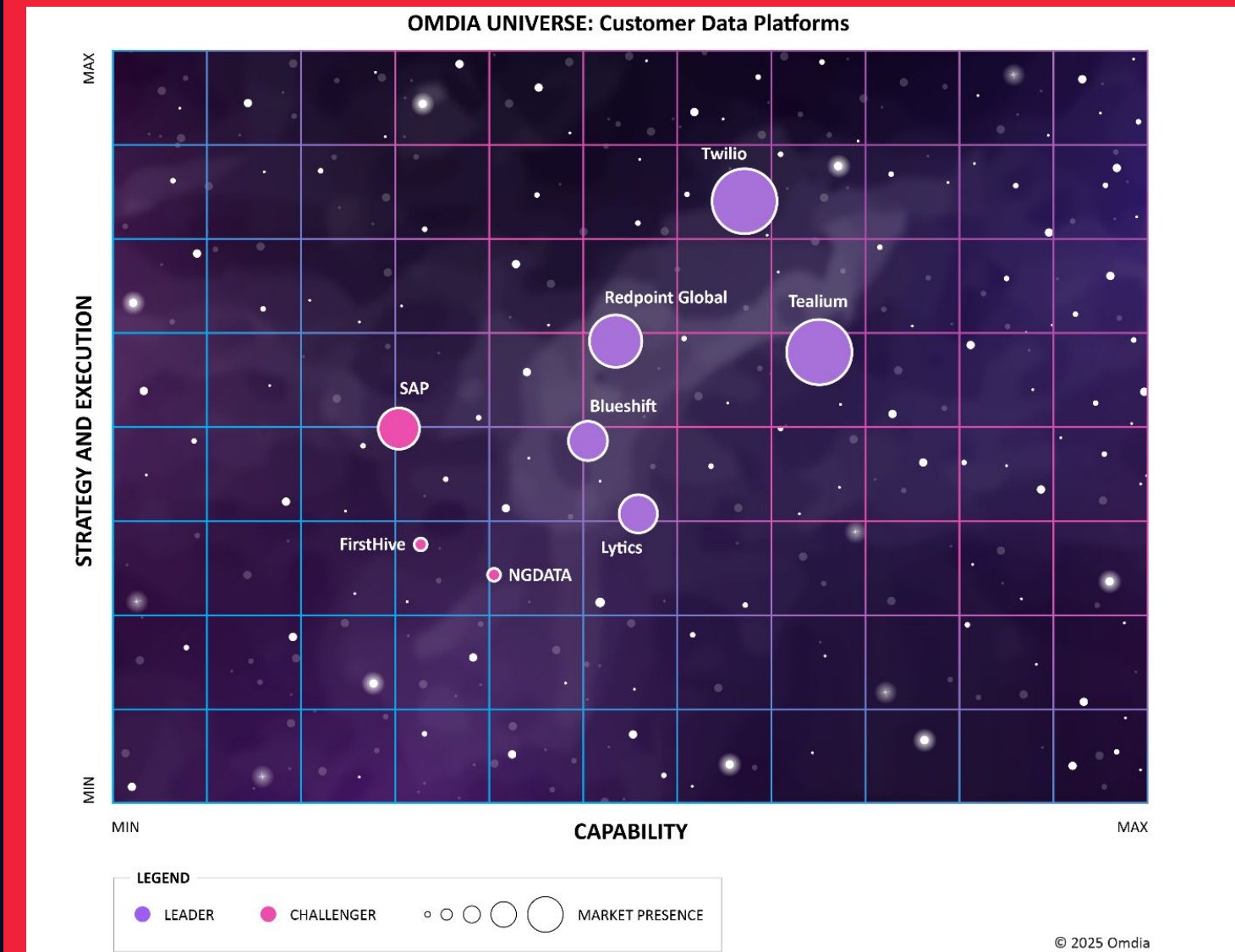


Source: [Omdia Universe: CPaaS Platform Providers, 2025](#)



Twilio named a **leader** in Omdia's Universe 2024-25 Customer Data Platform report

"Twilio should appear on your shortlist if you are looking for a CDP that caters to the needs of both marketers and data teams or a prepackaged B2B solution."



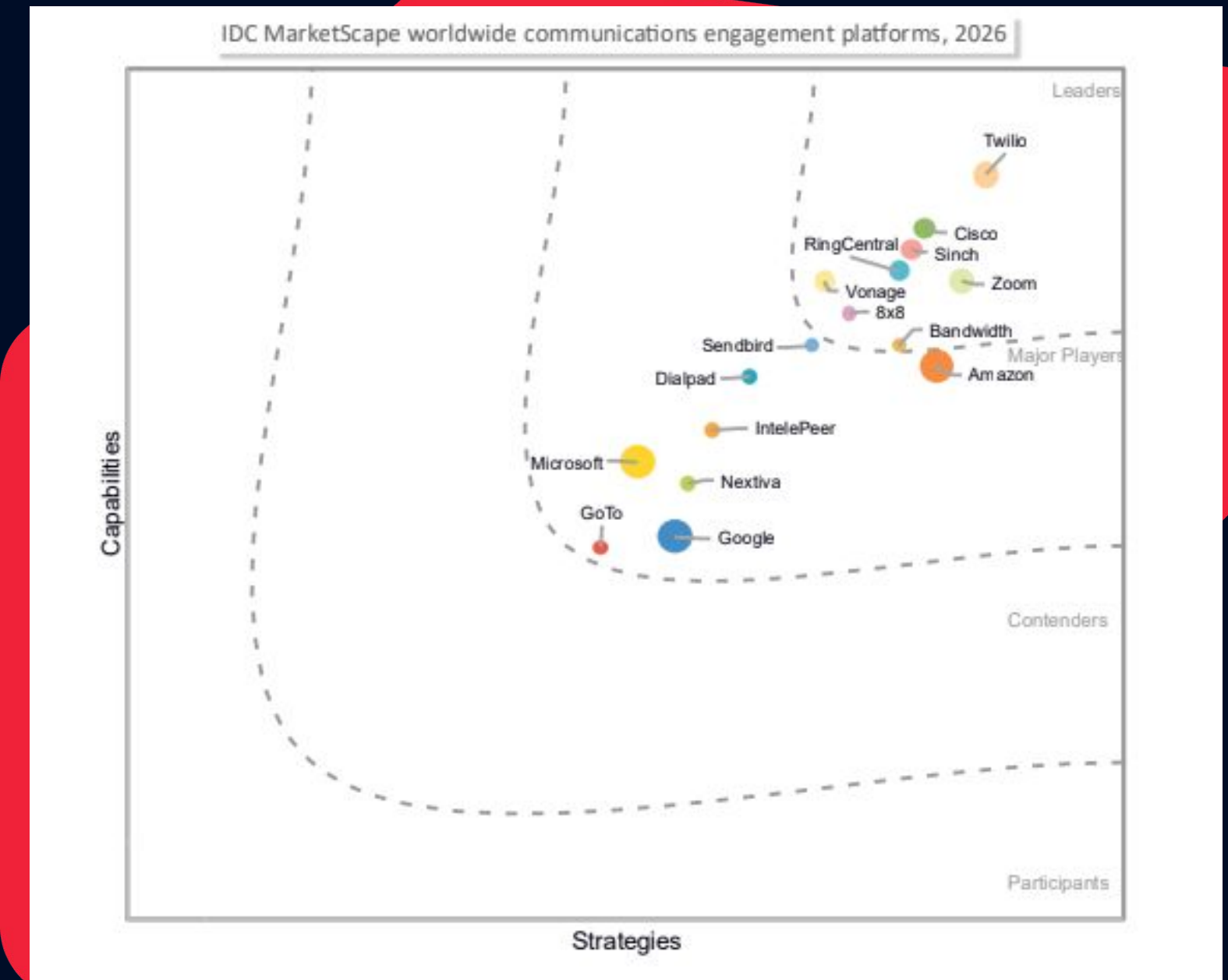
Source: [Omdia Universe: Customer Data Platforms, 2025](#)



Twilio is positioned in the **Leaders category** in the 2026 IDC MarketScape for worldwide **Communications Engagement Platforms**

“Twilio offers one of the most seamless suites of customer engagement solutions on a global basis. It offers an array of prebuilt integrations with thousands of IT partners and has a reputation for quality and reliability, as well as ease of use”

Source: IDC MarketScape: Worldwide Communications Engagement Platforms (CEP) 2026 Vendor Assessment, April 2026, IDC #US53542326



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.



IDC has positioned Twilio in the **Leaders** category in their 2025 MarketScape report for CPaaS

“Twilio still provides the most seamless suite of customer engagement solutions on a global basis. It offers a class-leading array of prebuilt integrations with thousands of IT partners, and it has a reputation for quality, reliability, and ease of use. With one flexible platform for every interaction, Twilio offers an integrated experience with contextual data, communication, and trusted AI”

Source: IDC MarketScape: Worldwide Communications Platform as a Service 2025 Vendor Assessment, Feb 2025 Doc # US52039625



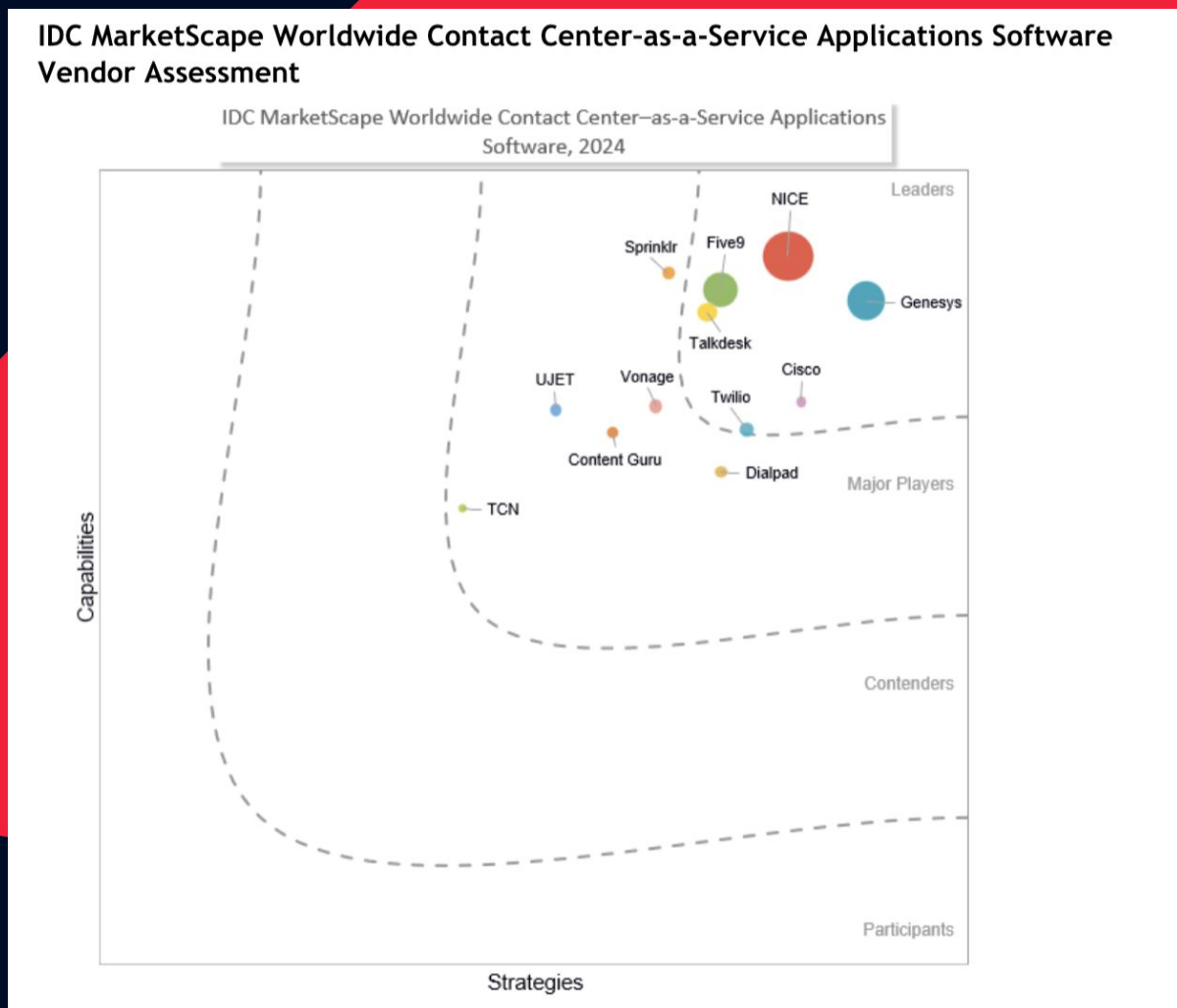
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IDC has positioned Twilio in the **Leaders category** in the 2024 MarketScape for Contact Center as a Service (CCaaS).

“Twilio offers a breadth of analytics and flexibility for designing reports and accessing data with the added capability of its CDP Segment. Twilio offers the breadth of channels natively or through a ‘third-party provider via open APIs.’ The company covers all core and most advanced channels, serving verticals and proprietary applications through integrations...

...Consider Twilio when flexibility and access to data are top priorities.”



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.

Source: IDC MarketScape: Worldwide Contact Center-as-a-Service Applications Software 2024 Vendor Assessment, June 2024, IDC #US52302923



Twilio is positioned in the **Leaders category** in the 2024-2025 IDC MarketScape for worldwide customer data platforms focused on B2C users

“Twilio is an ideal solutions for B2C customers in midsize and large enterprises in global markets should consider Twilio, especially those in the retail, CPG, banking and payments, high-tech, and media and entertainment industries.”

Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on B2C Users 2024-2025 Vendor Assessment, December 2024, IDC #US51778724.



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.



IDC names Twilio in the **Leaders category** for CDP in 2023 Marketscape Report Focused on the Financial Services Industry

“Consider Twilio Segment for financial services if your firm is interested in a comprehensive and scalable CDP that can address the needs of both the largest, most complex firms in the industry and Fintech/Insurtech disruptors that are providing innovative new digital financial products to consumers and businesses...

....FSI enterprise and smaller customers should **consider Twilio Segment as a strong choice.**”

Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on the Financial Services Industry 2023 Vendor Assessment, September 2023, IDC #US51211923

IDC MarketScape Worldwide Customer Data Platforms Focused on the Financial Services Industry Vendor Assessment



IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.



Twilio is a Meta Premier Global Partner

Deployment

Incentive Access

Dedicated TAM

Twilio Enterprise Edition Service API SLA¹

Dedicated WhatsApp Engineer
to prioritize Meta solution launches.



**Twilio named Top
Seasonalities Sender in
LATAM at Meta Awards**

FAST COMPANY

In 2025, Twilio named No. 88 on the list of **100 Best Workplaces for Innovators**

"Twilio has always been a place that is humble, scrappy, and self-aware. We're competitive, but not with one another. We're competitive in the sense that we want to win the hearts and minds of our customers and do well for them."

Khozema Shipchandler, Twilio CEO



**WE
MADE
THE
LIST**



2 //

Communications



Twilio by the numbers

180+

Countries reached¹

262B+

Messages sent or received¹

2.4T+

Emails sent¹

3,000+

ISV & Technology Partners¹

38B+

Voice calls¹

402K+

Active customer accounts²

Twilio Communications

- **Built for builders**

12+ million developers choose Twilio's easy-to-use CPaaS solution to power omni-channel engagement with customers worldwide

- **Unrivalled scale and reach**

World-class connectivity, powered by Twilio's Super Network, with access to over 4,800 global carrier connections

- **Intelligent engagement for every channel**

Connect with customers in their preferred channel across every touchpoint

1. As 1/1/25-12/31/25

2. As of 2/12/26

Building meaningful interactions at scale

Twilio's platform during Cyber Week 2025



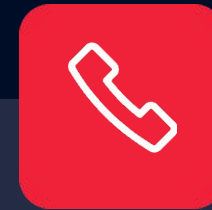
6.99B

messages sent, 35.5%
increase YoY



75.1B

emails sent, 14.6%
increase YoY



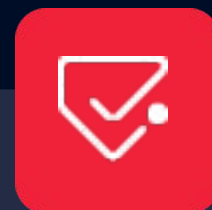
1.07B

voice calls 57.7% increase
YoY



271B

Segment events processed



162M

verification messages
through Twilio Verify



532M

branded and verified RCS
& WhatsApp messages



2A //

Messaging

Twilio Messaging centralizes messaging, allowing businesses to engage customers across their preferred channels. It provides enterprise-ready APIs and scalable software powered by an intelligent network that delivers unrivaled reliability at any scale.



Messaging built on trust, quality, and engagement



262B+

Messages sent
or received
in 2025

21B+

Messages sent a
month on average in
2025

114K+

Local prefixes, short
codes, toll free, A2P
10DLC and alphanumeric
sender IDs

99.95%+¹

Monthly API
Uptime

180+

Countries
reached

1. Twilio maintains an SLA of 99.95% for all customers, with the option for 99.99% SLA for clients who purchase the Enterprise or Administration Edition ([source](#))

Cyber Week '25 was a complete success for our customers ¹

6.99B+

Messages sent during Cyber Week

1.4B+

Messages sent on Cyber Monday

35%

YoY increase in messages sent during Cyber Week

171M+

WhatsApp total volume during Cyber Week

11M+

RCS total volume on Black Friday and Cyber Monday

1. Cyber Week means November 25th to December 1st, 2025

Forrester Consulting study: The Total Economic Impact™ of Twilio Messaging

Through five customer interviews and data aggregation, Forrester concluded that Twilio Messaging has the following three-year financial impact for the composite organization.

SMS Marketing Benefits¹

\$328K+

Increased net margin attributable to Twilio, stemming from 30-40% customer opt-in for SMS marketing

\$275K+

Cost avoidance from shifting 65% of direct mail to SMS marketing

Summary of Benefits

Three-year risk-adjusted

\$1.4M

Net margin value of increased deliverability

\$2.1M

Avoided costs of legacy messaging solution

\$157K

Improved IT developer productivity

\$68K

Cost savings from call deflection and avoidance



NPV
\$2.13M



ROI
132%



Payback
<6 MONTHS

1. Not included in ROI calculation



Klaviyo empowers brands to build deep, data-driven connections through personalized email and SMS experiences. By leveraging Twilio's scalable infrastructure to eliminate delivery complexity, they have achieved industry-leading engagement rates and reliable growth for thousands of businesses.

65K

Customers

99.9%

Average delivery rate

46.9%

Open rates

[Read Story](#)





2B //

Email

Twilio SendGrid gives brands the comfort in knowing that their emails will be delivered, through our customizable APIs, insightful interface, and team of email experts. Our trusted email delivery platform helps both marketers and developers send with confidence to drive engagement.



Email delivery, simplified, and at scale in 2025

Direct partnerships with the 4 largest email ISPs

2.4T+

Emails sent

205B+

Emails sent
every month
on average



Gmail



Yahoo



iCloud Mail



Outlook

Cyber week '25 was a complete success for our customers ¹

14B+

Emails sent on Black Friday

13.8B+

Emails sent on Cyber Monday

13.5%

YoY increase on Black Friday SendGrid volume

14.2%

YoY increase on Cyber Monday SendGrid volume

75.1B+

Emails sent through Cyber Week '24²

~1B

Emails sent during peak hour on Black Friday

2.9 SECONDS

Median end-to-end throughput

1. Thanksgiving/Black Friday Holiday week
2. Cyber Week means November 25th to December 1st



As Japan's largest airline, ANA is dedicated to the philosophy of omotenashi—providing deeply personalized and anticipatory hospitality at every touchpoint. By integrating Twilio SendGrid to power its mission-critical communications, ANA has fortified its global infrastructure with world-class reliability and reach.

97.7%

Email deliverability rate

.095%

Average bounce rate

[Read Story](#)





2c //

Voice

Twilio's voice product allow customers to compose the right voice experiences for their business and consumers with Twilio's APIs, SDKs, integrations, quick deploy apps, visual workflow builder, tutorials, and countless documentation.



Empowering consumers to directly communicate with brands in 2025

38B+

Calls handled

63B+

Voice minutes handled

106M+

Calls daily

32M+

Branded calls to date¹

230+

Number types

1. since 12/31/21



As a global leader in customer service software, Zendesk needed a communication partner that could match its rapid international expansion and high standards for reliability. By integrating Twilio's cloud communications platform, Zendesk enabled its users to launch localized voice support in over 40 countries almost instantly.

- 40+** countries served by Zendesk Voice
- 70K** Zendesk customers
- 93%** customer satisfaction

[Read Story](#)





2d //

Video

Twilio Video delivers the most personalized and secure digital interaction between brands and consumers. With built-in security and global compliance, it empowers companies to engage confidently with customers anywhere in the world.



Connecting brands and customers on a different level in 2025

8.1B+

participant minutes which
3.2B+ were healthcare

230+

Countries participants
can join from

99.99%

Service Uptime

MDLIVE[®]

As a pioneer in the telehealth space, MDLIVE is dedicated to making quality healthcare as accessible and frictionless as possible for its 40 million members. By integrating Twilio's robust video and voice APIs, they have replaced complex legacy systems with a seamless platform that ensures every consultation is reliable and high-quality.

40M Americans telemedicine was provided to

70+ Increase in NPS

[Read Story](#)

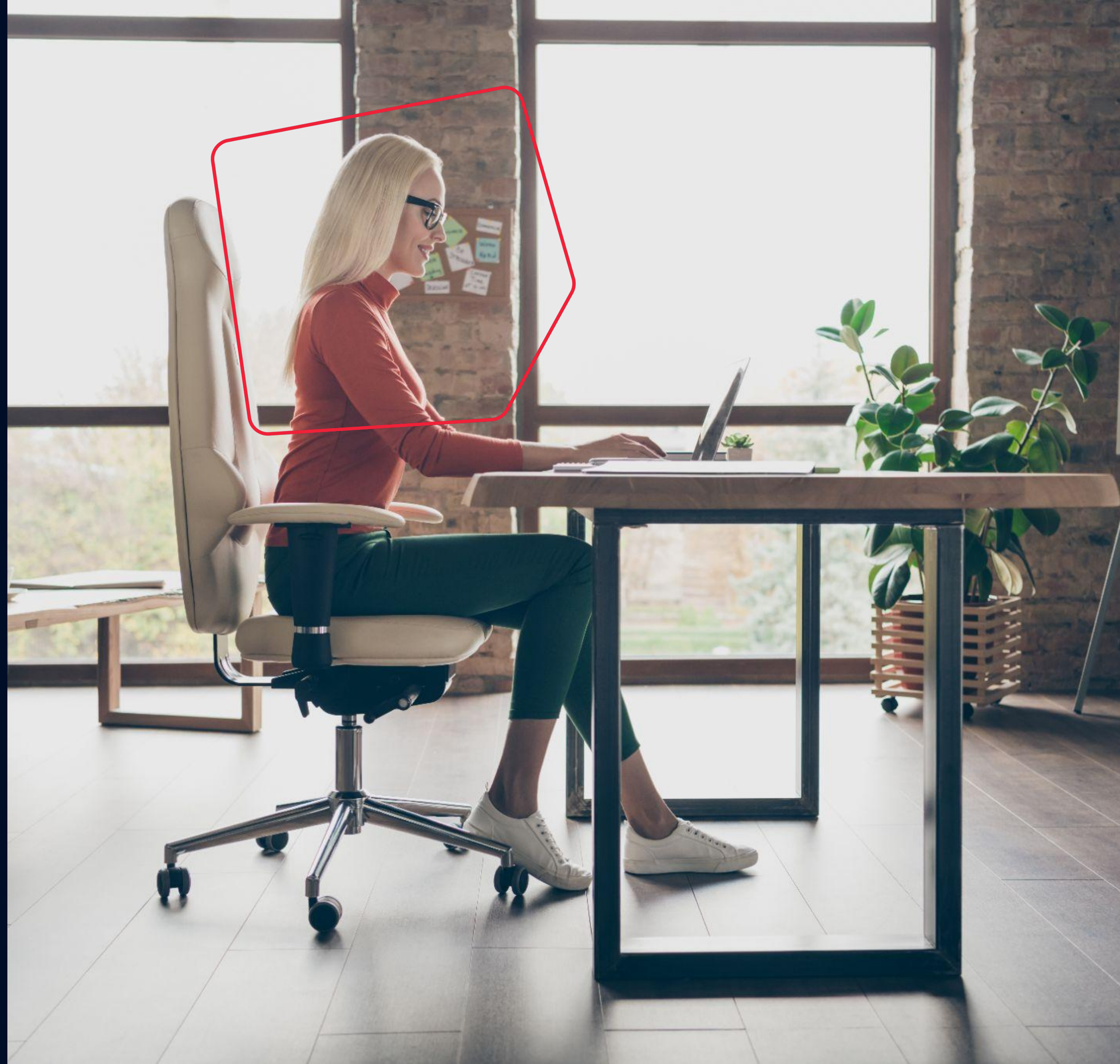




2e //

Twilio Flex

Twilio Flex is a configurable contact center solution for sales and customer support teams. Businesses use Flex to connect customers with any customer-facing employee on multiple channels (voice and digital), at any stage of their journey. Turn customer interactions into customers for life by delivering personalized, data-driven experiences across all channels, at scale, that span time and organizational boundaries.



Future-proofing customer experiences with Flex

1B+

Total TaskRouter tasks
created¹

168k+

Monthly Active Users

1. A Task represents a single item of work waiting to be processed. Tasks can represent whatever type of work is important for your team. Twilio applications can create tasks from phone calls or SMS messages. Your CRM or ticketing system can generate tasks from emails or chat messages sent in by your customers. Your own applications can create custom tasks representing whatever unique work your users handle.

Twilio Flex serves the entire customer journey with orchestrated data at the core



CUSTOMER PROFILE



PRE-SALES



SALES



SUPPORT

Relationship management

chime[®]

12% improvement in CSAT

Tourlane

8% increase in conversion

High-touch contextual sales

Better

\$1B in loan volume originated



vacasa

3-10X increase in bookings

Contact center for frictionless engagements

lyft

30M interactions weekly


TOYOTA connected

18% monthly handle time decrease



TOYOTA
connected

Toyota Connected North America (TCNA) is redefining the driving experience by turning vehicles into a seamless extension of the owner's digital life through its Drivelink telematics platform. By migrating to Flex, they empowered their agents with real-time data to provide critical roadside & emergency assistance to over 5.5 million drivers.

1 DAY To deploy a proof of concept

13% After call work reduction

18% Monthly handle time decrease

[Read Story](#)





2e //

User Authentication & Identity

User Authentication & Identity is a suite of user verification and mobile identity APIs. With the Verify API and Lookup API, customers can validate user identities with possession factors and authoritative mobile carrier signals to accelerate verification throughout the customer journey.



Frictionless customer activation and verification

6.4B+

Verifications¹

878M+

Fraud attempts blocked with Twilio Verify Fraud Guard¹

42

Languages translated within templates

2-4 SECONDS

To verify a user with Silent Network Auth

99.95%

Monthly API uptime

\$103M

Saved to our customers using Fraud Guard²

1. From Sept '23 up to 31 Dec '25

Forrester Consulting Study: The Total Economic Impact™ of Twilio Verify

Through four customer interviews and data aggregation, Forrester concluded that Twilio Verify has the following three-year financial impact for the composite organization.

Purpose-built Authentication Benefits

95%

Reduction in time reacting to SMS fraud alerts

90%

Reduction in downtime related to route optimization

Summary of Benefits

Three-year risk-adjusted

\$1.1M

Accelerated market expansion

\$909.6K

Avoided loss from fraud

\$215.3K

Reduced fraud prevention labor

\$91.9K

Avoided downtime due to route optimization



NPV
\$1.49M



ROI
174%



Payback
<6 MONTHS

A commissioned study conducted by Forrester Consulting on behalf of Twilio, May 2024 calculation

INTUIT

As a global financial technology leader, Intuit is committed to "powering prosperity" while ensuring the highest level of security for its millions of users. By partnering with Twilio Verify to modernize its authentication process, Intuit has successfully scaled its security infrastructure across hundreds of countries without sacrificing user experience.

94%

Deliverability across the world

200+

Countries & territories deployed

1M+

SMS sent worldwide

[Read Story](#)





2F //

Super Network

Twilio's Super Network simplifies, strengthens and unites carrier communication networks using software. Built on top of a battle-tested infrastructure with redundancy at every level of the stack, the Super Network ensures every valuable interaction is delivered to your consumer.



Leveraging data-driven monitoring to ensure every interaction is successfully delivered

99%

Of outages and latency detected before our customers

101M+

Calls and messages rerouted each month to ensure delivery

95%

Of outages and latency detected before our downstream providers

900M

Data signals monitored daily

**75
SECONDS**

Messaging traffic reroute cycles

4,800+

Global carrier connections

~4

Provider route depth

3,000+

Tech partners to help implement & adapt our solutions

1,000+

Unique Network Monitors

3 //

Customer Data





3 //

Twilio Segment CDP

A leading Customer Data Platform, Twilio Segment, enables customers to leverage easily accessible, actionable, governed and consistent customer data in their tech stack. Customers can use their most valuable asset – data – as a competitive advantage to unlock new opportunities to engage with their consumers with improved efficacy of campaigns and growth initiatives.



Using robust data with Twilio Segment to fuel customer engagement

10.8T+

Twilio Segment API calls¹

99.99%

System uptime

271B+

API calls during Cyber Week²

700+

Pre-built integrations

1. Note: These numbers are from 1/1/25-12/31/25

2. Cyber Week means November 25th to December 1st, 2025

Thousands of global businesses trust Twilio Segment to manage their customer data

ABInBev

 Allergan

amaysim

BONOBOS

CAMPING
WORLD

chime

 contentful

CrossFit

 dialpad

Fender

FOX

 TravelPerk

intuit

 mongoDB

Orchard

PagerDuty

sanofi

 Skilling

staples

taxfix

 vista

ZALORA

IBM



As a leader in the RV lifestyle, Camping World used Twilio Segment to unify siloed data and create a 360-degree customer view. This data-driven approach allows them to deliver perfectly timed, personalized outreach at scale.

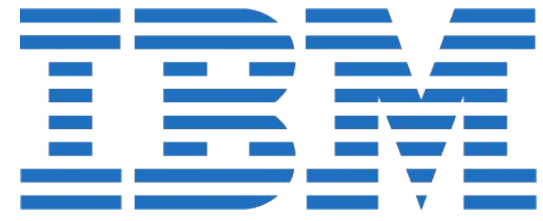
35% Increase in conversion rates on paid channels

16% Decrease in cost-per-lead

12% Increase in conversion rates from marketing campaigns

[Read Story](#)





For a global technology leader like IBM, internal communication must be as reliable and innovative as the products they build. Building on Twilio, IBM has streamlined its telephony infrastructure and empowered its global workforce with seamless connectivity.

17%

Increase in billable usage

150

Products with standardized data

70%

Increase in revenue over a three month period

10X

Return on Twilio Segment investment

[Read Story](#)





Faced with a shifting B2B2C landscape, Allergan Aesthetics needed to move beyond legacy systems to build direct, meaningful relationships with its millions of consumers. By leveraging Twilio Segment to unify fragmented data and Twilio Programmable Messaging to deliver personalized outreach, they successfully relaunched their Allē loyalty program.

41% Reduction in completed purchase CPA

400M In DTC sales

[Read Story](#)



4 //

Platform

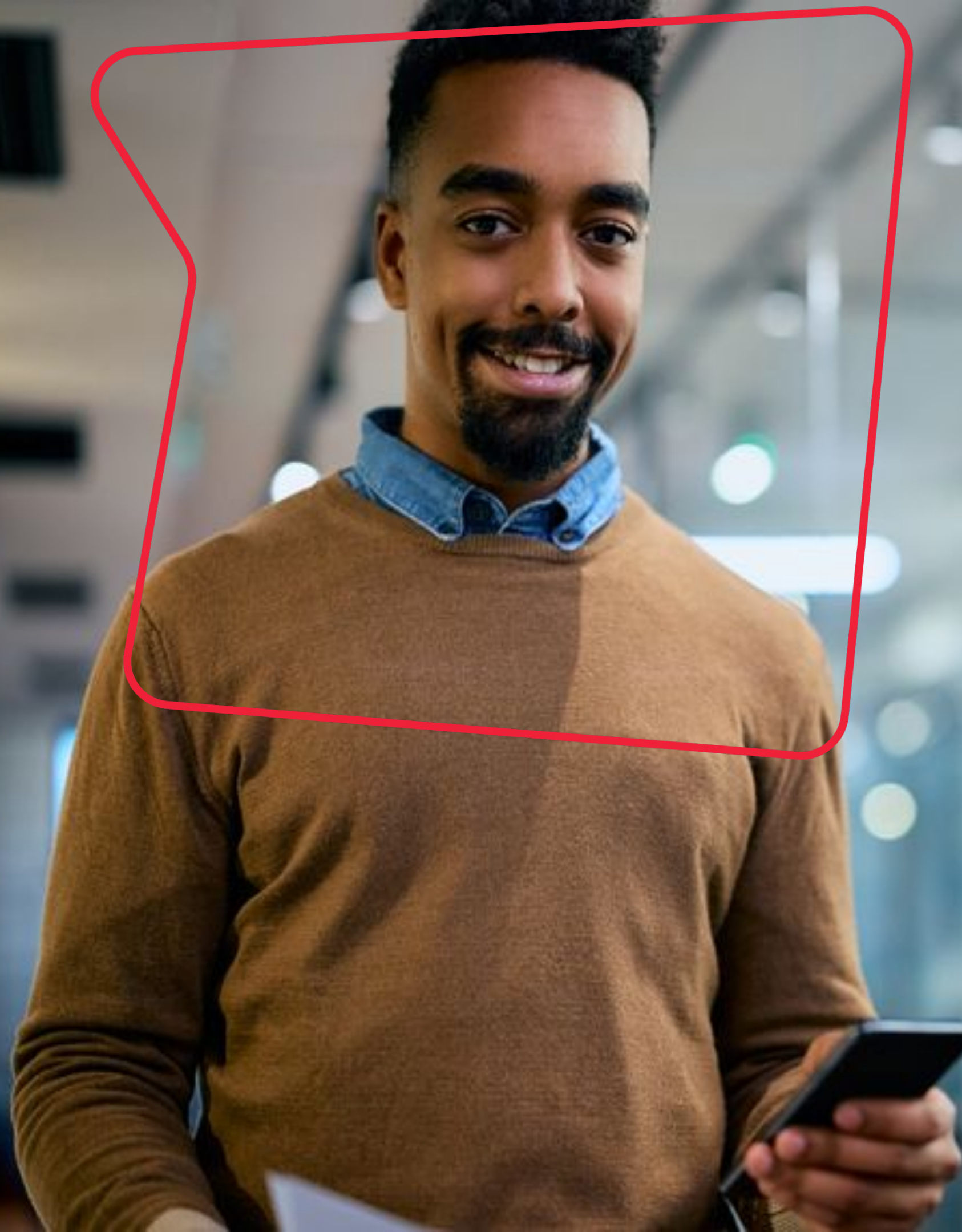




4A //

AI-powered customer engagement

Use your own LLMs or leverage intelligence infused across our platform to fuel more data-driven, personalized experiences for customers — all while putting real-time context in the hands of customer-facing teams



Building with some of the biggest names in AI



databricks

OpenAI



snowflake

Empowering customers with AI

878M+

AI powered Twilio Verify Fraud Guard attempts for our customers in 2025¹

\$62M

In customer savings in unnecessary fraud-related costs

70%

Increased accuracy of audience segments²

83%

Average reduction in paid advertising costs³

70%

of customer support cases deflected⁴ while maintaining CSAT⁵

1. Sept '23 up to 31 Dec '25

2. Twilio customer after implementing [Predictions](#)

3. Twilio customers participating in [Predictive Audiences](#)

4. Defined as resolution without requiring support from a live agent.

5. With Unified Profiles and Agent Copilot: [Universidad UK](#)



Improving patient experiences and CX agent satisfaction

“By capturing context and streamlining interactions, [Twilio] AI ensures human agents step in at the right moment—equipped with the full picture to deliver more meaningful, personalized care.”



Dugan Winkie
Head of Commercial Strategy

Better ROI

Cedar expects to automate 30% of inbound calls by the end of 2025 using its AI voice agent, Kora, powered by Twilio ConversationRelay.

Improved

CSAT scores by offering streamlined payment options

Personalized

the patient experience with customized bill notifications and appointment reminders



4B //

Reliability

Platform reliability is a core tenant for Twilio and is baked into every product we offer. We are committed to providing the most reliable platform for our customers. So that every engagement is successfully delivered to their customers.



Optimizing security and CX to meet consumer needs

99.95%

Service API SLA¹

99.99%

Twilio Enterprise Edition
Service API SLA¹

99.99%

Segment system uptime¹



1. SLAs are as of February, 2025. To learn more, click [here](#)



“It was pretty obvious we had to switch to something that would scale, and Twilio was by far the best option. We knew we wanted to build a platform that would allow for multiple hosts to each have their own campaigns. **That would have been impossible without Twilio** ...

...We knew that we needed to pick a partner that had the reliability in terms of message delivery and also the underlying infrastructure to make us feel confident in what we were putting forth for our hosts and for our subscribers. We needed a partner that we felt that we could grow with and scale alongside.”



Mike Donoghue

Subtext Co-Creator, and CEO and Founder of Alpha Group



4C //

Data Compliance & Protection

Twilio builds privacy into every product and process to safeguard the data you entrust to us. Rooted in respect, our privacy and data protection program only uses data in ways that are consistent with current data protection laws and customer wishes.



Pillars of Twilio data protection



Privacy and security by design

Twilio builds privacy and security into all products by design and by default, collecting minimal data that's shielded by layers of safeguards. We also use external auditors to verify the adequacy of our compliance measures to ensure that Twilio meets current requirements.



Global protection and privacy compliance

We rely on our Binding Corporate Rules to serve as our code of conduct that governs our global processing of personal data, ensuring that we are committed to data protection measures that go beyond what local laws require and no matter where customers are located.



Transparency and control

We provide privacy resources and controls to help customers make meaningful choices about how their data is used. We also encrypt data both in transit and at rest utilizing industry standard encryption algorithms.

5 //

Twilio Impact

Making a meaningful difference for our customers, championing social causes, and building community and inclusion initiatives.





5 //

Building Communities

We are committed to celebrating togetherness across our company through Twilio Communities, which includes regional hubs, social channels and Employee Resource Groups, each led by employees, open to all, and providing everyone with an opportunity to be connected.



2025: A year of scaling connection and impact



803M+

People were reached around the world

30,000+

Social impact organizations used Twilio products

\$14M+

In grants and donations to over 70 nonprofits

\$959K+

In donations driven by Twilions

11,200+

Hours were volunteered by Twilions

Building connections & making an impact within Twilio and beyond



94%

Of Twilions reported effective remote collaboration on their teams

100+

Events and activities led by Twilio's Employee Resource Groups

5K+

Global Hub event attendees across 14 countries and 5 continents

1K+

Twilions volunteered during 2025 Global Impact Week



LOVED BY DEVELOPERS . TRUSTED BY ENTERPRISES.

Unlock the potential of every customer
with the Twilio Customer Engagement Platform

[Contact Sales](#)