



Twilio Accolades Book





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

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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®

crypto.com

lendingtree®

intuit®

ny bank

Auto / Energy

TOYOTA
connected

Steele
AUTO GROUP

carwow

DriveNow

Retail / CPG

instacart

shopify

1-800
flowers.com

Coca-Cola

ebay

Healthcare / Manufacturing

PHILIPS

Z.
Zocdoc

NYU Langone
Health

CipherHealth

High Tech

yelp*

X

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 2024

13T+ customer engagement API calls processed

2.5T+

Digital
interactions

27.9B+

Voice calls

193B+

Messages sent
or received

2.2T+

Emails
sent

10.5T+

Twilio Segment
API calls

5.1B+

Customer
verifications

1B+

Flex TaskRouter
tasks created

Serving thousands of customers worldwide

| | | | |
|---------|--|--------|---|
| 335,000 | Twilio active customer accounts ¹ | 700+ | Pre-built integrations |
| 2,000+ | Tech partners | 4,800+ | Global carrier connections |
| 180+ | Countries reached | 10M+ | Total developer accounts worldwide ² |
| 500K+ | Console users per quarter | | |

1. As of 5/1/25
2. Includes accounts who spent >\$0 and \$0 with Twilio in the last 12 months



1B //

Analyst firm recognition & industry awards



Gartner®

Gartner names Twilio a **Leader in the 2024** Gartner® Magic Quadrant™ for CPaaS

Twilio again positioned highest for Ability to Execute.

Figure 1: Magic Quadrant for Communications Platform as a Service



Source: Gartner (June 2024)

Gartner®

Gartner® Magic Quadrant™ for Communications Platform as a Service, Lisa Unden-Farboud, Ajit Patankar, Pankil Sheth, Brian Doherty, June 24, 2024. 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.



2024 Gartner[®] Critical Capabilities for Communications Platform as a Service

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

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

Those four use cases were:

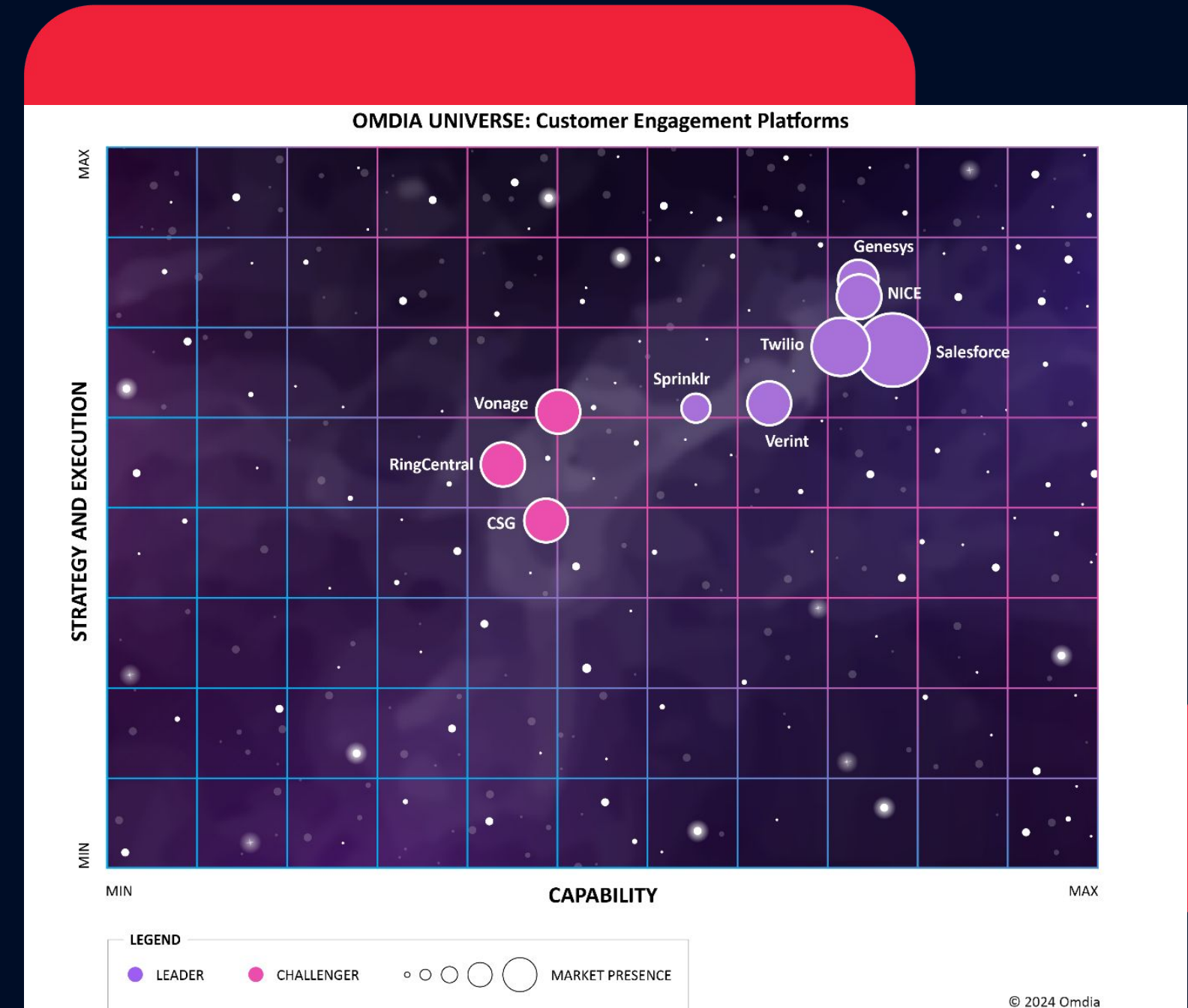
- Basic Communications
- Conversational Customer Experience
- Advanced Voice Communications
- Vertical and Horizontal Applications

Gartner® Critical Capabilities for Communications Platform as a Service, Ajit Patankar, Lisa Uden-Farboud, Pankil Sheth, Brian Doherty, 2 July 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is 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 2024-25 Customer Engagement Platform report

"Twilio has consistently positioned itself as a leader in the CEP market by blending communications, data, and AI into a seamless ecosystem."

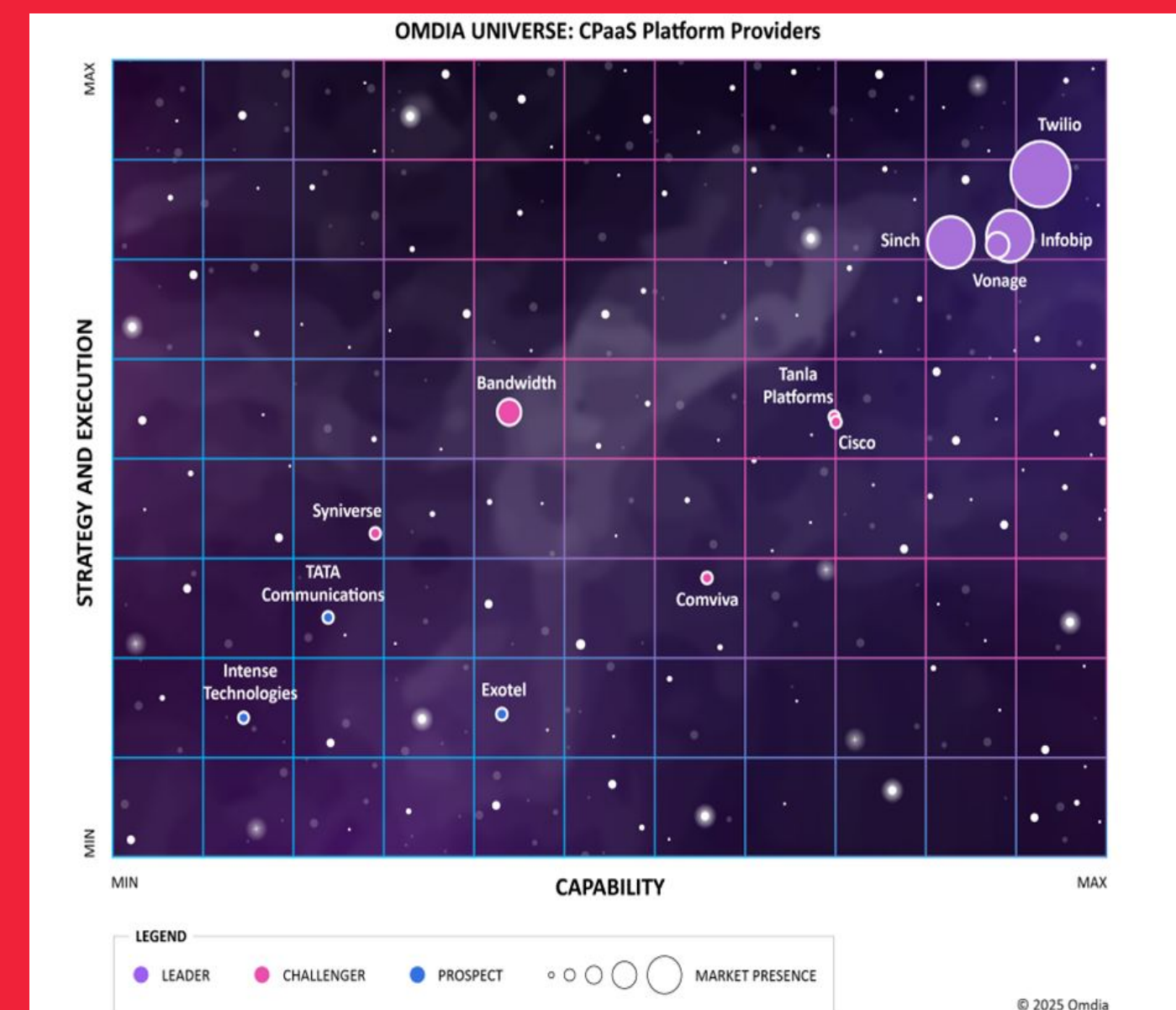


Source: [Omdia](#) Universe: Customer Engagement Platforms, 2025



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

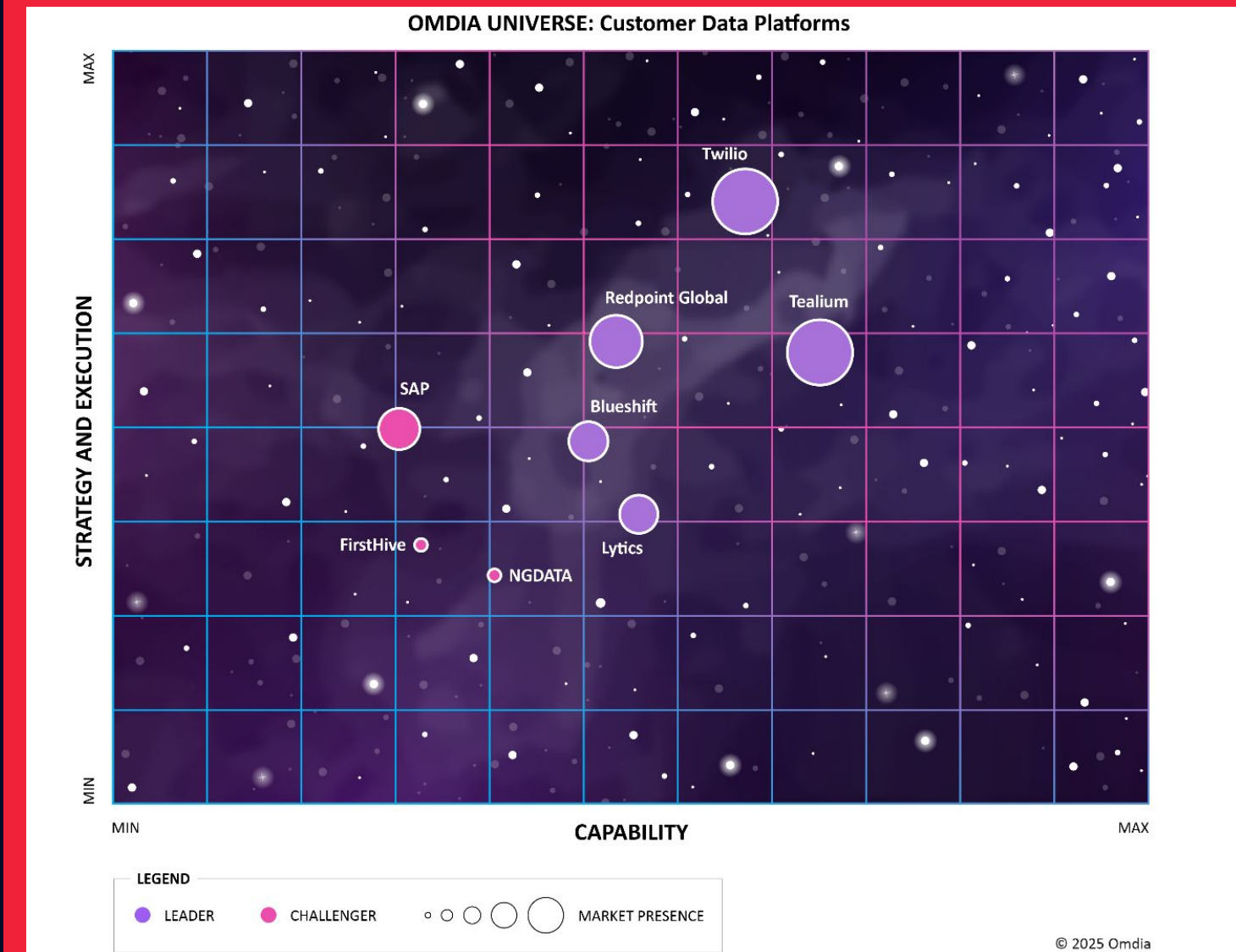
"Twilio, a US-based company, continues to push the boundaries of what it means to be a CPaaS vendor. Founded in 2008, Twilio began as a developer-oriented cloud communications provider with a small set of core communications APIs and a pay-as-you-go self-service model. It had the relatively "simple"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





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."



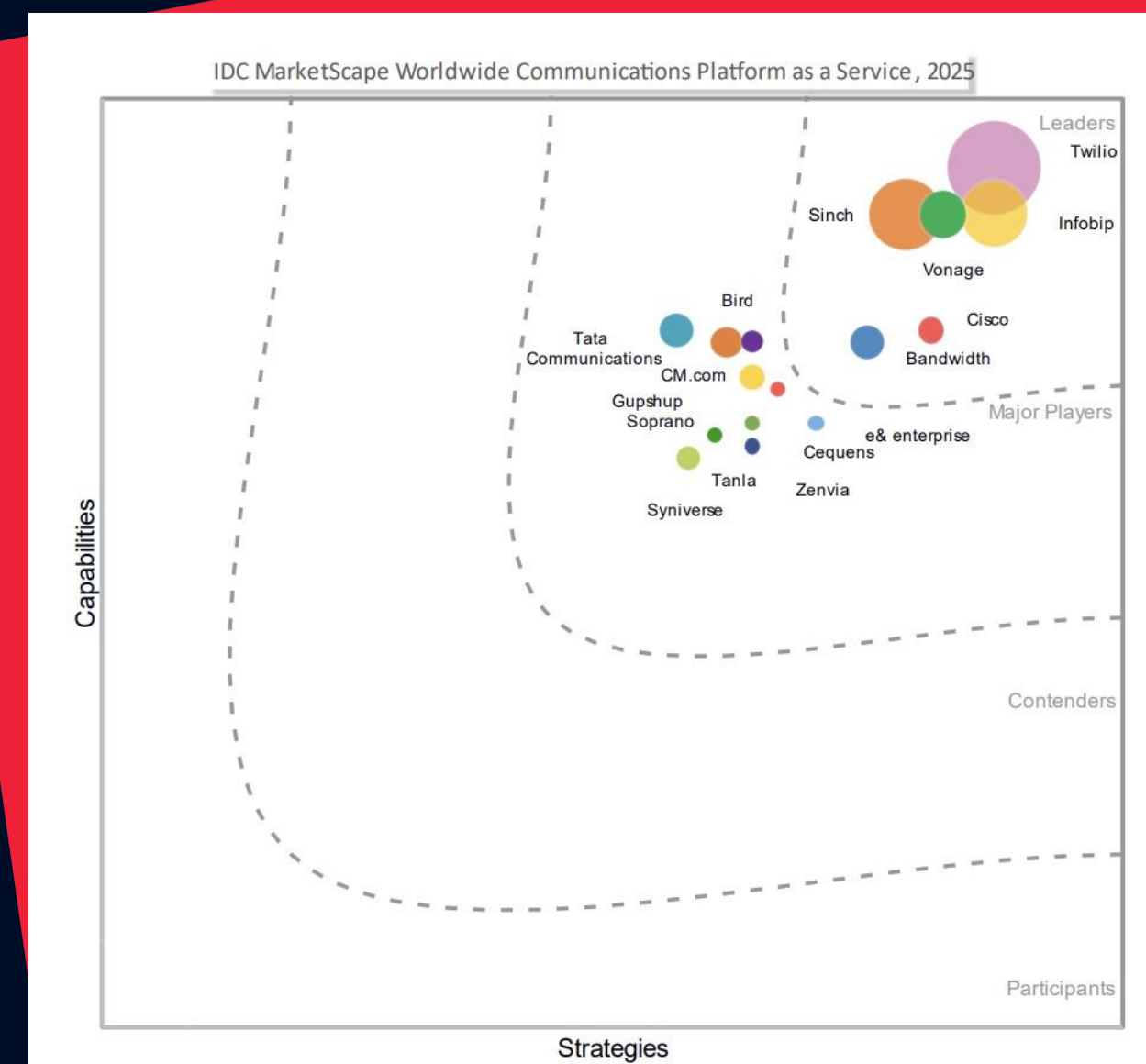
Source: [Omdia Universe: Customer Data Platforms, 2025](#)



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



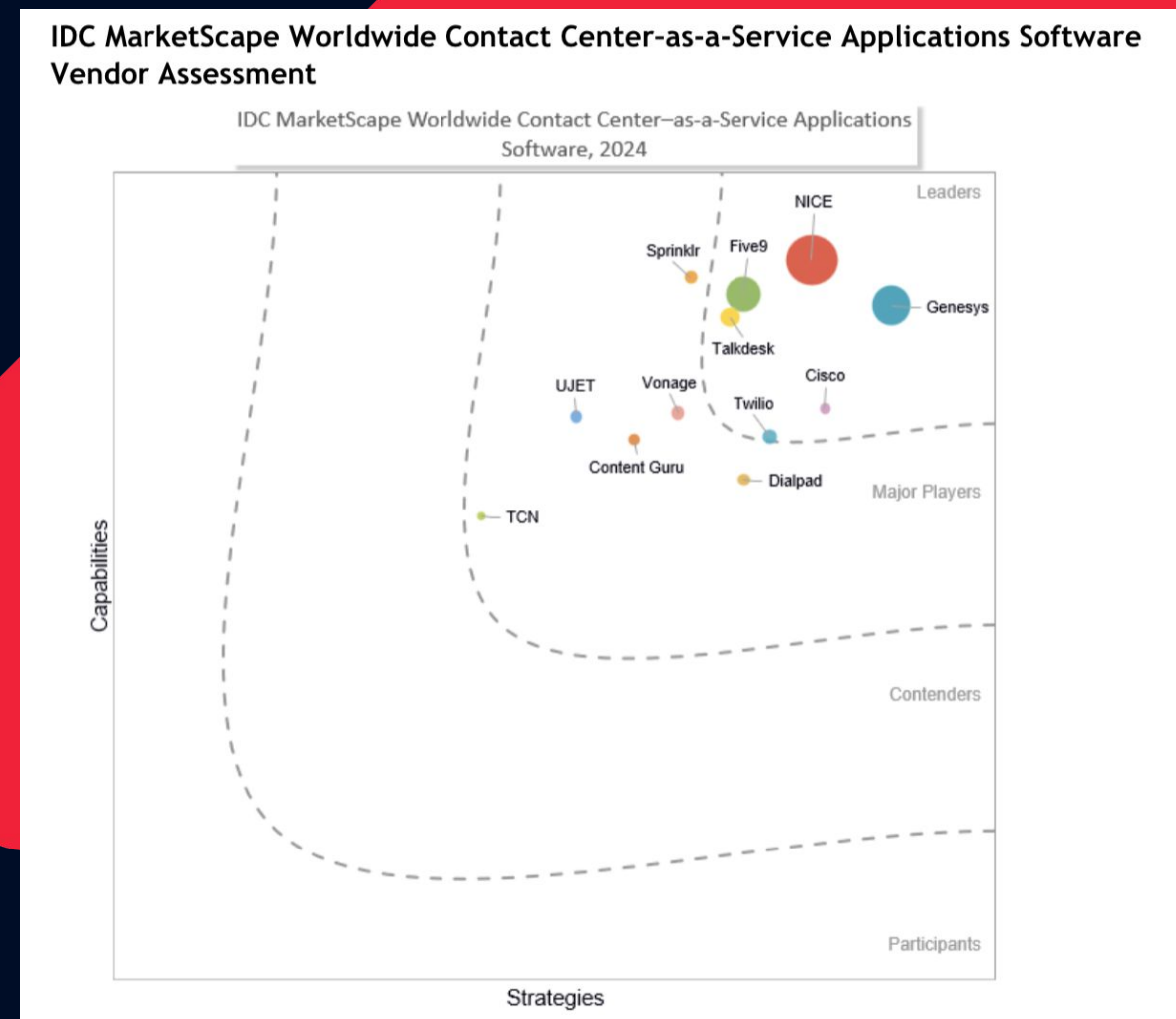
IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration 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 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.



Twilio was listed as a **Major Player** in the IDC MarketScape: Worldwide Customer Data Platforms Focused on B2B Users 2024-2025 Vendor Assessment

“Enterprises should consider Twilio Segment for industry-specific B2B use cases and templates around application life-cycle management, account life-cycle management, HIPAA data encryption and auditing, and account-based nurturing.”

Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on B2B Users 2024-2025 Vendor Assessment, December 2024, IDC #US50514223.



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.



Gartner names Twilio a **Niche Player** in the **2025 Gartner® Magic Quadrant™** for CDP

Twilio positioned well in AI Innovation, Data Management, Marketing Activation and Unified Profiles



Gartner® Magic Quadrant™ for Customer Data Platforms, Lizzy Foo Kune, Rachel Smith, Benjamin Bloom, Audrey Brosnan, Suzanne White, David Walters, Adriel Tey, March 25, 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.

2 //

Communications



Twilio by the numbers

180+

Countries reached¹

193B+

Messages sent or received¹

2.2T+

Emails sent¹

3,000+

ISV & Technology Partners¹

27.9B+

Voice calls¹

335K+

Active customer accounts²

Twilio Communications

- **Built for builders**

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

- **Unrivaled 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

- **Authentication and identity verification**

Unlock trusted onboarding to accelerate verification throughout the customer journey

1. As 1/1/24-12/31/24

2. As of 5/1/25



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



193B+

Messages sent
or received
in 2024

830M+

Messages sent
or received in a
single day

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 '24 was a complete success¹ for our customers

5.2B

Messages sent during
cyberweek

1.1B+

Messages sent on Cyber
Monday

68.3K

Messages sent per
second

0

Incidents occurred during
Cyber week '24

35%

YoY growth in WhatsApp
volume

15%

YoY growth in MMS
Messaging volume

100%

Service Uptime

1. Thanksgiving/Black Friday Holiday week
2. Cyber Week means November 26 to December 2

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



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

Direct partnerships with the 4 largest email ISPs

2.2T+

Emails sent
in 2024

190B+

Emails sent
every month
on average



Gmail



Yahoo



iCloud Mail



Outlook

Cyber week '24 was a complete success for our customers ¹

12B

Emails sent on Black Friday

11.7B

Emails sent on Cyber Monday

99%

Delivery rates

13.5%

YoY increase on Black Friday SendGrid volume

64B

Emails sent through Cyber Week '24²

~1B

Emails sent during peak hour on Black Friday

**2.9
SECONDS**

Median end-to-end throughput

14.2%

YoY increase on Cyber Monday SendGrid volume

1. Thanksgiving/Black Friday Holiday week
2. Cyber Week means November 26 to December 2



97.7%

Email deliverability
rate

.095%

Average bounce rate

[Read Story](#)





2C //

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

5.1B+

Verifications annually¹

747M

Fraud attempts blocked with Twilio Verify Fraud Guard²

42

Languages translated within templates

95%+

Global delivery rate with Twilio Verify¹

99.95%

Monthly API uptime

68%+

Global conversion rate with Twilio Verify¹

2-4 SECONDS

To verify a user with Silent Network Auth

\$82M

Saved to our customers using Fraud Guard²

1. Based on those customers who provide conversion data in 2024

2. From June '22 up to May '25

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

Through four customer interviews and data aggregation, Forester 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

1. Not included in ROI calculation

INTUIT

94%

Deliverability across
the world

200+

Countries &
territories deployed

1M+

SMS sent
worldwide

[Read Story](#)





20 //

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

27.9B+

Calls handled

50B+

Voice minutes handled

76M+

Calls daily

32M+

Branded calls to date¹

230+

Number types

1. since 12/31/21
note: These numbers are from 1/1/24-12/31/24



40+ countries served by
Zendesk Voice

70K Zendesk
customers

93% customer
satisfaction

[Read Story](#)





2E //

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 2024

13.9B+

participant minutes which
8.9B+ were healthcare

230+

Countries participants can
join from

99.99%

Service Uptime

MDLIVE[®]

40M Americans
telemedicine was
provided to

70+ Increase in NPS

[Read Story](#)





20 //

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

103M+

Chat, Email, and SMS, messages
sent and received

158K

Monthly active users

6.4B+

Programmable Voice minutes

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

1 DAY

To deploy a proof
of concept

13%

After call work
reduction

18%

Monthly handle time
decrease

[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

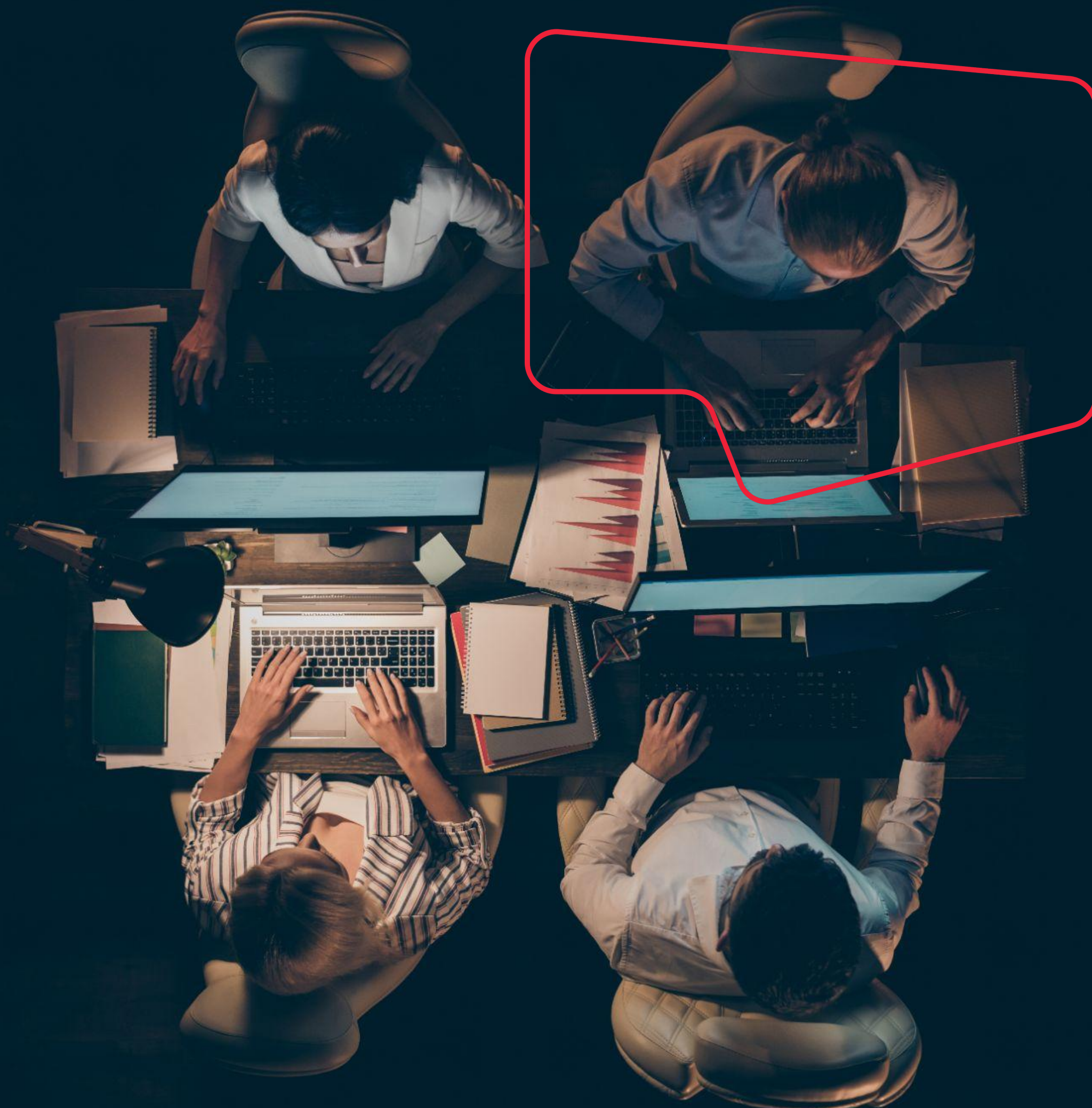




3 //

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

7.2K+

Active Customer Accounts¹

400K

Events per second

10.5T+

Twilio Segment API calls²

700+

Pre-built integrations

264.8B

API calls through Black Friday Weekend '24¹

99.99%

System uptime

1. As of May 2025
2. Note: These numbers are from 1/1/24-12/31/24

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



35% Increase in conversion rates on paid channels

16% Decrease in cost-per-lead on paid channels

12% Increase in conversion rates from marketing campaigns

[Read Story](#)





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](#)





41% Reduction in completed
purchase CPA

400M In DTC sales

[Read Story](#)



4 //

Platform

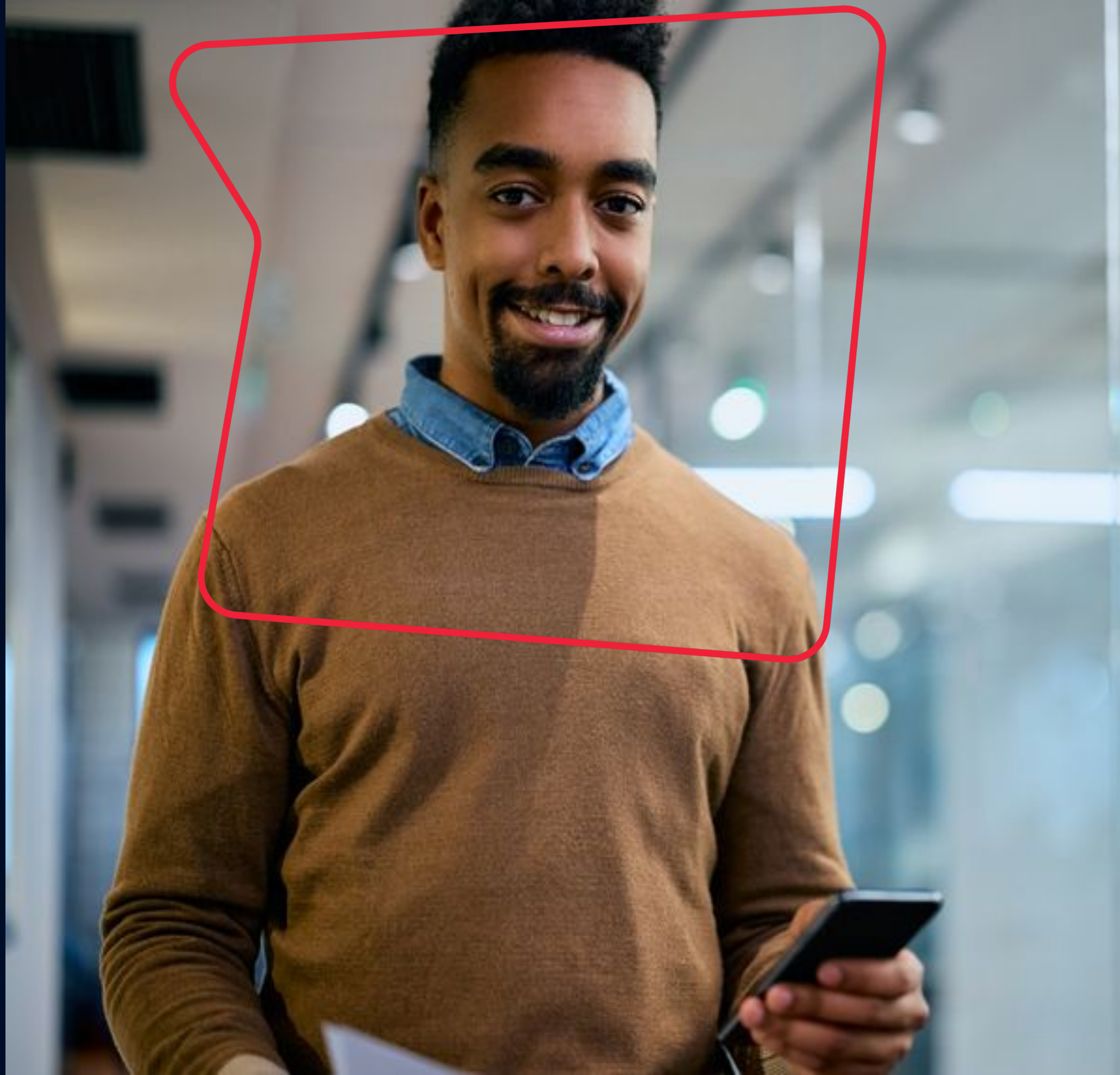




4A //

AI-powered **customer engagement at** **scale**

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



OpenAI



Empowering customers with AI

9,000+

Companies building in the AI space use Twilio services, 67% of which are paying customers.

\$260M

Twilio revenue generated from companies building in the AI space utilizing Twilio services in 2024

569M+

AI powered Twilio Verify Fraud Guard attempts for our customers in 2024¹

\$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. June 2022 to October 1, 2024
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.



2024: A year of scaling connection and impact



716M+

People were reached around the world

25,000+

Social impact organizations used Twilio products

\$4.8M

In grants and donations to over 40 nonprofits

\$650K+

In donations driven by Twilions

10,300+

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

4K+

Global Hub event attendees across 14 countries and 5 continents

1K+

Twilions volunteered during 2024 Global Impact Week



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