



# Twilio Accolades Book





**Twilio provides a world-class customer engagement platform that helps brands know individually, engage personally, and—finally—unlock the potential of every customer.**

Analysts, customers, and partners agree: Twilio is shaping the next era of intelligent customer engagement.

*See how!*



**“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





1a.

# Twilio's global reach & enterprise scale



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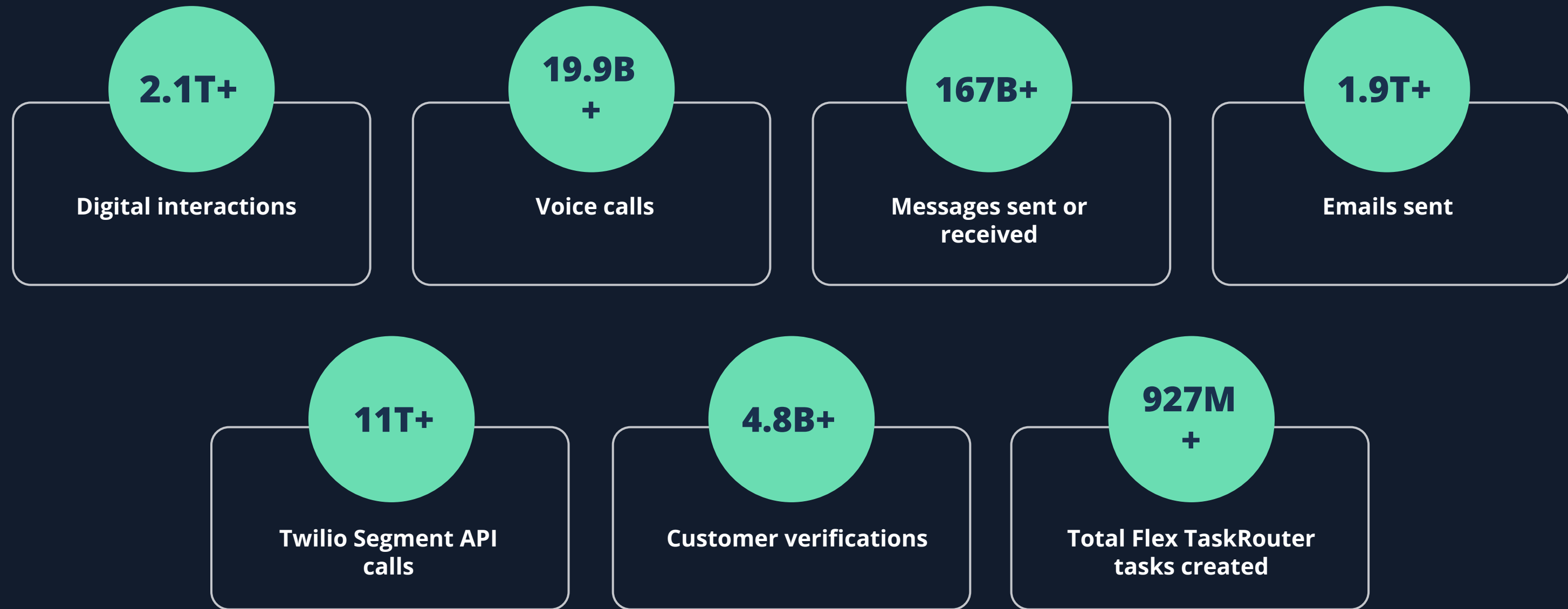






# Twilio's Impact by the numbers in 2023

14T+ customer engagement API calls processed



Note: These numbers are from 1/1/23-12/31/23



# Serving thousands of customers worldwide

**305,000+**

Twilio customer accounts<sup>1</sup>

**2,000+**

Tech partners

**180+**

Countries reached

**500k+**

Console users per quarter

**450+**

Pre-built Integrations

**4,800+**

Global carrier connections

**10M+**

Developer accounts worldwide





1. As of 2/14/24





# Twilio in the enterprise

Twilio customers include 36% of the Forbes Global 2000

Financial Services	Auto / Energy	Retail / CPG	Healthcare / Manufacturing	High Tech
     	   	    	   	   



# Real companies. Real customer engagement results.



**65% reduction** in customer acquisition costs



**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



**50% decrease** in volunteer disaster response times



**18% decrease** in monthly agent handling time



**39% increase** in overall net cash per member



**Tripled their revenue** while decreasing marketing costs by 20%



**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



**1b.**

**Analyst firm  
recognition &  
industry awards**





# 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® Magic Quadrant™ for Communications Platform as a Service, Lisa Uden-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**®

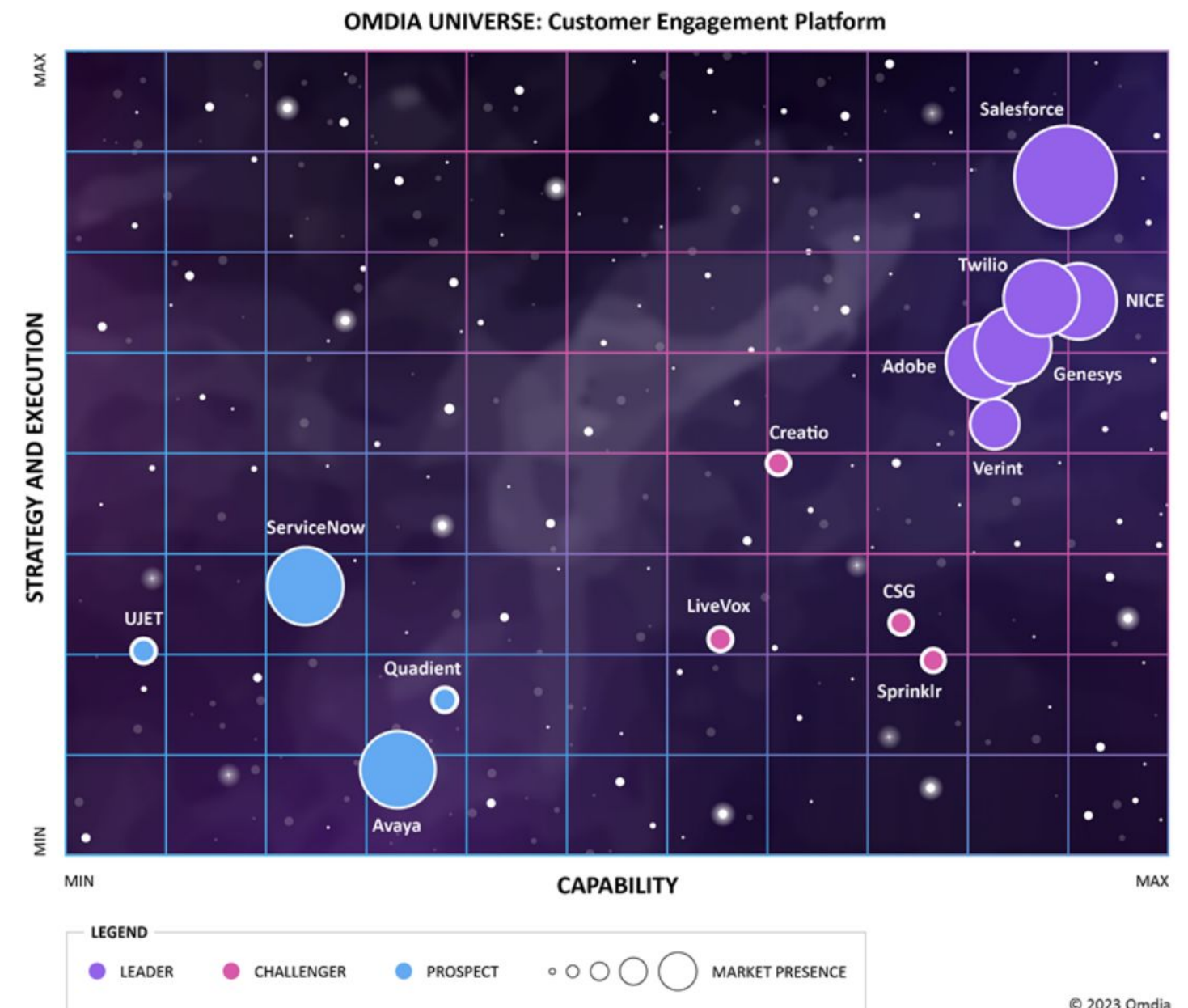
Source: [Gartner](#) Critical Capabilities for Communications Platform as a Service

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 2023-24 Customer Engagement Platform report

"Twilio's placement as a leader in the Omdia Universe signals its fortitude in these aforementioned areas of **data management, integration, and AI investments.**"



Source: Omdia



Source: [Omdia Universe: Customer Engagement Platforms, 2023-24](#)

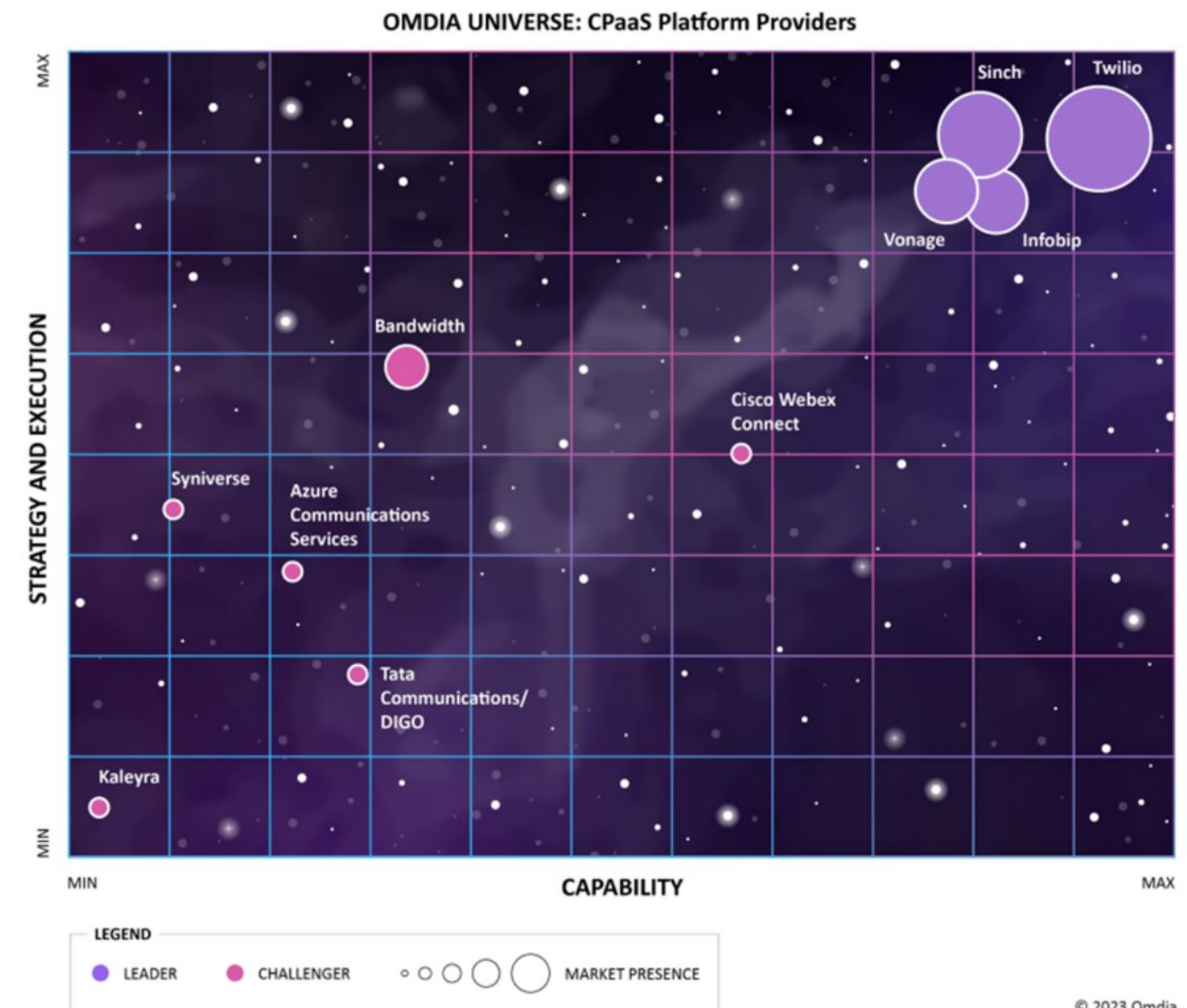


# Twilio named a leader in Omdia's Universe 2023-24 CPaaS report

"Twilio, a US-based company, has played a significant role in the growth of the CPaaS industry. They have disrupted the A2P SMS industry, and as a result, many Tier 1 and Tier 2 SMS aggregators and mobile connectivity service providers have shifted to CPaaS providers."



Source: [Omdia Universe: CPaaS Platform Providers, 2023-24](#)



Source: Omdia

© 2023 Omdia





# IDC MarketScape recognizes Twilio as a leader in the CCaaS market for 2024

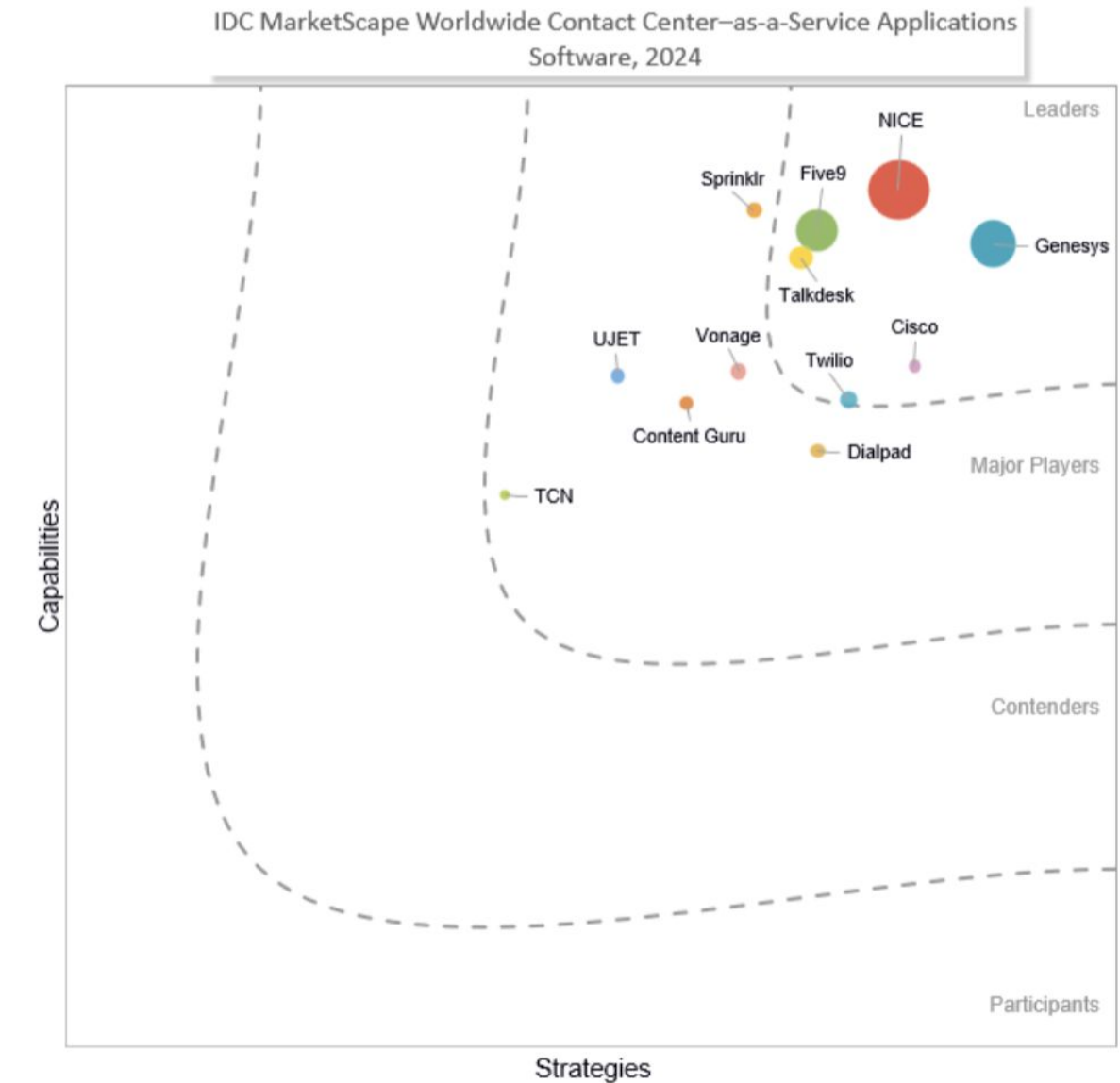
“Twilio offers a breadth of analytics and flexibility for designing reports and accessing data with the added capability of its CDP Segment. Twilio offers the breadth of channels natively or through a ‘third-party provider via open APIs.’ The company covers all core and most advanced channels, serving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

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



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

## IDC MarketScape Worldwide Contact Center-as-a-Service Applications Software 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.



# IDC MarketScape recognizes Twilio as a leader in the CDP Financial Service Industry for 2023

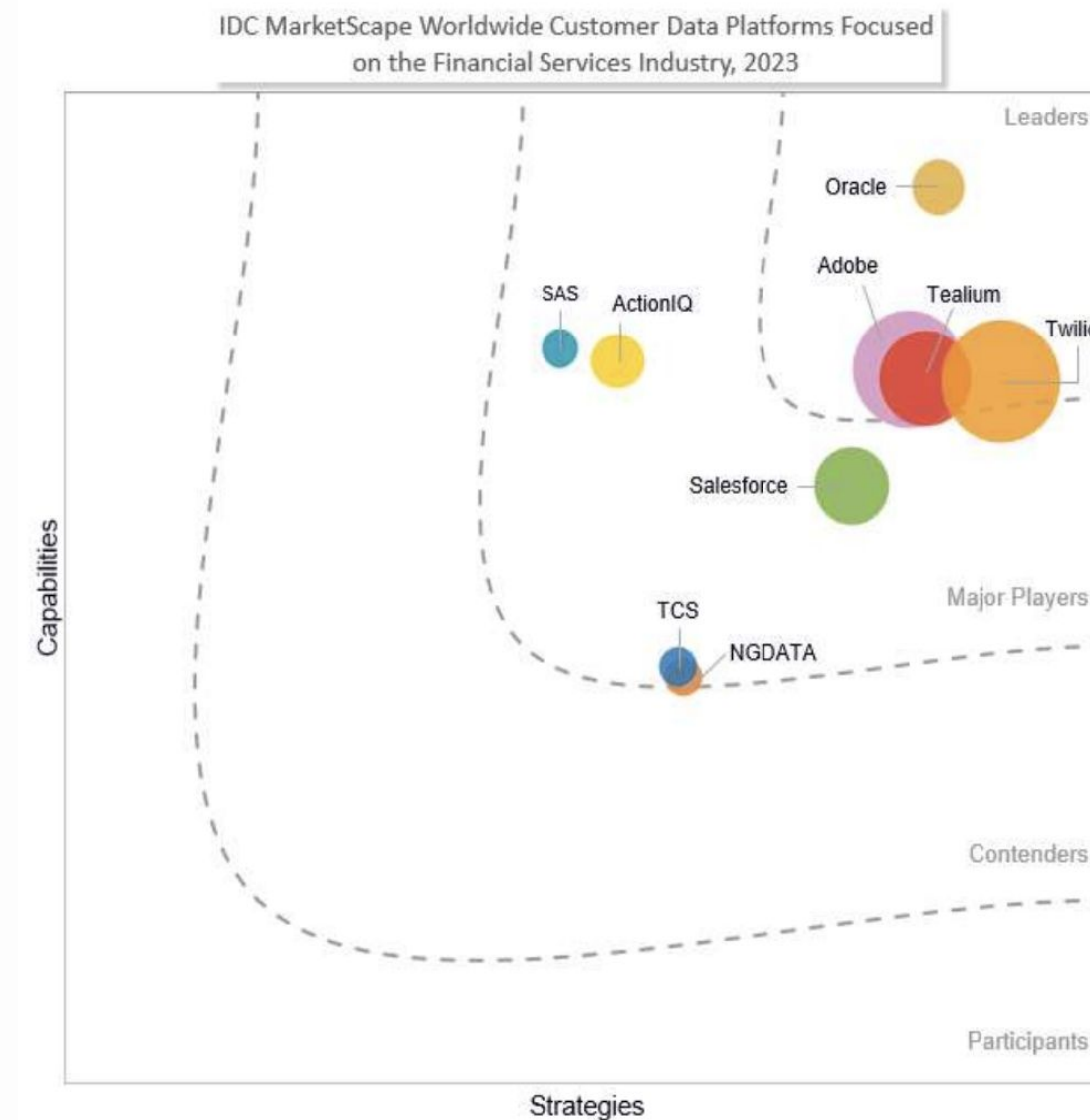
“Consider Twilio Segment for financial services if your firm is interested in a comprehensive and scalable CDP that can address the needs of both the largest, most complex firms in the industry and Fintech/Insurtech disruptors that are providing innovative new digital financial products to consumers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



# IDC MarketScape recognizes Twilio as a leader in the CPaaS market for 2023

“Twilio still offers the comprehensive CPaaS portfolio and SaaS engagement solutions. It has a sweeping global reach and is known for quality and reliability. Despite its rapid growth, it has maintained its focus on dependable customer support and accessibility.

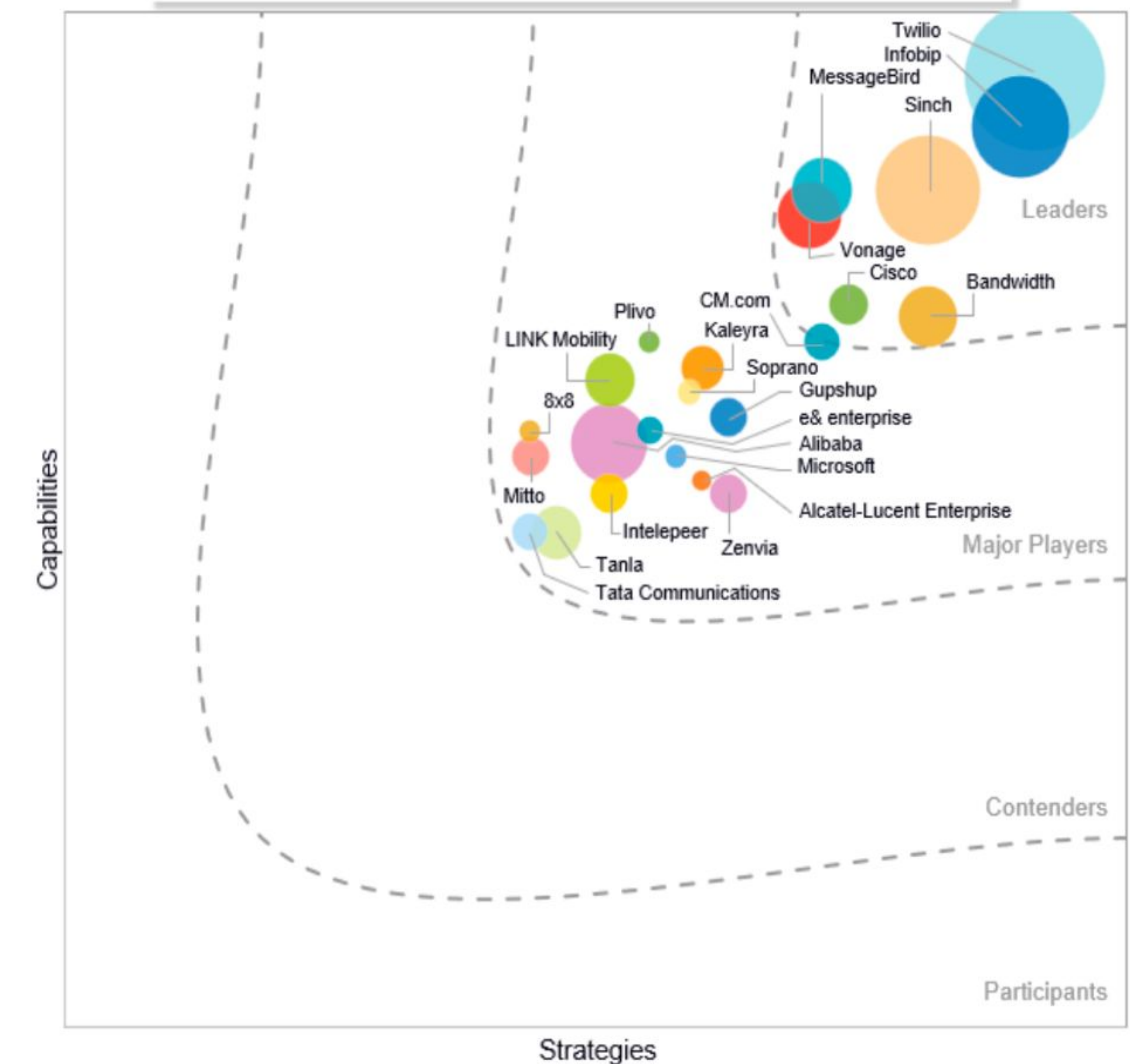
If you are a midsize, large enterprise, or emerging digital-first company, Twilio will easily meet your engagement requirements.”



Source: *IDC MarketScape: Worldwide Communications Platform as a Service 2023 Vendor Assessment, May 2023, IDC #US50607923*

## IDC MarketScape Worldwide Communications Platform as a Service Vendor Assessment

IDC MarketScape Worldwide Communications Platform as a Service, 2023



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.





# Frost & Sullivan recognizes Twilio as a leader in the Global CPaaS market for 2022

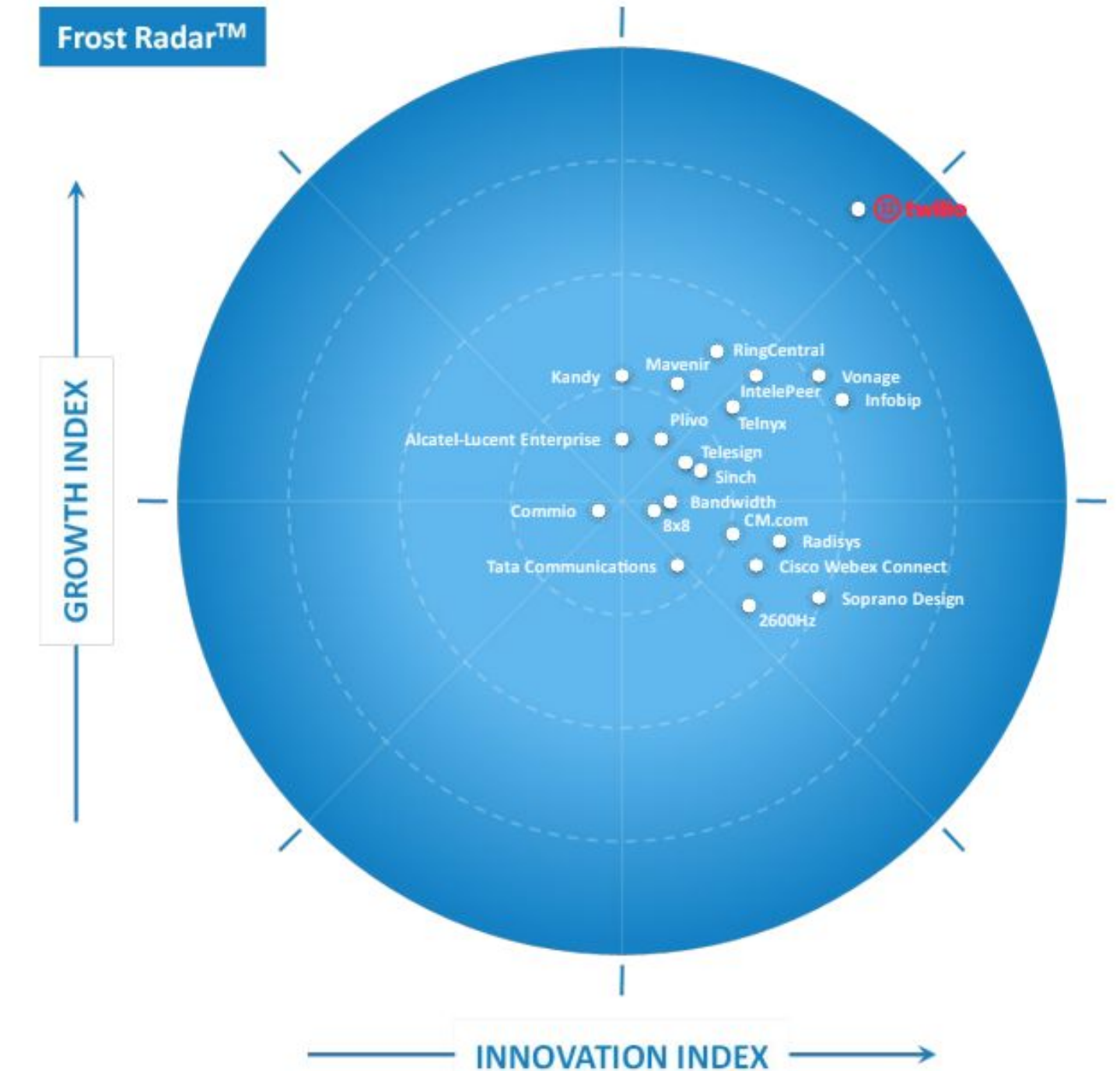
**“Twilio is the company to beat in the CPaaS market.** That means strong brand equity among customers and prospects, as well as high recognition among competitors from all sides targeting this space. Twilio’s strength lies in the maturity of its core platform and its ever-expanding global Super Network.

While in many ways Twilio is still a “builder-led” company, Twilio is well entrenched in serving the needs of even the largest of enterprise customers. With a mature and stable platform and a growing suite of enterprise-friendly solutions, Twilio is ready to address any kind of customer need.”

FROST & SULLIVAN

Source: [Frost Radar™](#): Global Communications Platform as a Service (CPaaS) Market, 2022, December 2022

Exhibit 1: Frost Radar: Global CPaaS, 2022



Source: Frost & Sullivan



# IDC ranks Twilio #1 in 2022 market share for CDPs

“Twilio continues as the CDP market share leader with faster growth in 2022 than in 2021.”

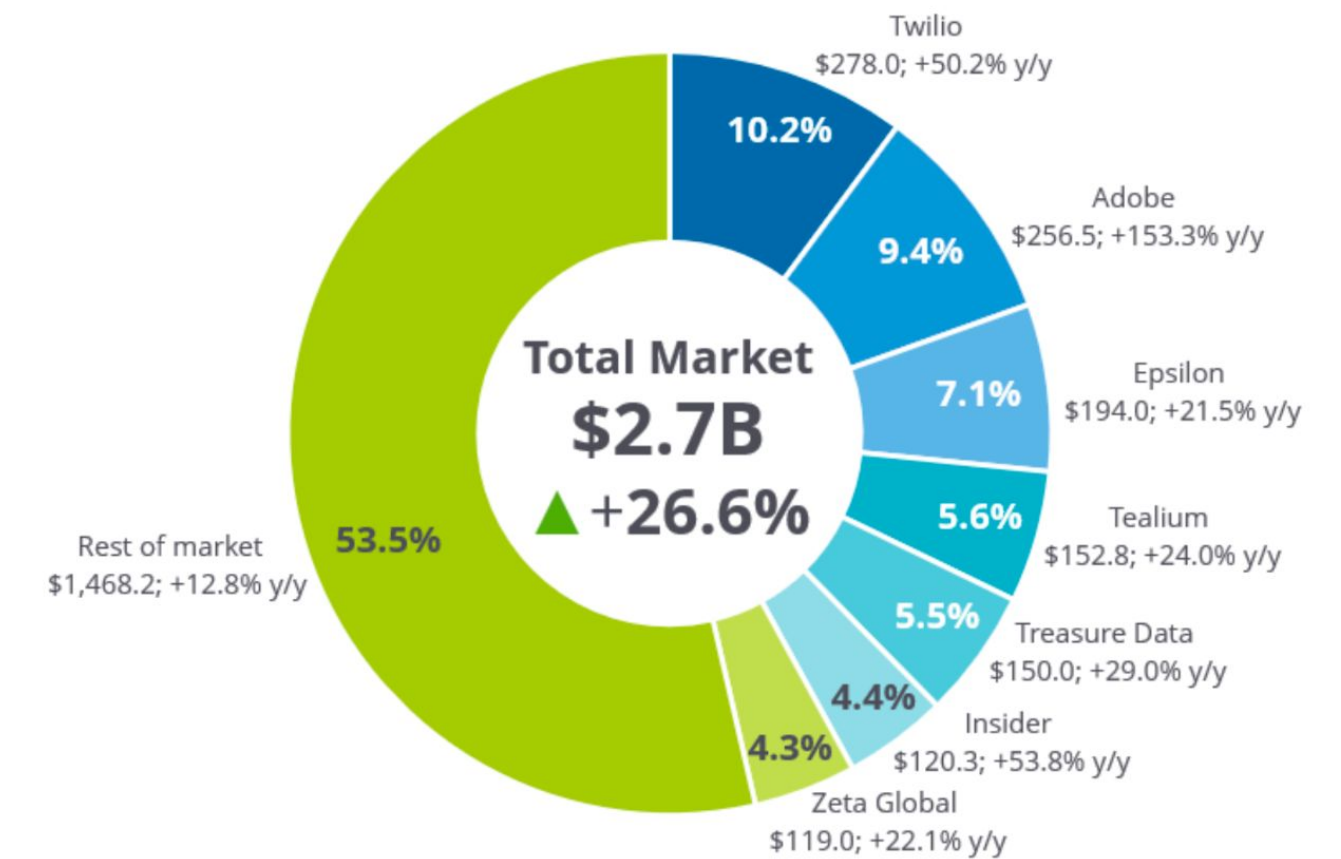


Source: IDC Worldwide Customer Data Platform Applications Software Market Shares, 2022: Continued CDP Growth to \$2.7 Billion Proves Value of Unified Data for CX and Digital Business-2022, June 2023, IDC #US50861023

## IDC MARKET SHARE FIGURE

FIGURE 1

Worldwide Customer Data Platform Applications Software 2022 Share Snapshot



Note: 2022 Share (%), Revenue (\$M), and Growth (%)

Source: IDC, 2023

June 2023, IDC #US50861023e



# Forrester includes Twilio Segment in large market presence segment and data management functionality category for CDP

“Twilio Segment is listed as one of only five “large vendors” in the market presence segment in Forrester’s overview. Additionally, the Forrester report lists Twilio Segment in the CDP functionality segment.”



Source: [Ccaas Market Value To Near \\$16 Billion In Global Revenue By 2027, As Top 3 Ccaas Vendors Revealed](#)





# Forbes recognizes Twilio's comprehensive CEP and need in today's market

"...Our early readout on Twilio's Customer Engagement Platform is that it is well-designed and comprehensive in its capabilities and with proper implementation can enable a company to better serve its customers throughout its entire lifecycle from sales and marketing to customer support. **And in today's customer-centric world where repeat sales and customer loyalty matter more than ever, this power can't be overlooked.**"

**Daniel Newman**

Contributing writer, Forbes

Source: Forrester Now Tech: Customer Data Platforms, Q1 2022, RES177030

# Forbes



# Industry awards

**4.5 out of 5 stars**  
America's greenest  
company score<sup>1</sup>



**#83**  
in best places to work in  
2023 by Glassdoor<sup>2</sup>



1. [Newsweek America's Greenest Companies](#)
2. [Glassdoor best places to work in 2023](#)

# Twilio Communications

The Twilio Communications Platform as a Service (CPaaS) is built to support global, enterprise scale







## 2023 by the numbers

**180+**

Countries reached

**167B+**

Messages sent or received

**1.9T+**

Emails sent

**2,000**

ISV + Technology Partners

**50B+**

Voice minutes

**305K+**

Twilio customer accounts<sup>1</sup>

# Twilio Communications

## ✓ Loved by 10+ million developers

Millions of developers choose Twilio's easy-to-use CPaaS solution to power omni-channel engagement with customers worldwide

## ✓ World class global connectivity

Our Super Network connects with 4,800+ global carrier connections

## ✓ Software to onboard onto every channel

Twilio Trust Hub and APIs reduce operational overhead through enabling centralized compliance and onboarding workflows across channels

<sup>1</sup> As of 2/14/24  
Note: These numbers are from 1/1/2023-12/31/2023



# 2a.

## Messaging

Twilio Messaging is a centralized business messaging platform that engages 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

**167B+**

Messages sent  
or received in  
2023

**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 Messaging 2023

**0** Twilio incidents during Cyber Week

**40%** YoY growth in Toll-Free Messaging Volume

**14%** YoY growth in OTT Messages

**37%** YoY growth in MMS Messages



**Over 4B messages sent during Cyber Week**

9.7% increase in messaging volume YoY over 2022



**Over 830M messages sent and received on Cyber Monday**

New daily messaging peak on Twilio's platform



**100% Core Messaging service uptime**

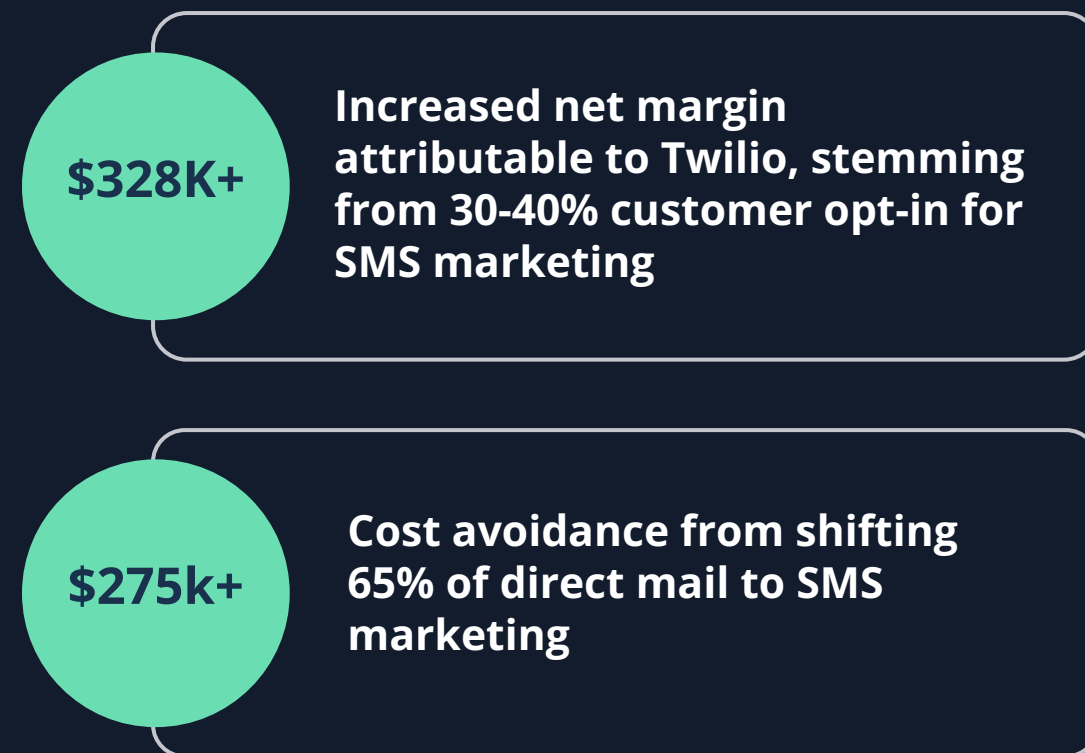
Zero downtime in Twilio's core messaging services



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

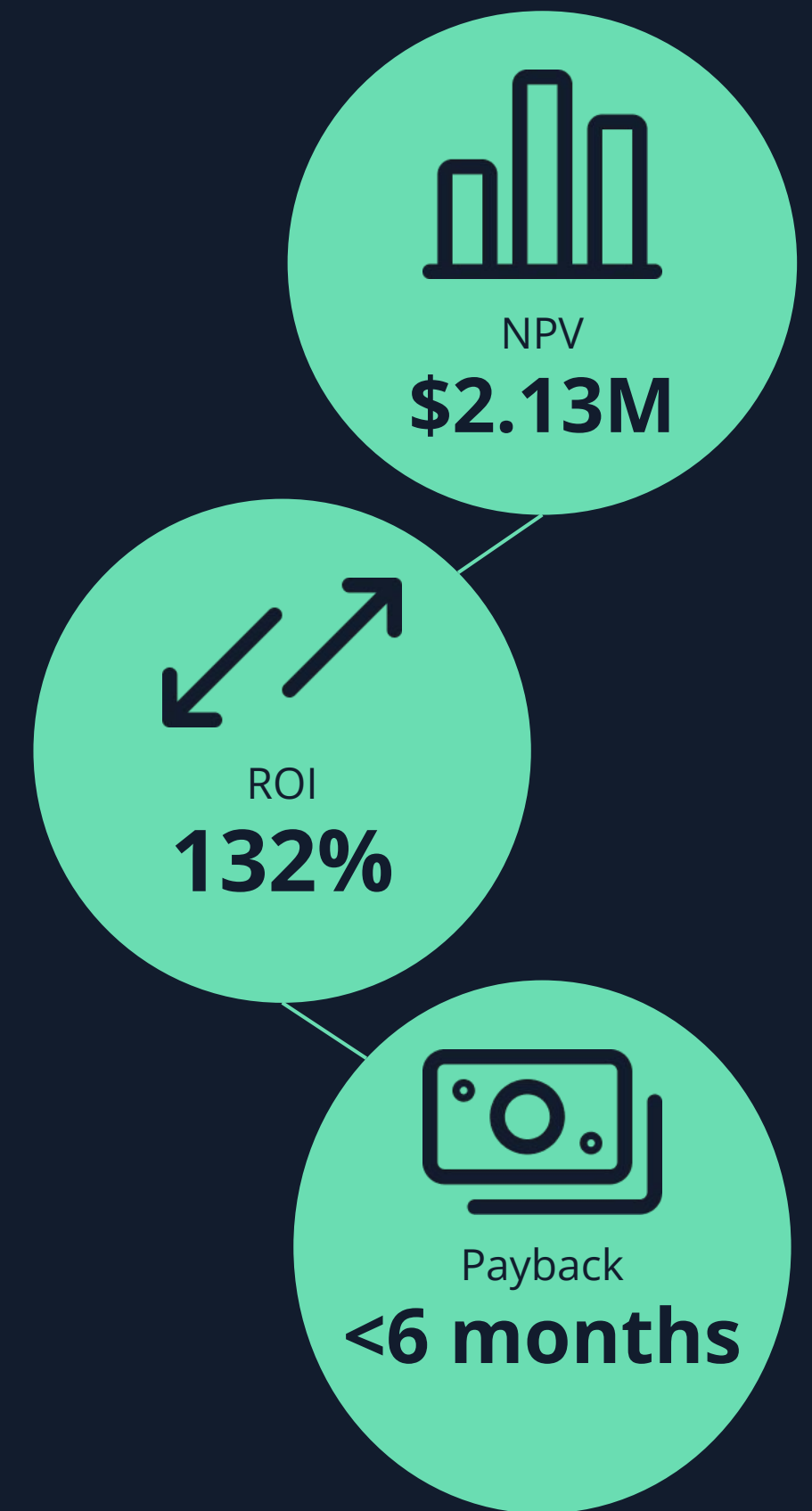
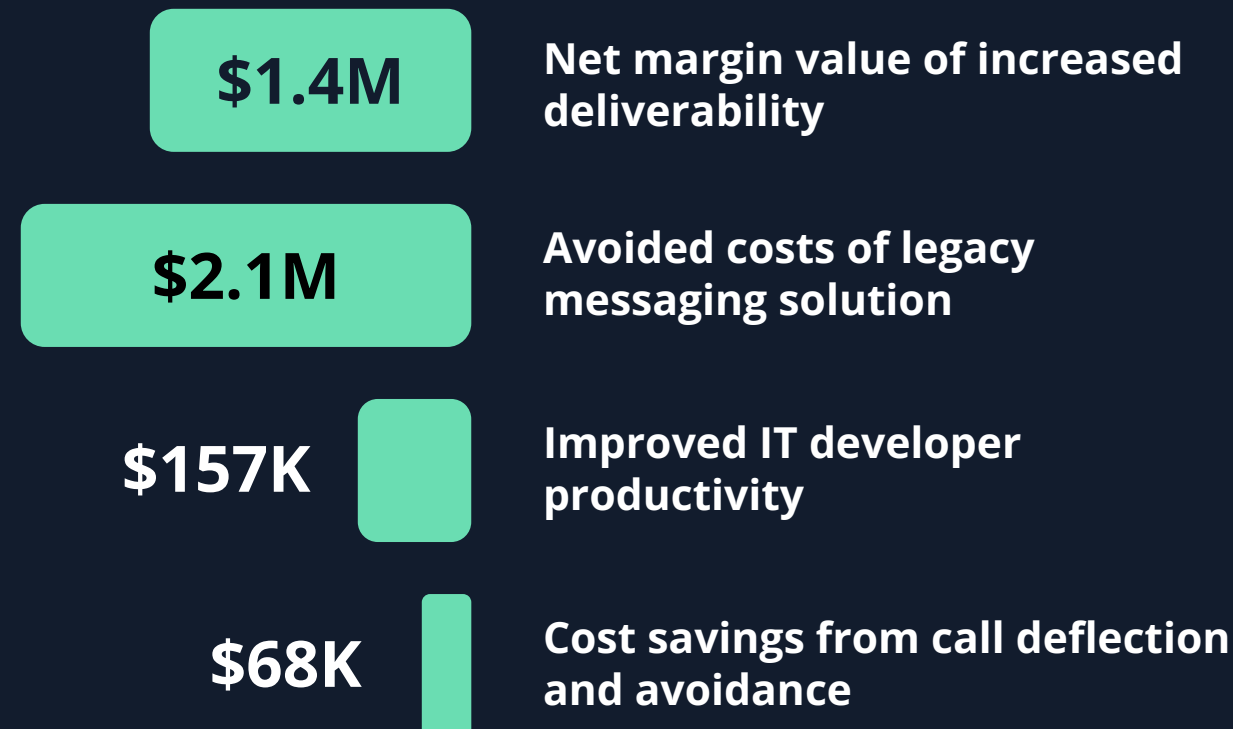
Through five customer interviews and data aggregation, Forrester concluded that Twilio Messaging has the following three-year financial impact for the composite organization.

## SMS Marketing Benefits<sup>1</sup>

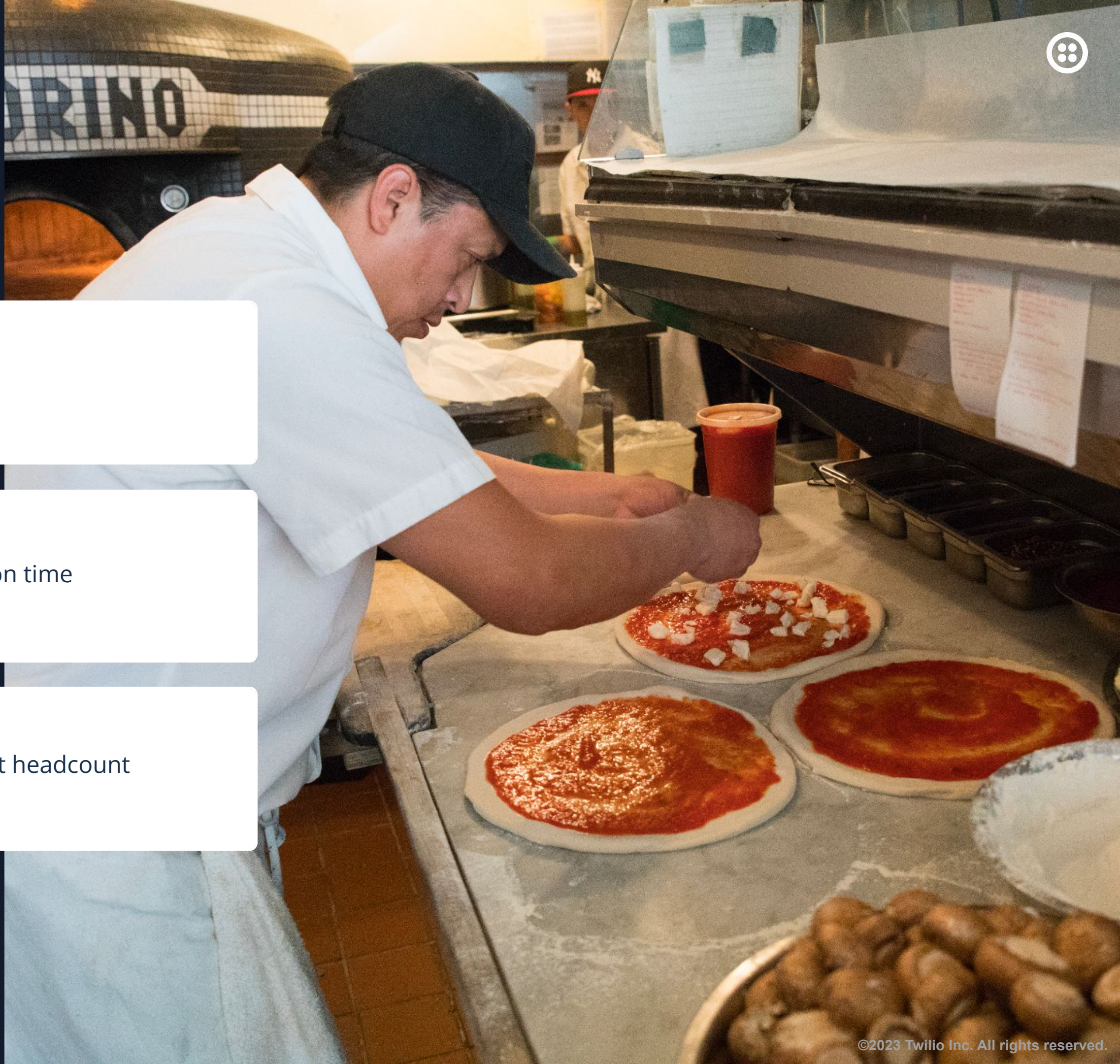


1. Not included in ROI calculation

## Summary of Benefits Three-year risk-adjusted







**2X**

increase in order volume

**60%**

decrease in order confirmation time

**200%**

decrease in customer support headcount

[Read Story](#)





# 2b.

## Twilio SendGrid

Twilio SendGrid gives brands the comfort know 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

**1.9T+**

Emails sent in 2023

**162B**

+

Emails sent every month on average

Direct partnerships with the 4 largest email ISPs



Gmail



Yahoo



iCloud Mail



Outlook



# Holiday week '23 was a complete success for our customers<sup>1</sup>

**10.6B**

Emails sent on Black Friday

**10.3B**

Emails sent on Cyber Monday

**99%**

Delivery rates

**20%**

YoY increase on Black Friday SendGrid volume

**64B**

Emails sent through Cyber Week '23<sup>2</sup>

**13.4M**

Emails sent per minute during peak hours

**3 second**

Median end-to-end throughput

**15%**

YoY increase on Cyber Monday SendGrid volume

1. Thanksgiving/Black Friday Holiday week
2. Cyber Week means November 20 to November 27





glassdoor

99.5%

average monthly delivery rate

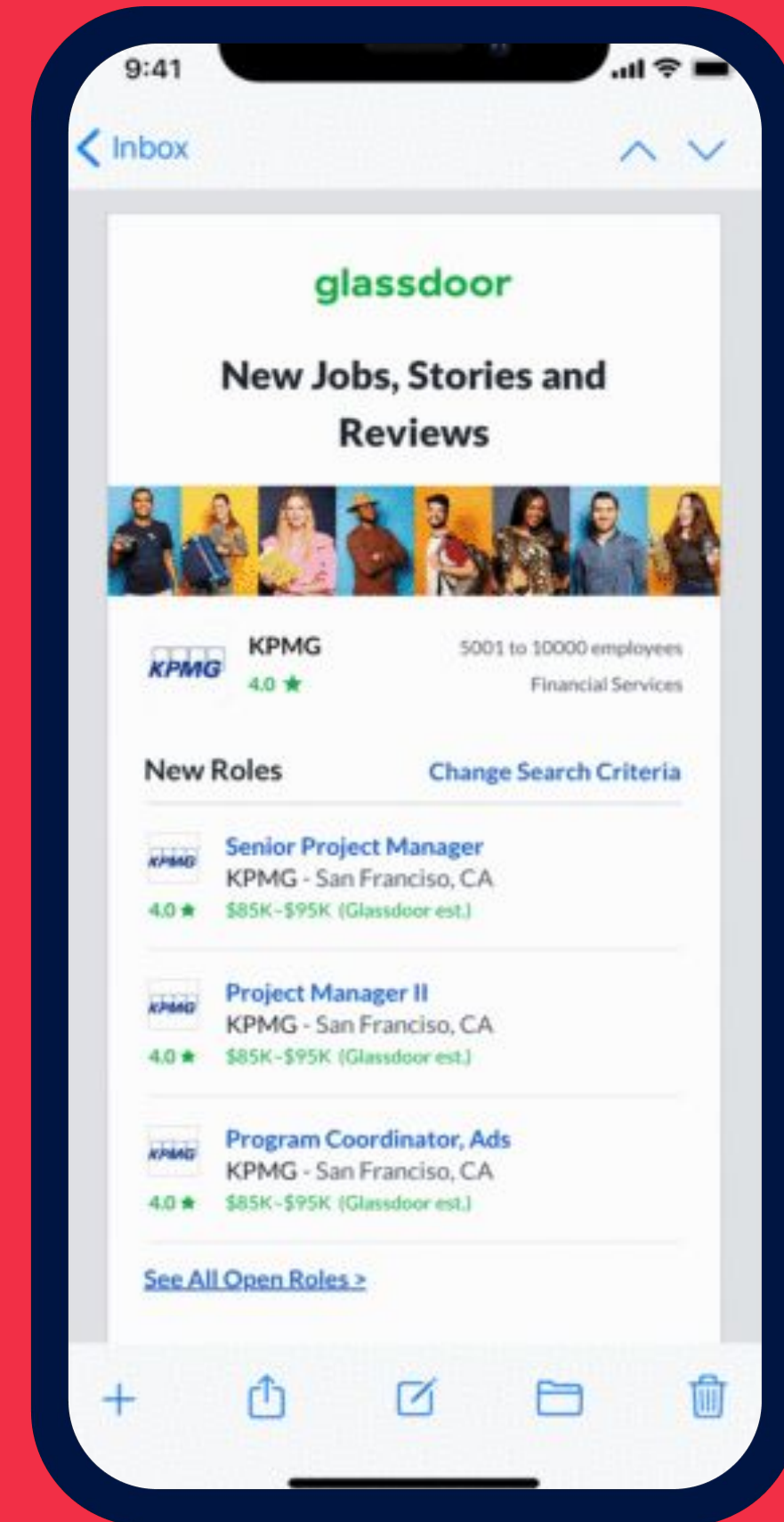
.007%

average monthly spam rate

30%

unique email open rates

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# 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

**4.8B+**

Verifications annually<sup>1</sup>

**42**

Languages translated within templates

**99.95%**

Monthly API uptime

**2-4 seconds**

To verify a user with Silent Network Auth

**389M+**

Fraud attempts blocked with Twilio Verify Fraud Guard<sup>2</sup>

**94%+**

Global delivery rate with Twilio Verify<sup>1</sup>

**65%+**

Global conversion rate with Twilio Verify<sup>1</sup>

**\$45M+**

Saved to our customers using Fraud Guard<sup>3</sup>

1. Based on those customers who provide conversion data
2. Twilio Verify Fraud Guard has already saved customers \$40.2M+ from June '22 to February '24
3. Based on Twilio's publicly-available price list as of 7/14/23





# Optimizing security and CX to meet consumer needs

**40%+**

Improved conversion rates  
with Fraud Guard for Curve

**70%+**

Reduced cost-per-user  
(CPU) for Curve

**90%+**

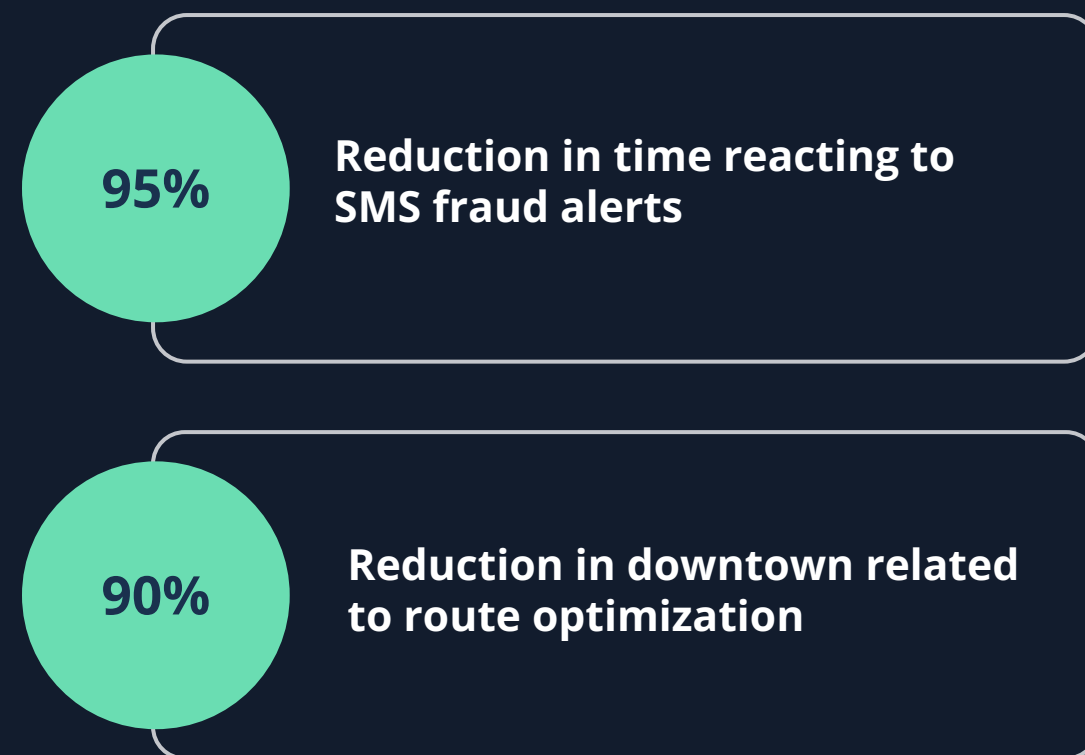
Reduced user validation time  
with Lookup Identity Match  
for Tradier



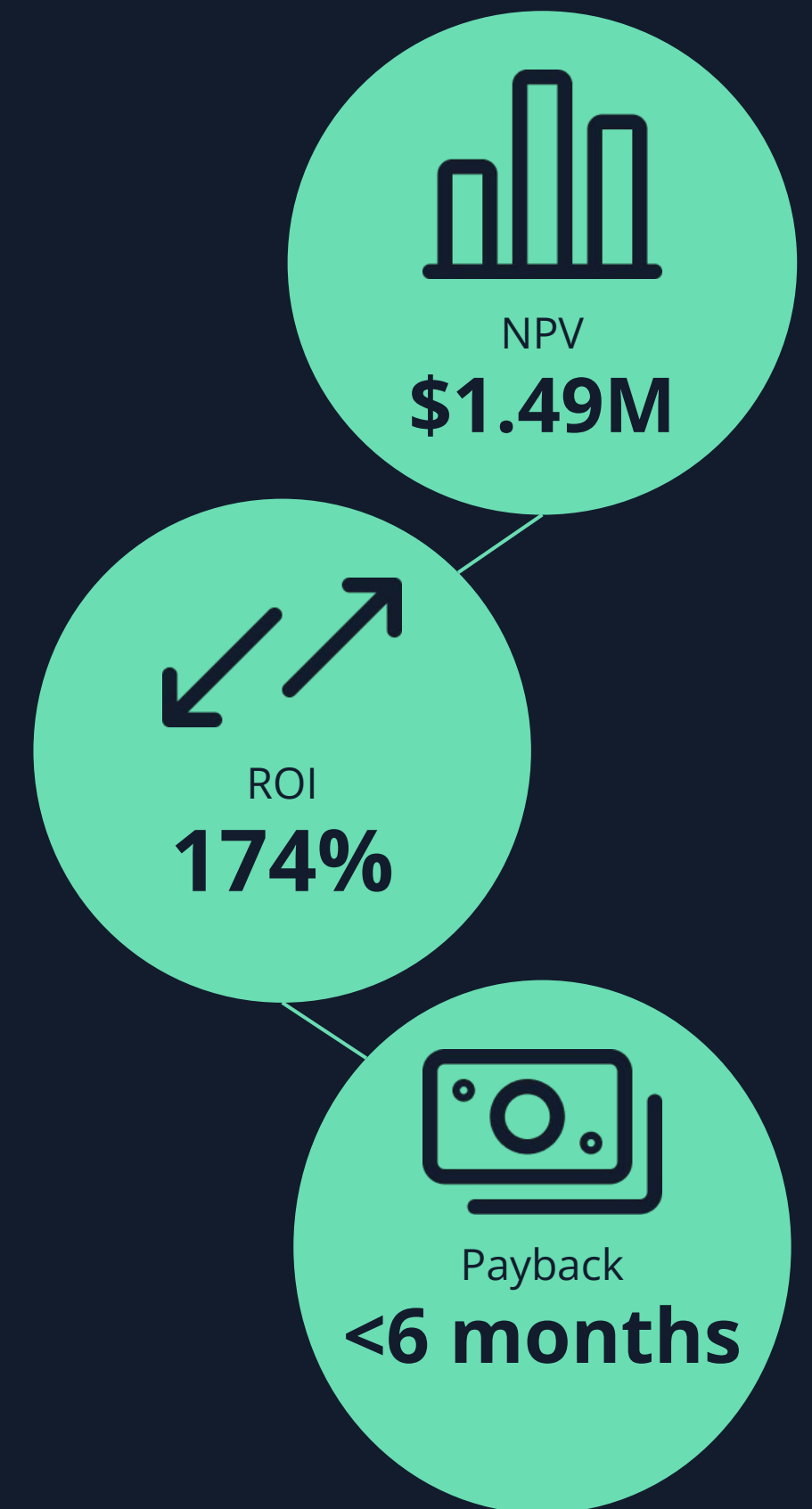
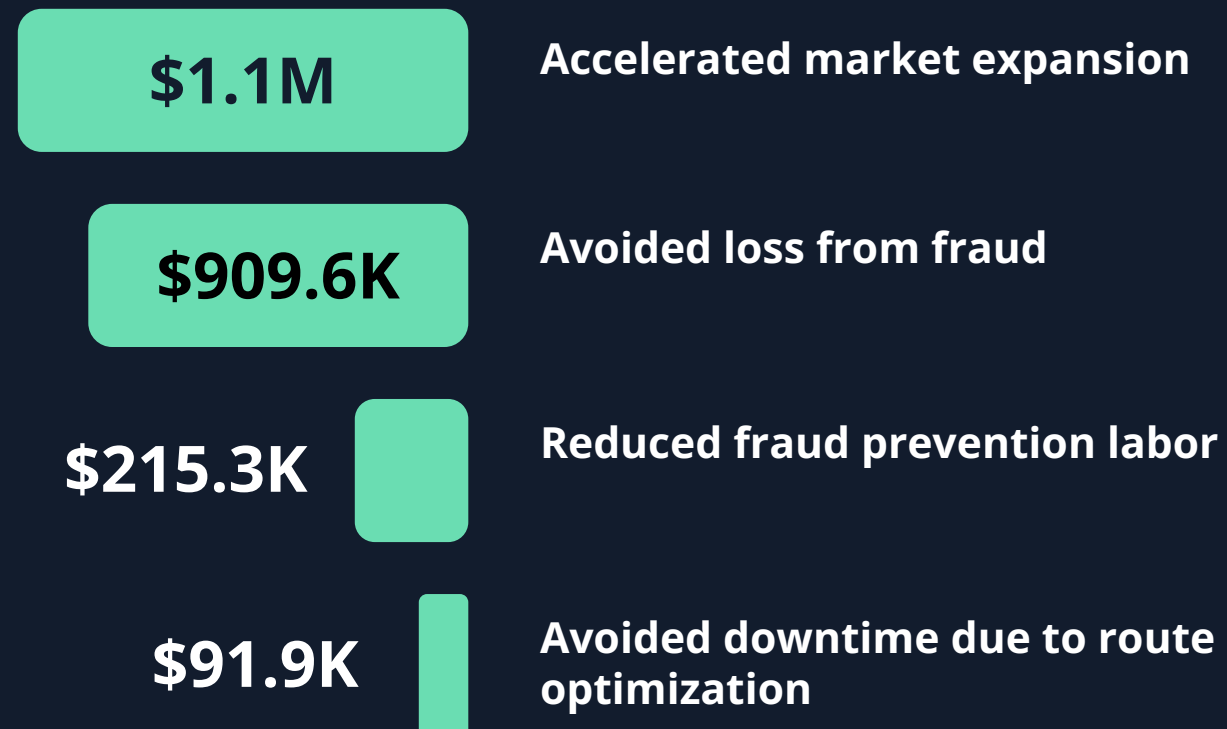
# Forrester Consulting Study: The Total Economic Impact™ of Twilio Verify

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



## Summary of Benefits Three-year risk-adjusted



# INTUIT

**94%**

deliverability across the world

**200+**

countries deployed

**1M+**

SMS sent worldwide

[Read Story](#)





# 2d.

# Programmable Voice

Twilio's programmable 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



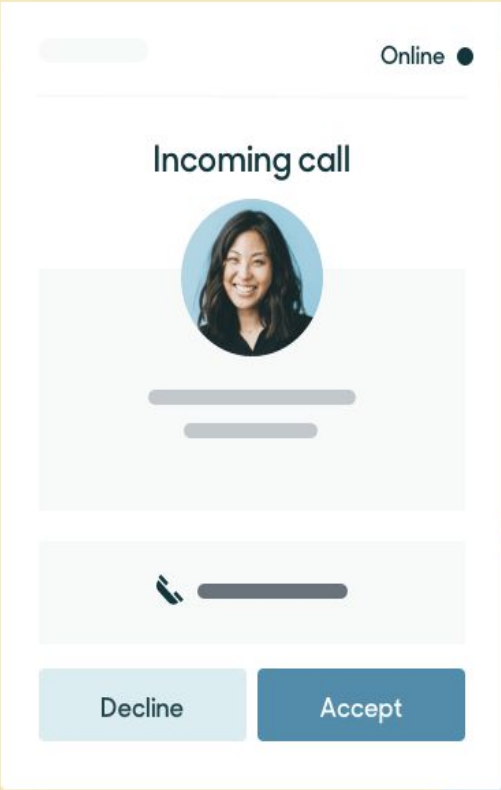
1. Excluding weekends.

2. To date means as of 12/31/21

Note: These numbers are from 1/1/23-12/31/23



# Stay dialed in



**40+** countries served by Zendesk Voice

**70k** Zendesk customers

**93%** customer satisfaction

# Talk it out



[Read Story](#)



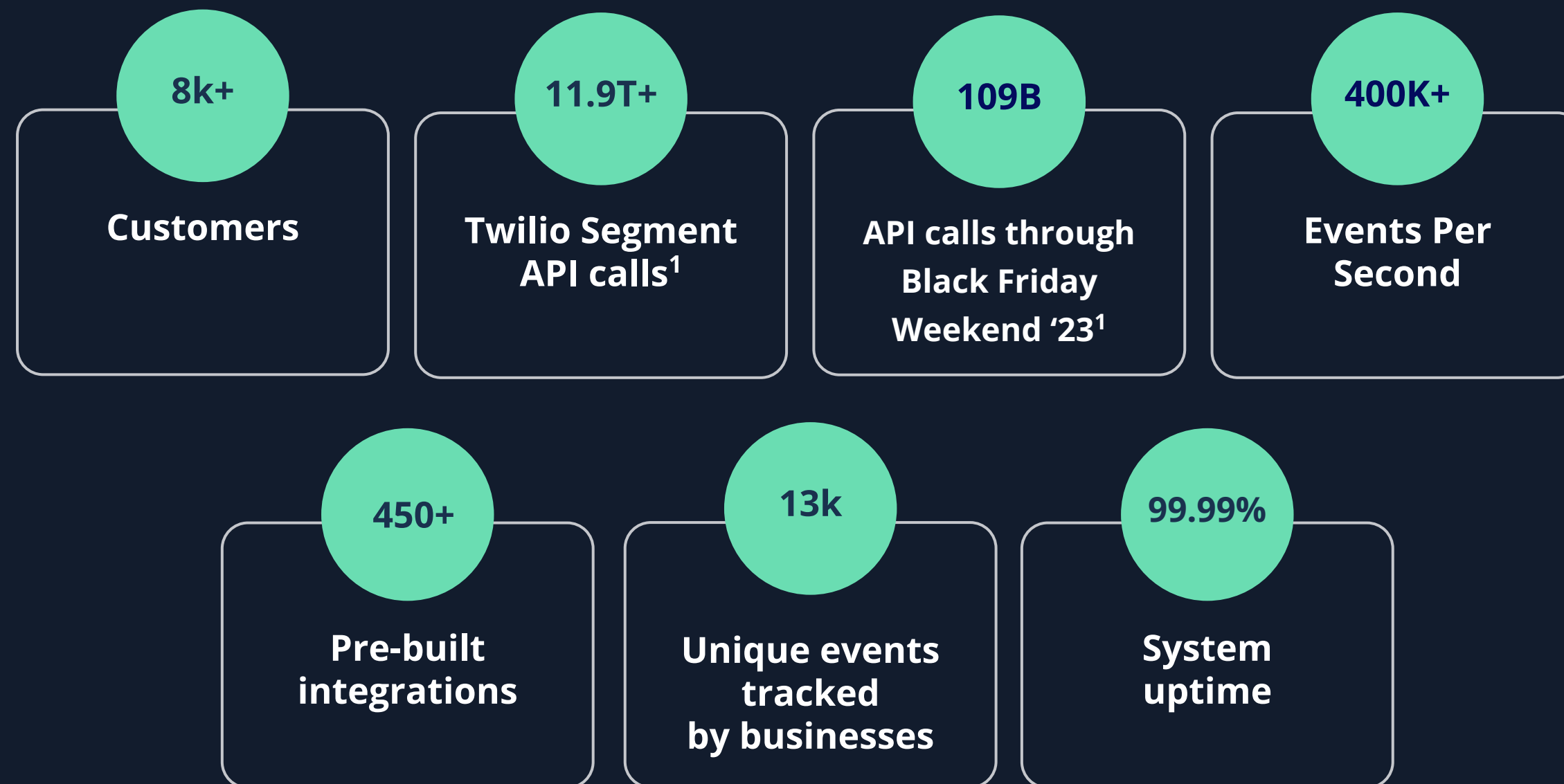
# Twilio Segment CDP

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



1. Note: These numbers are from 1/1/23-12/31/23  
2. Note: These numbers are from 11/01/22 — 11/01/23



taxfix

ZALORA

Orchard

Skilling

Fender

dialpad

vista

sanofi

amaysim

TravelPerk

intuit

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

PagerDuty

chime

CAMPING  
WORLD

IBM

contentful

BONOBOS

staples

CrossFit

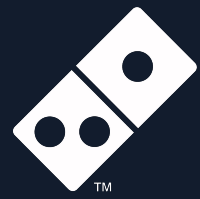
FOX

ABInBev

Allergan

mongoDB





**Domino's**

**65%**

decrease in customer acquisition cost

**700%**

increase in ROAS for Google Ad campaigns

**23%**

incremental increase in Facebook conversions for customer acquisition

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**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

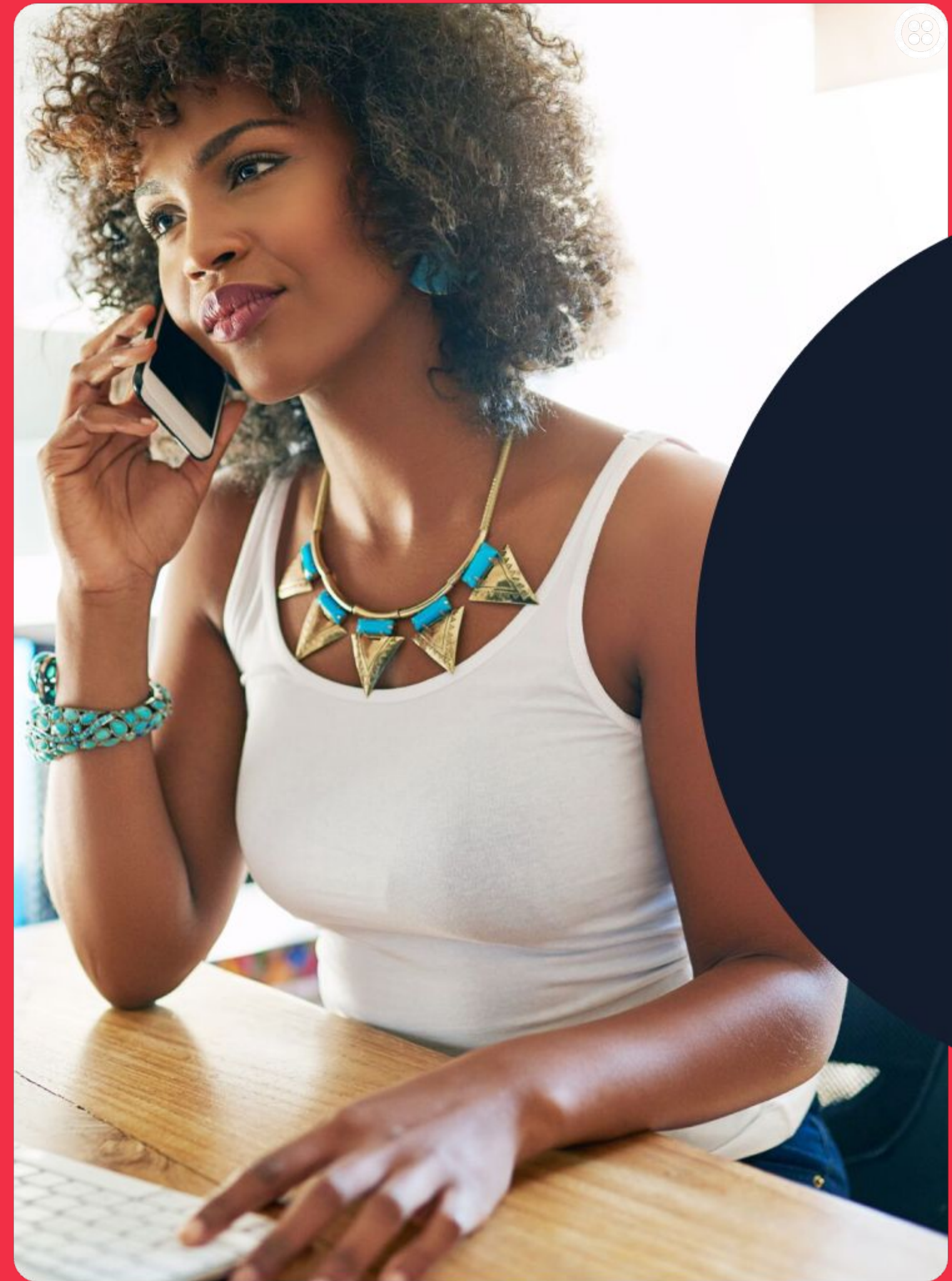
**400m+** in DTC sales

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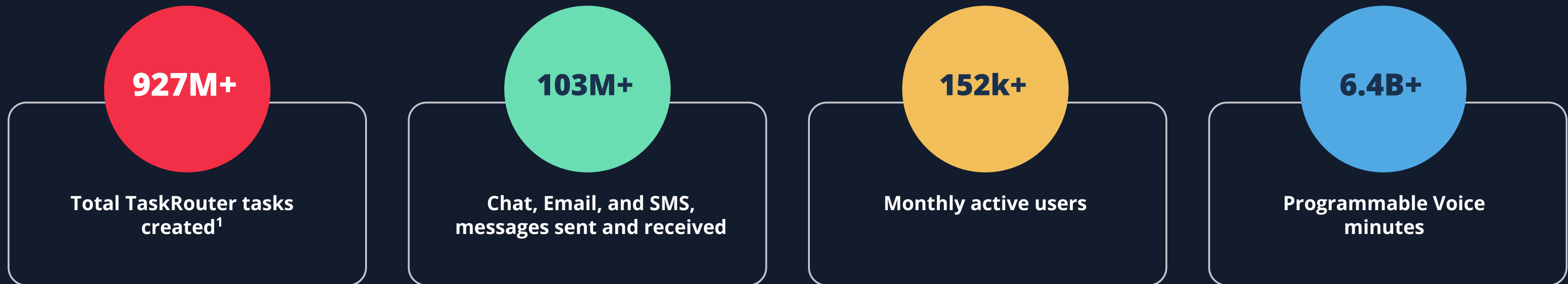
# Twilio CCaaS

Twilio Flex is a digital engagement center 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



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







**1 day** to deploy a proof of concept

**13%** after call work reduction

**18%** monthly handle time decrease

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**3-10x** increase in guest bookings

**70%** lower handle times with SMS

**21%+** jumped to 21%+ open rates

**12.3%** jumped to 12.3% click rates

[Read Story](#)





# Platform

The Twilio Customer Engagement Platform(CEP) is built on reliability and data protection & compliance.





# 5a.

# 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 consumers.





# Optimizing security and CX to meet consumer needs

**99.95**  
**%**

**Service API SLA<sup>1</sup>**

**99.99**  
**%**

**Twilio Enterprise Edition  
Service API SLA<sup>1</sup>**

**99.99**  
**%**

**Segment system uptime<sup>1</sup>**

1. SLAs are as of February, 2023. 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**



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# 5b.

## 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

**95%**

Of outages and latency detected before our downstream providers

**75  
second**

Messaging traffic reroute cycles

**~4**

Provider route depth

**1,000  
+**

Unique Network Monitors

**101M  
+**

Calls and messages rerouted each month to ensure delivery

**900M**

Data signals monitored daily

**4,800  
+**

Global carrier connections

**2,000  
+**

Tech partners to help implement & adapt our solutions





# 5c.

## Data Protection & Compliance

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



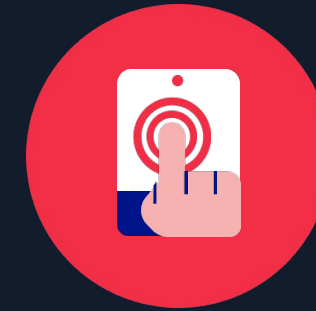
## Privacy and security by design

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.



# Compliance is at the core of our platform

Certification	Services / Products Covered
ISO/IEC 27001	Twilio & Segment
ISO/IEC 27017 & 27018	Twilio & Segment
SOC 2 Type 2 Trust Service Principles: Security & Availability	The following Twilio Services: Programmable Voice, Programmable Messaging, Programmable Video, Twilio Flex, Lookup, Verify, Studio, Conversations, and Authy  SendGrid & Segment
PCI DSS Level 1	Twilio Programmable Voice
PCI DSS Level 4	SendGrid
HIPAA eligible	<a href="#">Eligible products &amp; services</a>



Visit [Twilio Trust Center](#) to learn more



# Twilio Impact

Making a meaningful difference for our customers, championing social causes, and driving forward diversity, equity, and inclusion initiatives.





# 6a.

## Customers

Beyond mere marketing claims, concrete customer results and testimonials underscore the profound impact of Twilio.



# Stories from SIGNAL 2023

## Postscript



*“Twilio has been our partner since Postscript started... On Black Friday, **7,000 brands who use Postscript want to send tens of millions of messages delivered immediately.** That is a lot of workload to take on. And we rely on Twilio to do that, with speed and throughput, and we haven’t had a bad Black Friday or Cyber Monday yet. And **we rely on Twilio for that.**”*

- Alex Beller, Co-Founder and President, Postscript  
[SIGNAL 2023 Vision Keynote](#)





# Stories from SIGNAL 2023

*“In some areas where we’ve been using Segment, we’ve been pleased to see a **doubling of engagement**. We’ve been able to learn more about what our visitors are looking for, we can draw conclusions from that, we can help our customers more directly, and **from that, we’ve seen a lot of growth**.”*

- Heather Simon, VP, Digital Customer Experience, Siemens

[SIGNAL 2023 Vision Keynote](#)

# SIEMENS





# Stories from SIGNAL 2023



*“By knowing our player’s journey and having that whole story together in one spot, we’re able to **find opportunities easier** and then experiment on different ways to activate our players based on those learnings. We’ve also been able to **understand who our players** are at different points in that journey and use that to personalize our communication, and we see **much better response rates as a result of that.**”*

- Matt Howell, VP of Analytics & Digital Publishing Technologies, Warner Brothers Games



[SIGNAL 2023 Vision Keynote](#)



# 6b.

## Social Impact and DEI

“For Twilio, what has always mattered is that as we build a generational company, we leave society better than we found it. This year, we’re celebrating a decade of Twilio.org leveraging our product, capital, and people to drive positive change in society.”

- Jeff Lawson, Co-Founder & Former CEO, Twilio





# 2023 was a banner year for Twilio.org customers

**5,700+**

Hours were volunteered by  
Twilions

**546M+**

People were reached  
around the world

**\$7.3M**

In grants and donations to  
over 80+ nonprofits

**\$412k+**

In donations by Twilions

**20,000+**

Social impact organizations  
used Twilio products



# Building connections & making an impact within and outside Twilio

**80%**

Of Twilions reported they feel connected to their teams

**85**

Events and activities led by Twilio's Employee Resource Groups

**156**

Leadership training opportunities for Twilions from underrepresented communities

**22B**

messages sent by social impact organizations in 2023



**Loved by developers.  
Trusted by enterprises.**

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

[Contact Sales](#)