

Last Updated: June 8, 2023

<b>Advisory Services Package:</b>	Hourly Advisory Guidance: Engage Channels Activation
<b>Advisory Services Package Term:</b>	<p>Notwithstanding anything to the contrary in the applicable Order Form, the provision of the Advisory Services will commence on the date of last signature on the applicable Order Form and end the earlier of (a) the consumption of all Project Hours set forth in the applicable Order Form or (b) the one (1) year anniversary of the date of last signature on the applicable Order Form, unless Customer and Twilio mutually agree to extend the Advisory Services Package Term in writing.</p>
<b>Scope:</b>	<p><u>Strategic Planning Support:</u> Twilio assist Customer plan and prioritize setting up Twilio Engage, which may include assisting Customer with the following:</p> <ul style="list-style-type: none"> <li>● Selection of up to three (3) of the following use cases to activate:             <ul style="list-style-type: none"> <li>○ Lookalike Audience Targeting (Advertising)</li> <li>○ Promotional Discount and Offers</li> <li>○ Welcome/Onboarding Campaign</li> <li>○ Ongoing/Seasonal Campaigns</li> <li>○ Lead Nurture</li> </ul> </li> <li>● Converting use case business rules into Audience requirements</li> <li>● Aligning requirements with data flowing into Twilio Engage</li> <li>● Planning any net new events or traits required to activate selected use cases</li> </ul> <p><u>Configuration Guidance:</u> Twilio will assist Customer successfully set up and run campaigns through Twilio Engage, which may include guidance about the following:</p> <ul style="list-style-type: none"> <li>● Configuring Audiences to be activated via Twilio native channels</li> <li>● Configuring Computed Traits relevant to Audience definitions</li> <li>● Viewing basic campaign metrics in the Segment CDP UI</li> </ul>
<b>Customer Documentation:</b>	<ul style="list-style-type: none"> <li>● Presentation or document summarizing key challenges and recommendations associated with guidance topics</li> </ul>
<b>Project Hours:</b>	<p>The Project Hours that Customer has purchased are set forth in the applicable Order Form. Activities that consume the Project Hours will be scheduled as mutually agreed to between Customer and Twilio in writing. The Advisory Services will be deemed delivered and accepted as Project Hours are consumed.</p> <p>If Customer purchases more than one (1) Hourly Advisory Guidance Advisory Services Package under the same applicable Order Form, the Project Hours, in the aggregate, will be applied across all purchased Hourly Advisory Guidance Advisory Services Packages as such Project Hours are consumed.</p> <p>Project Hours must be consumed by the end of the Advisory Services Package Term. Any unused Project Hours will not be available, or otherwise reserved, for consumption after the Advisory Services Package Term. No refunds or credits will be provided to Customer for any unused Project Hours.</p> <p>If the Advisory Services are provided on-site at Customer's place of business, the Project Hours include a portion of hours that are necessary for Twilio Personnel to travel to and from Customer's place of business.</p>