Last Updated: June 8, 2023

Advisory Services Package:	Hourly Advisory Guidance: Source/Destination including Reverse ETL Guidance
Advisory Services Package Term:	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.
Scope:	Twilio will advise on best practices for configuration and QA of Segment Sources and Destinations, and Reverse ETL, which may include the following: ● Evaluation of Source types, environment labels and other config settings ● Guidance on nuances for data delivery to particular Destinations ● Guidance on specific Destination configuration nuances ● Assessment of usage spikes or overage issues ● Guidance on Reverse ETL (RETL) requirements and limitations ● Review of DB structure and alignment with desired RETL use case(s) ● Guidance on RETL methods of emitting data back into Twilio Segment CDP ● Guidance on mapping RETL outputs to Segment Destinations ● Guidance on RETL data validation and query troubleshooting
Customer Documentation:	● Presentation or document summarizing key challenges and recommendations associated with guidance topics
Project Hours:	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. 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. 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. 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.