

Last Updated: February 8, 2024

<b>Advisory Services Package:</b>	Hybrid Jumpstart
<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>Hybrid Jumpstart is an onboarding program for new customers that purchase Connections and Engage. Activities may include:</p> <p><u>Strategic Planning Support:</u> Twilio will assist Customer plan and prioritize use cases for implementing Connections and Engage, which may include assisting Customer with the following:</p> <ul style="list-style-type: none"> <li>● Prioritizing Connections and Engage use cases</li> <li>● Activation of up to two (2) use cases in total across Connections and Engage</li> <li>● Inventorying user funnels</li> <li>● Planning Twilio Engage Spaces</li> <li>● Planning Audiences, Computed Traits, and Journeys in Twilio Engage</li> <li>● Planning new Segment events and traits required to activate selected use cases</li> <li>● Aligning existing Segment events and traits with campaign requirements</li> <li>● Converting use case business rules into Segment Audience requirements</li> </ul> <p><u>Implementation Guidance:</u> Twilio will assist Customer implement Connections, Protocols, and Engage, which may include the guidance regarding the following:</p> <ul style="list-style-type: none"> <li>● Connections           <ul style="list-style-type: none"> <li>○ How to use Twilio Segment CDP's API methods</li> <li>○ Implementing new Segment CDP events</li> <li>○ Debug data collection from Sources</li> <li>○ Configuring Destinations with Connections</li> </ul> </li> <li>● Engage           <ul style="list-style-type: none"> <li>○ Setting up Twilio Engage Spaces</li> <li>○ Configuring Identity Resolution Rules</li> <li>○ Configuring Audiences, Computed Traits, and Journeys</li> </ul> </li> <li>● Best Practices           <ul style="list-style-type: none"> <li>○ Using Segment's key API methods</li> <li>○ Accelerate data ingestion via Reverse ETL</li> <li>○ Debugging data collection from Sources</li> <li>○ Naming events and properties</li> <li>○ Using Protocols to establish a tracking plan to manage event standards</li> <li>○ Guiding on Identity Resolution approaches</li> <li>○ Viewing basic campaign metrics in the Segment UI</li> </ul> </li> </ul>
<b>Customer Documentation:</b>	<ul style="list-style-type: none"> <li>● Hybrid Jumpstart Implementation Deck</li> <li>● Jumpstart Workbook</li> <li>● Implementation Manual</li> </ul>

**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.

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.