



Last Updated: May 23, 2024

Advisory Services: Deliverability	
Advisory Services Package Start Date:	The Deliverability Package will commence on a date mutually agreed to between Customer and Twilio in writing.
No. of Subusers / Domains / Brands Covered:	5
Available Channels:	<p>The Deliverability Package will apply to only one of the available channels below, which Customer will select and inform Twilio in writing prior to the Advisory Services Package Start Date:</p> <ul style="list-style-type: none">• Programmable Messaging• Twilio SendGrid Email <p>Customer may not change the channel above which it has selected on or after the Advisory Services Package Start Date.</p>
Duration of Advisory Services Package:	<p>Notwithstanding anything to the contrary in the applicable Order Form, the Deliverability Package will commence on the Advisory Services Package Start Date and continue for an initial period of 12 months. After the initial 12 month period, the Deliverability Package will automatically continue for successive 12 month periods, unless the applicable Order Form is terminated or Customer opts out of all future successive 12 month periods by providing Twilio with at least thirty (30) days written notice prior to the commencement of the next successive 12 month period.</p> <p><i>Any items denoted by a single asterisk (*) are <u>not included</u> in any successive 12 month periods</i></p>



Advisory Services: Deliverability

Assigned Twilio Personnel:

Months 1 & 2*:

- 1 Named Technical Onboarding Manager (not exceed 20 hours in total across months 1 and 2**)
- 1 Named Onboarding Engineer (not exceed 18 hours in total across months 1 and 2**)
- 1 Named Delivery Consultant not exceed 24 hours in total across months 1 and 2**)

Months 3 - 12:

- Named Delivery Consultant (not to exceed 12 hours per calendar month**)

*** Hours spent during the scheduled sessions set forth below in months 1 and 2 contribute to this limit*

Scheduled Sessions:

Months 1 & 2*:

- Kick Off: Project Outline & Discovery Session (60 minutes)
- Architecture Proposal: Delivery & Review Session (60 minutes)
- Strategy Implementation: Working Session (60 minutes)
- UI / Console Education (60 minutes)
- Deliverability Education (60 minutes)
- Onboarding Metrics Analysis Session (30 minutes)

Months 3 - 12:

- Bi-Weekly Deliverability Reviews*** (60 minutes each)
- Quarterly Email Reviews (60 minutes each)

**** A Monthly Deliverability Review will not occur in the month a Quarterly Email Review is scheduled*

Ad Hoc Activities:

Months 1 & 2*:

- Troubleshooting Assistance
- Periodic Usage & Optimization Reviews



Advisory Services: Deliverability

	<p><u>Months 1 - 12:</u></p> <ul style="list-style-type: none">• Support via email from Named Deliverability Consultant (not to exceed a total of 5 hours per calendar month)
Included Features:	<ul style="list-style-type: none">• Weekly deliverability reporting• Monitoring and real-time alerts provided for changes in deliverability metrics• Access to a third party deliverability monitoring tool, such as Inbox Monster
Completion Notice:	<p>Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services ("Completion Notice"). The foregoing Advisory Services will be deemed completed upon Customer's confirmation in writing of the same to Twilio via email. If Customer does not provide written confirmation of completion to Twilio via email within seven (7) days of the date of the Completion Notice, the foregoing Advisory Services will be deemed completed.</p>