



Last Updated: May 19, 2023

Advisory Services Package:	Advisory Services: Email Program Management	Advisory Services: Email Program Management and Strategy
Advisory Services Package Start Date:	The applicable Advisory Services Package will commence on a date mutually agreed to between Customer and Twilio in writing.	
No. of Subusers / Domains / Brands Covered:	3	5
Duration of Advisory Services Package:	<p>Notwithstanding anything to the contrary in the applicable Order Form, the applicable Advisory Services 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 applicable Advisory Services 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>	
Assigned Twilio Personnel:	<p><u>Month 1*</u>:</p> <ul style="list-style-type: none"> 1 Named Email Program Manager (not to exceed 10 hours in total during month 1**) 1 Named Onboarding Engineer (not to exceed 14 hours in total during month 1**) <p><i>** Hours spent during the scheduled sessions set forth below in month 1 contribute to this limit</i></p> <p><u>Months 2 - 12:</u></p> <ul style="list-style-type: none"> 1 Named Email Program Manager 	<p><u>Months 1 & 2*</u>:</p> <ul style="list-style-type: none"> 1 Named Email Program Manager (not to exceed 10 hours in total across months 1 and 2**) 1 Named Onboarding Engineer (not to exceed 14 hours in total across months 1 and 2**) 1 Named Deliverability Consultant (not to exceed 14 hours in total across months 1 and 2**) <p><i>** Hours spent during the scheduled sessions set forth below in months 1 and 2 contribute to this limit</i></p> <p><u>Months 3 - 12:</u></p> <ul style="list-style-type: none"> 1 Named Email Program Manager 1 Named Deliverability Consultant



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<p>Scheduled Sessions:</p>	<p><u>Month 1*</u>:</p> <ul style="list-style-type: none"> ● Kick Off: Project Outline & Discovery Session (60 minutes) ● Architecture Proposal: Delivery & Review Session (60 minutes) ● Strategy Implementation: Working Session (60 minutes) ● UI Education & Industry Best Practice Session (60 minutes) ● Warmup Metrics Analysis Session (30 minutes) <p><u>Months 2 - 12:</u></p> <ul style="list-style-type: none"> ● Weekly Account Syncs*** (30 minutes each) ● Quarterly Program Reviews (60 minutes each) <p><i>*** A Weekly Account Sync will not occur in the week a Quarterly Program Review is scheduled</i></p>	<p><u>Months 1 & 2*</u>:</p> <ul style="list-style-type: none"> ● Kick Off: Project Outline & Discovery Session (60 minutes) ● Architecture Proposal: Delivery & Review Session (60 minutes) ● Strategy Implementation: Working Session (90 minutes) ● Education & Industry Best Practice Session (60 minutes) ● Communications Lifecycle Education (60 minutes) ● Warmup Metrics Analysis <p><u>Months 3 - 12:</u></p> <ul style="list-style-type: none"> ● Weekly Account Syncs*** (30 minutes twice per calendar month and 60 minutes twice per calendar month) ● Quarterly Email Reviews (60 minutes each) ● Monthly Deliverability Reviews** (60 minutes each) <p><i>*** A Weekly Account Sync will not occur in the week a Quarterly Program Review is scheduled. A Monthly Deliverability Review will not occur in the month a Quarterly Email Review is scheduled</i></p>
<p>Ad Hoc Activities:</p>	<p><u>Month 1*</u>:</p> <ul style="list-style-type: none"> ● Troubleshooting Assistance ● Periodic Usage & Optimization Reviews <p><u>Months 1 - 12:</u></p> <ul style="list-style-type: none"> ● Support from Named Email Program Manager (not to exceed a total of 10 hours per calendar month) 	<p><u>Months 1 & 2*</u>:</p> <ul style="list-style-type: none"> ● Troubleshooting Assistance ● Periodic Usage & Optimization Reviews <p><u>Months 1 - 12:</u></p> <ul style="list-style-type: none"> ● Support from Named Email Program Manager (not to exceed a total of 10 hours per calendar month) ● Support via email from Named Deliverability Consultant (not to exceed a total of 10 hours per calendar month)



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<p>Included Features:</p>	<p><u>Months 1-12:</u></p> <ul style="list-style-type: none"> • Named Email Program Manager will alert Customer regarding service outages that impact Customer’s ability to send email messages and provide published status updates • Twilio will regularly communicate email industry updates to Customer via email 	<p><u>Months 1-12:</u></p> <ul style="list-style-type: none"> • Weekly email deliverability reporting based on the metrics that Customer chooses from the following: Receiving Domains, Receiving MX Records, Subject Lines, Categories, IP Addresses, IP Address Pools, and Subusers • Monitoring and real-time alerts provided for blocklistings and spikes in spam trap sending • Access to Inbox Monster Inbox Tracker email analytics tool • Named Email Program Manager will alert Customer regarding service outages that impact Customer’s ability to send email messages and provide published status updates • Twilio will regularly communicate email industry updates to Customer via email
<p>Completion Notice:</p>	<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>	