



Building for the next era of customer engagement

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ISV



Twilio delivers at trusted scale

1.1B

Messages Sent
(29.8% YoY Increase)

65.5B

Emails Processed
(15.6% YoY Increase)

146M

Total Calls
(20% YoY Increase)

Our Cyber Week Success November 27 - December 3, 2024

Product Category: Voice

Product/Feature: Branded Calling

Region: NAMER

Launch timing: June 2025

Milestone: Private Beta

Branded Calling: expanded w/ Logo & Call Reason

- Leverages **CTIA Branded Calling Framework**
- **More context and confidence** for users
- **Better visibility** into call-level impression data

