



Last Updated: December 20, 2024

<b>Advisory Services Package Name:</b>	<b>Advisory Services: Email Deliverability</b>
<b>Advisory Services Package Start Date:</b>	The Email Deliverability Package will commence on a date mutually agreed to between Customer and Twilio in writing.
<b>Duration of Advisory Services Package:</b>	Notwithstanding anything to the contrary in the applicable Order Form, the Email 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 Email 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 30 days written notice prior to the commencement of the next successive 12 month period.
<b>Available Channels:</b>	Twilio SendGrid Email (maximum of 5 subusers, brands, and/or domains in the aggregate)
<b>Sessions and Activities:</b>	<p>The Email Deliverability Package may include the sessions and activities below, as mutually agreed upon between Customer and Twilio in writing. The sessions and activities below will not exceed a total of 23 hours per calendar month during the duration of the Email Deliverability Package. If Customer has not used up all 23 hours by the end of a calendar month, Customer will not (a) be able to use or otherwise reserve the unused hours for a subsequent calendar month or any other Advisory Services package or (b) receive any refunds or credits attributable to the unused hours in a given calendar month.</p> <p><u>Channel Onboarding Sessions and Activities:</u> The Channel Onboarding Sessions and Activities below will be delivered once over a period not to exceed 8 weeks and will not occur during the same time as the Monthly Sessions and Activities below.</p> <ul style="list-style-type: none"><li>● Kick Off: Project Outline and Discovery Session</li><li>● Architecture Proposal: Delivery and Review Session</li><li>● Strategy Implementation: Working Session</li><li>● Platform UI Training</li><li>● Communications Lifecycle Education</li><li>● Warm Up Metrics Analysis Session</li><li>● Email Program Health Check</li><li>● Project Review and Close Session</li><li>● Troubleshooting Assistance</li></ul>



	<p><u>Monthly Sessions and Activities:</u></p> <ul style="list-style-type: none"><li>● 2 Virtual Sessions with Twilio Personnel - The topic of each virtual session will be mutually agreed to in writing between Customer and Twilio</li><li>● Ongoing Sending Performance Tracking and Monitoring</li><li>● Deliverability Issue Identification and Remediation</li><li>● Project Driven Testing and Iterating of Advanced Delivery and Engagement Strategies</li><li>● Weekly Deliverability Trend Reporting via Email</li><li>● Real-time Alerting Provided for Blocklisting and Spikes in Spam Trap Sending</li><li>● Access to a Third-Party Deliverability Monitoring Tool, such as Inbox Monster</li><li>● General Q&amp;A and Support via Email</li><li>● Usage and Optimization Reviews</li><li>● Communication Regarding Relevant Email Industry Updates via Email</li></ul>
<p><b>Completion Notice:</b></p>	<p>Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services ("<b>Completion Notice</b>"). 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>