



The Path to Intelligent Participant Engagement

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Hey Chloe! Thanks for your order. [Track your package.](#)

Hey Chloe, we received your order!
How was your experience shopping with us?



What is

One of our reps will be with you momentarily.



To: Chloe From: RetailCo.

Hey Chloe!

Thank you for ordering with RetailCo. Your shipment will arrive on Thursday.

Earn 10% off of your next order by filling out this survey:

<https://retail.co/chloe>

Legal disclaimer



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For further information with respect to Twilio, we refer you to our most recent quarterly report on Form 10-Q filed with the SEC. In addition, we are subject to the information and reporting requirements of the Securities Exchange Act of 1934 and, accordingly, file periodic reports, current reports, proxy statements and other information with the SEC. The final prospectus and these periodic reports, current reports, proxy statements and other information are available for review at the SEC’s website at <http://www.sec.gov>.

What is Twilio?

The world's leading
Customer/Participant
Engagement Platform to build
intelligent experiences, at scale.



13M+
Developer
s



275K+
Businesses



180+
Countries





#1 Most Innovative
Enterprise Companies of 2021



The Americas' Fastest Growing
Companies 2020



Deloitte Technology Fast 500 2020



1 Trillion digital interactions
took place on Twilio in
2021.



Magic Moments on Twilio's Customer Engagement Platform

NETFLIX

Customers secure user accounts with two-factor authentication

 **DOORDASH**

Customers receive secure, automated communications on the status of their order.



Every rider can call their driver, by name.

 **Zillow**

Home buyers and sellers are connected in minutes.



Participant Interactions

Stages of Participation

- Recruitment
- Enrollment
- Deliver Content
- Visits
- Survey

Communication Methods

- Email
- Voice
- SMS
- Video
- In-Person

Communication Considerations

- How does the participant want to interact during the study/trial?
- How often?
- With whom?
- When?
- How will you collect the data?

If you aren't communicating with the participant in the way they prefer, you might not get good responses/data



It's hard to build participant relationships at scale

RESEARCH TEAMS STRUGGLE TO:

- x Keep up with and connect on new channels
- x Provide a seamless experience between touchpoints
- x Iterate fast enough to changing participants expectations
- x Keep up with global privacy and security regulations

RESULTING IN POOR PARTICIPANT EXPERIENCE:

- x Participants miss important information
- x Participants receive irrelevant information
- x Participants don't feel like a valued member of the research team
- x Participants lose trust and interest in research process and team



Drive intelligent participant engagement at every step of the journey







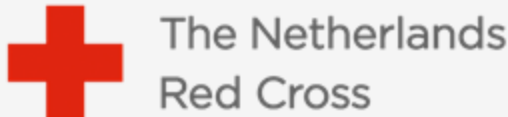


















Twilio Engagement Platform

- Omnichannel communication
- Unified Data
- Seamless journey
- Individualized experience
- Built-in trust
- Optimized for builders





250k+ businesses build customer engagement on Twilio

Health Care	Health Care	High technology	Retail	Travel & hospitality
				
				
				
				
				



The Twilio Customer Engagement Platform

CHANNELS

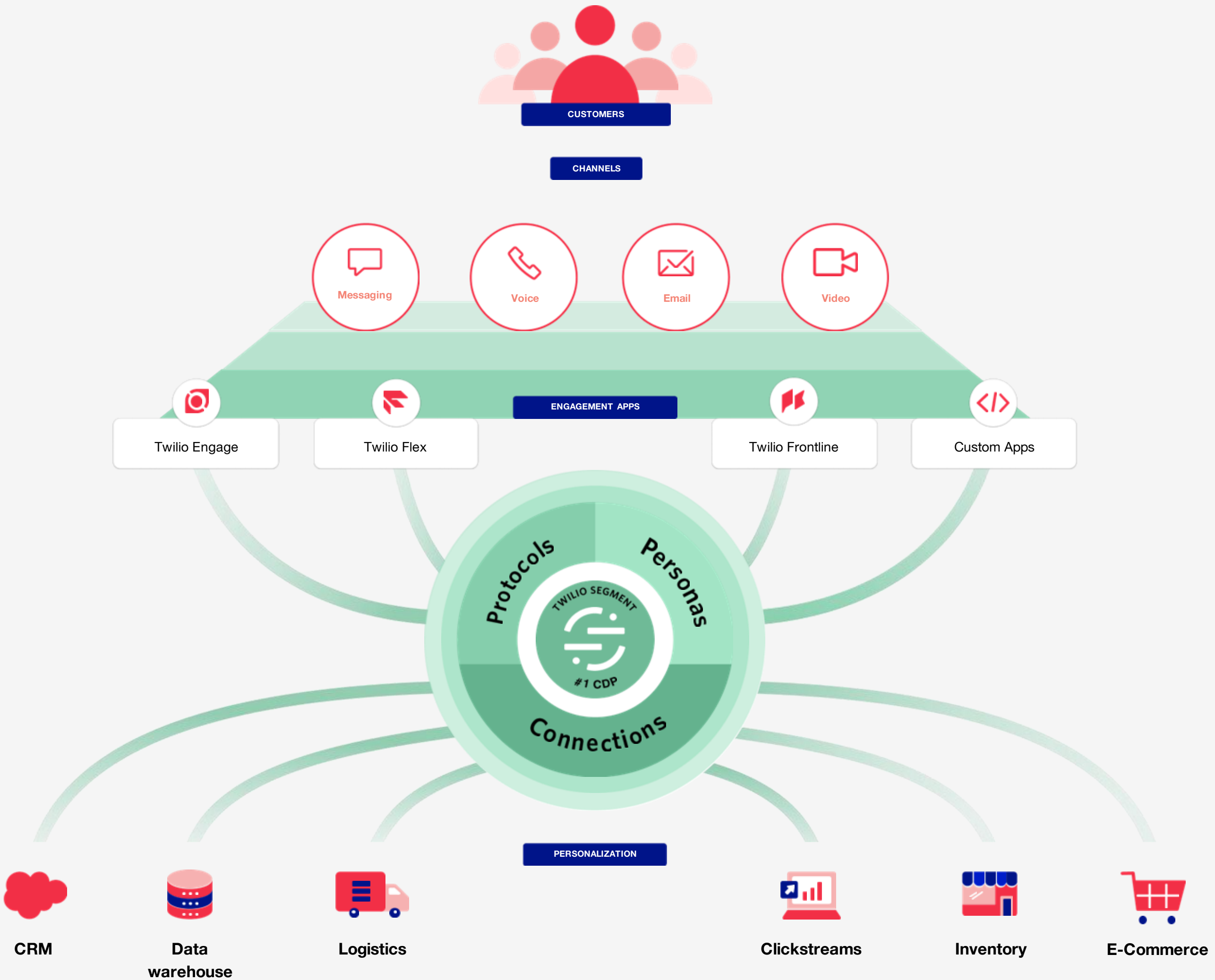
Engage through digital channels, anywhere customers prefer — offered natively from a single trusted provider

ENGAGEMENT APPS

Enabling your teams to attract, service and delight customer across their entire journey

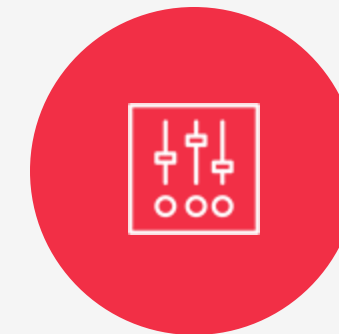
PERSONALIZATION

At scale, tapping into the full power of ALL your customer data with democratized access

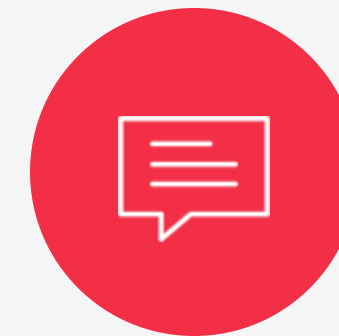




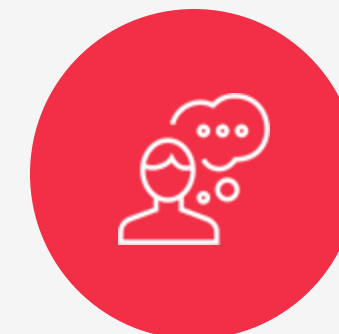
Twilio: The intelligent participant engagement platform



Powers communications across voice and digital channels.



Creates one cohesive participant conversation across teams/sites/trials.



Has the tools to build communications and streamline workflows, at scale.



Puts trust, compliance and security and privacy above everything else.



What can we build together?



Thank you