



# 2025 PROGRAM GUIDE

Twilio Partner Program  
Consulting & System Integrators

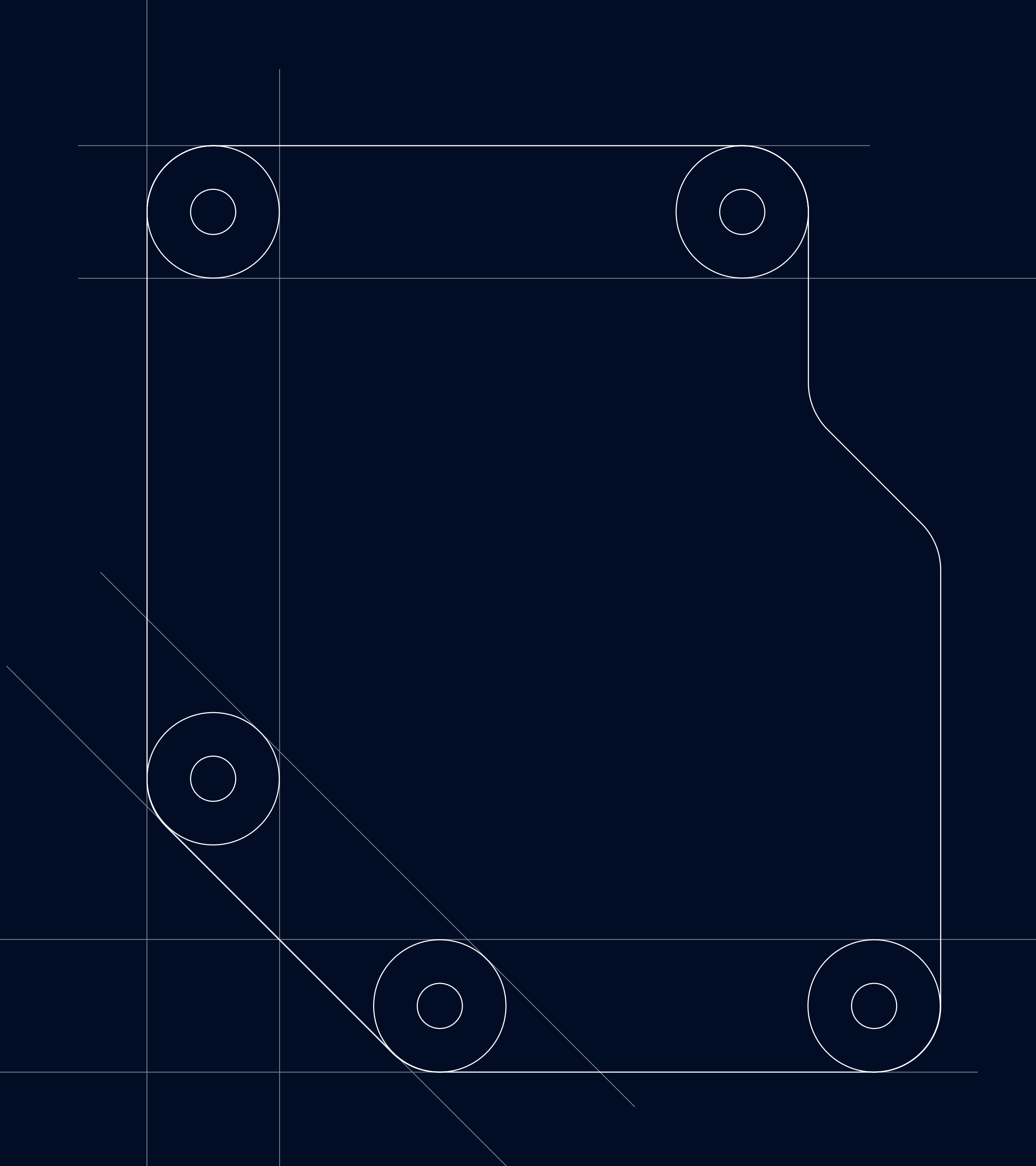
March 2025





# TABLE OF CONTENTS

Introduction	03
Twilio Partner Program overview	04
Program categories	06
Program requirements	08
Program benefits	10
Requirements by category	16
Program governance	19
Promoting Twilio Segment Customer Data Platform (CDP)	21
Getting started	23





# GO FURTHER WITH THE TWILIO PARTNER PROGRAM

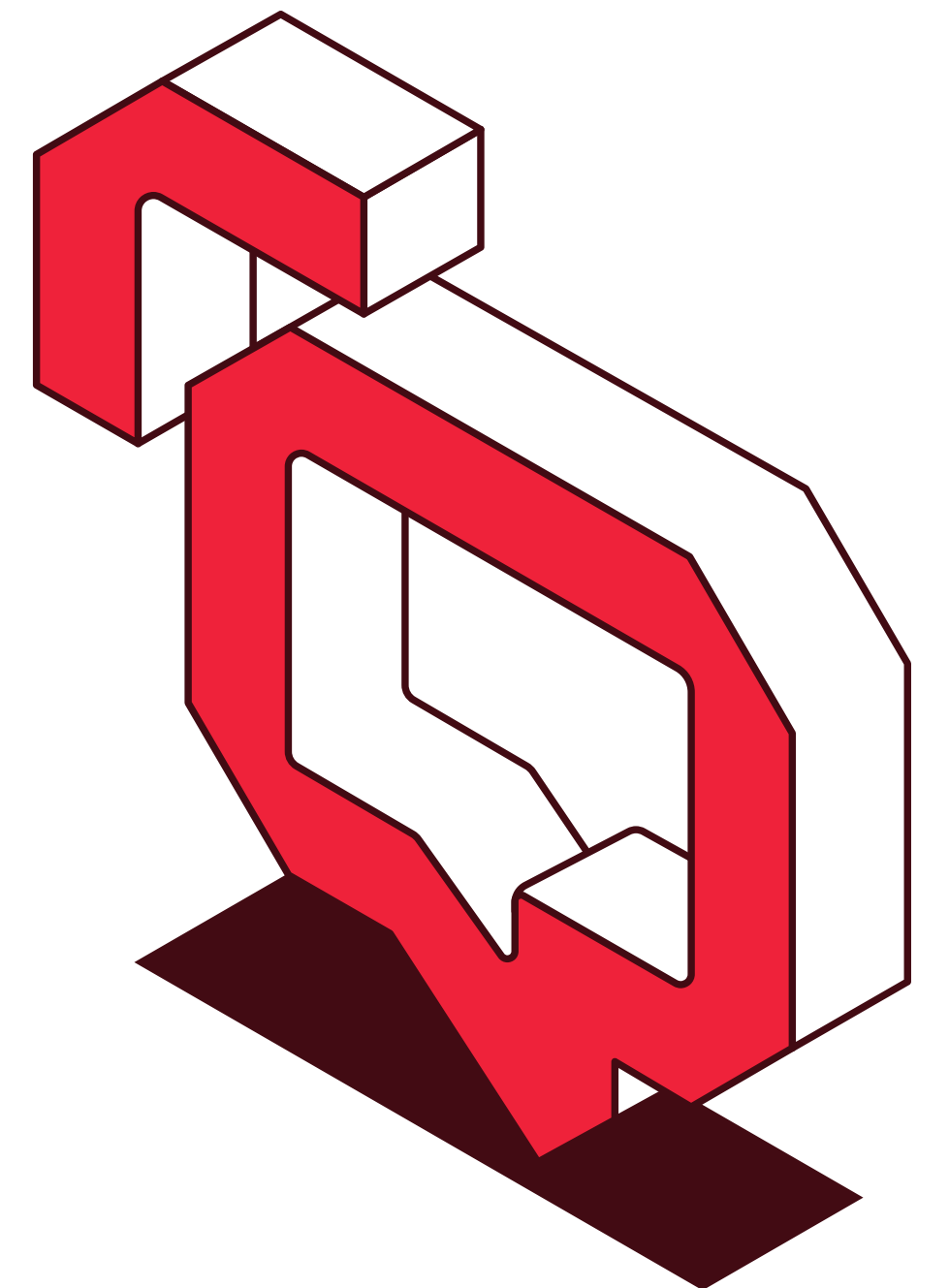
The Twilio Partner Program empowers **Consulting Partners / System Integrators (SIs)** as essential contributors to our go-to-market strategy. Our customers depend on SIs to build, buy, integrate, and support Twilio solutions, enhancing customer engagements.

No matter your business model, the Twilio Partner Program provides SIs with the tools and resources needed to build and scale successful solutions powered by Twilio. As a partner, you'll gain access to:

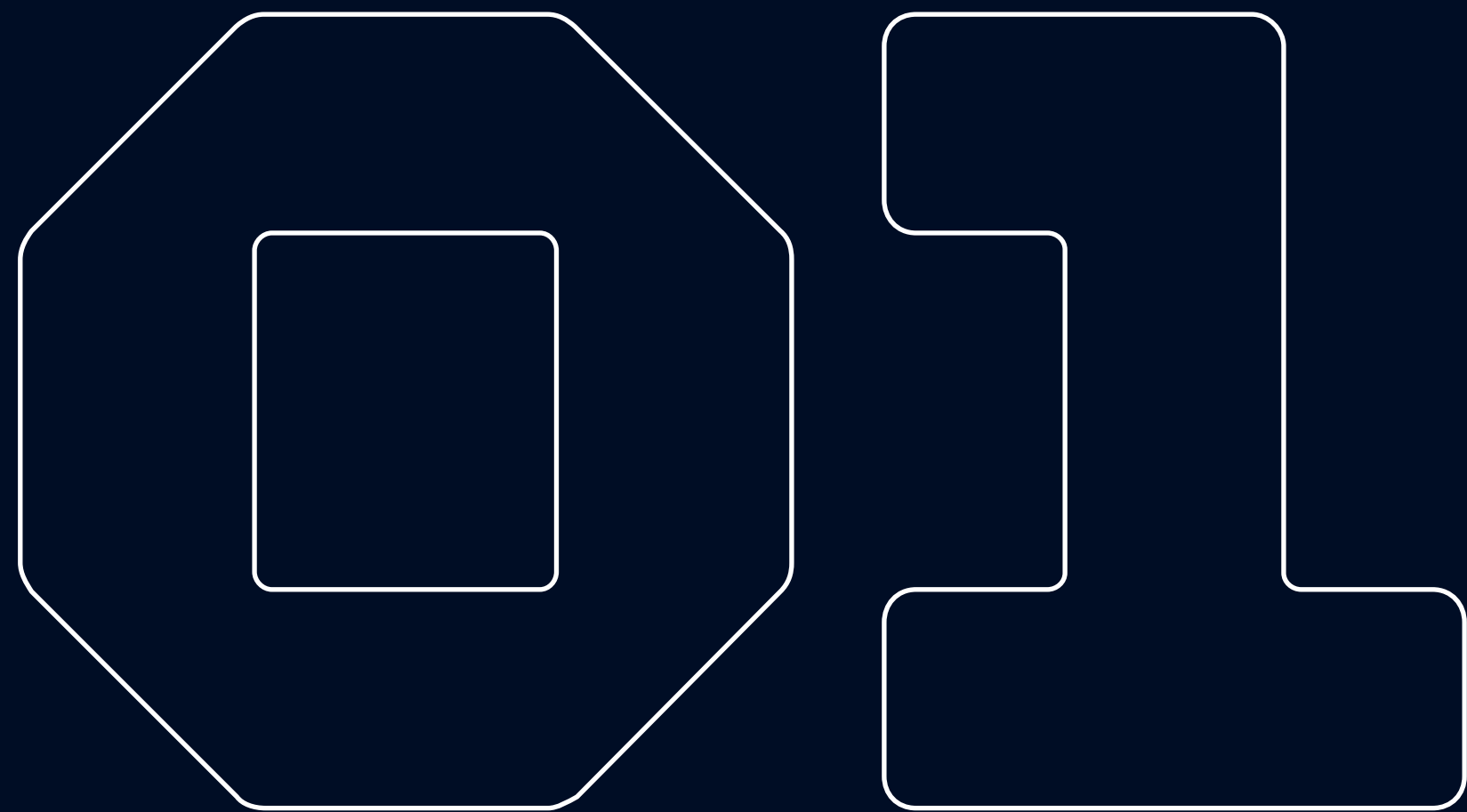
- **Technical and sales enablement** to strengthen your Twilio expertise
- **Go-to-market and marketing support** to increase visibility and demand
- **A collaborative ecosystem** designed to accelerate innovation and growth

With Twilio's commitment to innovation and scalability, our partners stay ahead in ensuring every digital interaction between businesses and consumers is amazing. Together, Partners can help businesses maximize customer value by combining contextual data, communications, and AI delivering a best in class Customer Experience as a Service.

**Join us and take your business to the next level!**







# **TWILIO PARTNER** **PROGRAM OVERVIEW**



The **Twilio Partner Program** is designed for organizations that develop, integrate, and support solutions that enhance customer engagement through Twilio's platform. This includes partners who provide consultative services, implementation expertise, pre-built applications, support, and managed services.

Twilio's program equips partners with the tools and resources needed to scale their business, drive innovation, and deliver exceptional customer experiences using Twilio.

For the purposes of this guide, Twilio defines **Consulting or System Integrator (SI) Partners** as follows:

- Design and implement **custom solutions** tailored to specific customer requirements.
- Offer flexibility in **billing, development support, or professional services**.
- Primarily build **bespoke solutions** rather than off-the-shelf products, though some solutions may be adapted for multiple customers.

The Twilio Partner Program provides SI partners with technical enablement, collaboration opportunities, and strategic resources to help drive customer success and business growth.







**TWILIO PARTNER**  
**CATEGORIES**



The **Twilio Partner Program** follows a tiered structure consisting of **Registered, Bronze, Silver, and Gold** levels. All partners begin at the **Registered** tier and can advance by demonstrating success with Twilio.

**Registered Partners:** The entry-level tier provides access to **self-guided foundational resources and training** through the **Twilio Partner Portal**, enabling partners to explore opportunities and begin their Twilio journey.

**Bronze Partners:** Recognized partners who have achieved initial success with Twilio. Bronze partners receive a **partner badge** and inclusion in the **Twilio Partner Directory**, enhancing their **visibility and credibility**.

**Silver Partners:** Established partners with a **proven track record of success with Twilio**. Silver partners gain access to:

- Invitations to **Twilio’s global events**
- **Partner Solution Reviews**
- **Feature opportunities** in the Twilio Partner Spotlight Series

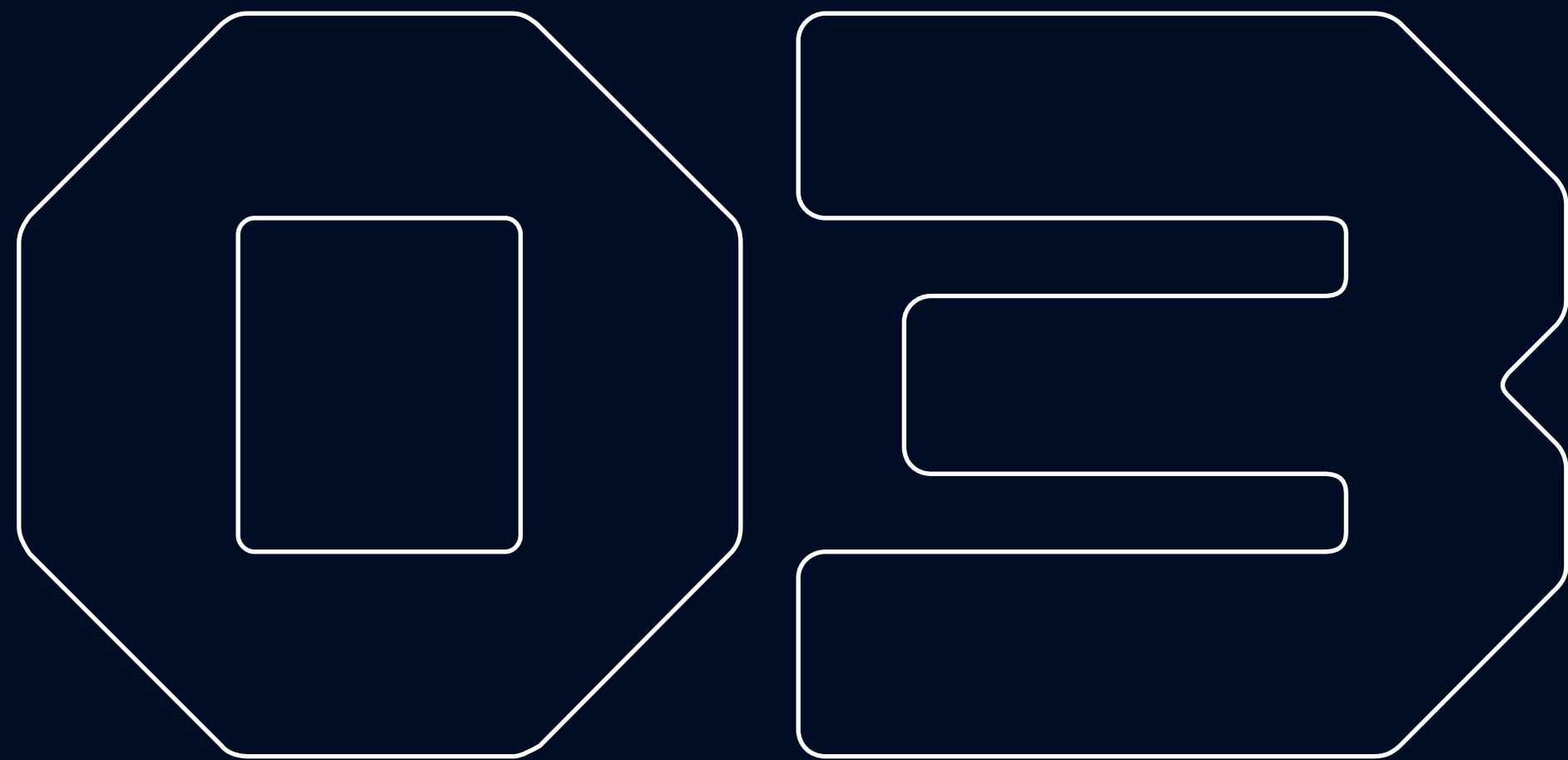
**Gold Partners:** The highest and most exclusive tier, reserved for partners demonstrating **exceptional performance, commitment, and alignment** with Twilio’s strategic goals. Gold partners receive premium benefits, including:

- **Designated partner account management**
- **Exclusive roadmap access**
- **Featured placement** in the Twilio Partner Directory

**Advancing Tiers:** To be considered for a tier advancement, partners must meet all current program requirements, subject to an annual review by Twilio. See “Program Requirements” on page 9 for details.








# **PROGRAM** **REQUIREMENTS**





SI Partner requirements


The current category achievement is based on business, training, and performance requirements that increase with each level. This structure is designed to support partners with the right resource investment at each stage of the partner journey and for every type. Category advancement occurs with an increased engagement with Twilio based on the following criteria:


Key:

 Standard invite















 Comms only

 Segment only

 Exclusive access or special content

 Invite only

1. All revenue requirements are in US Dollars
2. Twilio reserves the right, at its sole discretion, to make exceptions for any partner requirements

Requirements by category	Registered	Bronze		Silver		Gold	
Base Partner Agreement							
Twilio Partner Application							
Referral Addendum						 	
Training & Certification <sup>2</sup>	Complete Sales Fundamentals certification	Complete sales fundamentals & technical sales fundamentals certification		Complete sales fundamentals & technical sales fundamentals certification		Complete sales fundamentals & technical sales fundamentals certification	
	Trained Resources: 1 sales	Trained Resources: 3 sales & 2 technical		Trained Resources: 5 sales & 5 technical		Trained Resources: 10 sales & 15 technical	
Twilio Closed Won Revenue <sup>1</sup>		\$150,000.00		\$500,000.00		\$1,500,000.00	
Twilio Partner Support Package							










**PROGRAM**  
**BENEFITS**




























04 // Program benefits

As a **Consulting or System Integrator (SI) Partner**, you'll have access to wide ranges of benefits to help grow your business. Access to benefits is driven by a partner's category within the program. In some instances, a benefit can only be unlocked with an invitation from Twilio's partner organization.

**Key:**


-  Standard invite
-  Comms only
-  Segment only
-  Exclusive access or special content
-  Invite only


 Access & Portal Benefits	Registered	Bronze 	Silver 	Gold 	Program benefits
Access to Twilio Partner Portal					The Twilio partner portal equips partners with the necessary resources and tools to successfully navigate through every phase of the partnership journey.
Twilio Partner Portal Support					Twilio partner portal support provides tiered assistance tailored to each partner level, ensuring smooth access to resources, deal registration, and program benefits. Gold partners receive enhanced support for navigating the partner portal, while other tiers benefit from comprehensive self-guided support tools and resources designed to empower their success with Twilio.
 Go-to-market support					
Deal Registration					Deal registration is a structured process that enables partners to document and track influenced revenue which may include deals sourced by the Partner with Twilio, ensuring that their contributions count toward program requirements. By registering deals, partners gain visibility into their impact, allowing for better alignment with Twilio teams to drive successful outcomes. Deal registration does not grant exclusivity to the registered opportunity.
Twilio Certifications					Twilio certifications equip partners with essential sales best practices and in-depth technical and product knowledge. The program enables partners to gain certifications that enhance their expertise and drive success in Twilio-based solutions.
Marketing Collateral					Marketing collateral provides partners with a comprehensive toolkit of resources to effectively promote Twilio's products and services. This suite of materials is designed to help partners highlight Twilio's offerings to clients and prospects, enhancing their marketing impact.





04 // Program benefits


**Key:**



















 Standard invite

 Comms only

 Segment only

 Exclusive access or special content

 Invite only

 Go-To-Market Support	Registered	Bronze 	Silver 	Gold 	Program benefits
Designated Partner Management				 	<p>Eligible partners gain access to a designated partner account manager and solution architect for continuous business planning and support. This includes regular business reviews, collaborative marketing planning, forecasting, and account mapping to drive the successful growth and execution of their solutions with Twilio.</p> <p><i>Note: Twilio communications gold partners are eligible for this benefit. Twilio Segment bronze, silver, and gold partners are eligible for a PAM based on business needs and alignment with Twilio.</i></p>
Account Mapping				 	<p>Eligible partners may have access to joint third-party sales insights services that help identify areas of mutual customer opportunity in order to better enable the co-sell motion with Twilio.</p> <p><i>Note: Only available for Twilio communications gold partners. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>
Twilio Partner Connect Hub					<p>The Twilio partner connect hub is a dedicated Slack channel where Twilio account executives, leadership, and partners collaborate in real time. This channel fosters direct communication, streamlining co-selling efforts and enabling quick access to resources, guidance, and insights from Twilio's sales team.</p> <p><i>Note: Twilio communications gold partners are eligible for this benefit by invitation. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>
Joint Marketing					<p>Joint marketing is an invitation-only benefit that enables partners to collaborate with Twilio on marketing initiatives, combining resources and expertise to amplify their outreach. Through co-branded campaigns, joint events, and shared promotional efforts, partners can effectively promote Twilio's solutions while leveraging Twilio's brand strength to enhance their market presence.</p> <p><i>Note: Twilio communications gold partners are eligible for this benefit by invitation. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>



Key:

Standard invite

Exclusive access or special content

Comms only

Invite only


Segment only


Programs	Registered	Bronze	Silver	Gold	Program benefits
Access to the Twilio Executive Programs & Briefing Team					By invitation only, select partners can engage in exclusive, high-touch experiences designed to accelerate growth and deepen executive alignment. These sessions provide strategic insights, personalized briefings, and collaborative opportunities to showcase Twilio's vision, strengthen customer trust, and drive business success.
Partner Spotlight Series					<p>The partner spotlight series offers exclusive training sessions where top partners present their unique solutions directly to Twilio Account Executives. These sessions are designed to increase AE awareness of partner offerings, enabling stronger alignment and enhancing joint selling opportunities.</p> <p><i>Note: Twilio communications gold and silver partners are eligible for this benefit by invitation. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>
Joint Marketing Funds					Joint Marketing Funds (JMF) are available to select partners for co-investing in marketing efforts that drive demand and expand the reach of their solutions in the market. JMF can be used for various demand generation activities, and all fund requests require formal approval from Twilio.
Referral Incentive Program					<p>Our referral incentive program offers partners a referral reward for identifying and introducing new customer opportunities to Twilio. This program allows partners to benefit financially while expanding Twilio's reach, creating mutual growth opportunities.</p> <p><i>Note: Twilio communications gold partners are eligible for this benefit. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>
Access to Twilio Partner Support Package					Twilio partner support packages are paid engagements offering tiered support options tailored to partners' specific needs. These packages provide dedicated technical guidance and access to specialized resources. By investing in these comprehensive support services, partners are empowered to deliver successful Twilio solutions and enhance customer satisfaction.





04 // Program benefits


Key:














 Standard invite

 Comms only

 Segment only

 Exclusive access or special content


 Invite only


Programs	Registered	Bronze <div></div>	Silver <div></div>	Gold <div></div>	Program benefits
AI-Powered Lead Passing					<p>Leverage Twilio's automated AI engine to receive data-driven leads directly from Twilio. This functionality streamlines partner engagement by identifying and routing relevant opportunities, enabling partners to efficiently pursue and convert leads into revenue.</p> <p><i>Note: Twilio communications bronze, silver, and gold partners are eligible for this benefit. All participating partners must commit to following up on leads within 24 business hours of initial contact. Failure to meet this requirement on three occasions will result in the loss of this benefit.</i></p>
Technology & Innovation					
Twilio Product Roadmap					<p>As a Twilio partner, your access to the Twilio product roadmap will vary by tier, providing tailored insights to align with your partnership level. Top-tier Gold partners are invited to exclusive roadmap sessions, offering an in-depth preview of Twilio's public-beta product plans and strategic direction.</p>
Partner Solution Review					<p>By invitation only, select Twilio communications partners have the opportunity to present their innovative solutions and receive expert insights from Twilio. These exclusive reviews provide valuable feedback to help partners refine their offerings, enhance their competitive edge, and drive growth within the program.</p>
Twilio Partner Advisory Board					<p>Select top-tier Twilio partners are invited to join an exclusive, product-focused partner advisory board (PAB). This board provides members with early access to Twilio's product roadmap, including cutting-edge AI initiatives, and the opportunity to provide feedback. Partners collaborate directly with Twilio's Product Team to influence product development from preview to beta, ensuring alignment for successful go-to-market strategies. The PAB also serves as a collaborative forum for sharing best practices, driving adoption, and shaping product direction to maximize mutual success.</p>
Developer Credits					<p>Twilio communications partners are eligible to receive developer credits at Twilio's discretion for internal enablement and training. These credits can be applied to non-production accounts strictly for internal partner training and platform familiarization—they may not be used for client projects, resale, or any commercial purposes. Credits are exclusively for partner users, and accounts must be explicitly designated as non-production. Any misuse or abuse may result in credit revocation.</p>





04 // Program benefits


Key:

















 Standard invite

 Exclusive access or special content

 Comms only

 Invite only

 Segment only

 Recognition	Registered	Bronze 	Silver 	Gold 	Program benefits
Twilio Partner Badge					As a Twilio partner, you can showcase your partner badge on your website and other marketing materials. By reviewing the comprehensive <b>partner branding guidelines</b> document, you'll be able to understand our branding practices and how to engage in marketing activities in partnership with Twilio.
Partner Directory					Eligible partners within our ecosystem can craft a distinctive listing within our Twilio partner directory, designed to spotlight their services and products, amplifying their solution's visibility to potential customers. Moreover, Gold partners have the exclusive advantage to secure a prominent featured listing, maximizing their exposure and enhancing their presence in the directory.
Twilio Global Event Participation					<p>Twilio hosts several global events each year, including Transform, Twilio Talks, CDP Live, CDP Week, SIGNAL, and Creator Summit, where select partners are invited to participate. These events offer valuable opportunities for partners to showcase Twilio to their customers. In some cases, partners may also have the chance to sponsor or contribute industry-specific expertise, further enhancing their visibility and engagement.</p> <p><i>Note: Twilio gold partners are eligible for this benefit by invitation. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>
Twilio Partner Summit					<p>The Twilio partner summit is an exclusive event bringing together partners for strategic discussions, networking, and insights into Twilio's latest product developments and initiatives. This summit offers a unique opportunity to engage with Twilio executives, collaborate with peers, and gain valuable knowledge to drive growth and success within the partner ecosystem.</p> <p><i>Note: Twilio gold partners are eligible for this benefit by invitation. Twilio Segment bronze, silver, and gold partners are eligible based on business needs and alignment with Twilio.</i></p>





OS

**REQUIREMENTS**  
**BY CATEGORY**



# PROGRAM REQUIREMENTS

Please see the table on page 9 of this guide to confirm program requirements

## Certification & training dedicated resources

Partners are encouraged to utilize the available training resources based on their program category. Online, self-paced learning paths are available 24x7 in English.

Additional Twilio certification and training programs may become available to deepen your sales, engineering, developer, and support team members' knowledge and expertise. Access to this content may be restricted as some learning paths require prerequisites for access.

## Baseline partner agreements

All Twilio Partners must complete the Twilio Partner Application, and agree to a **base partner agreement** that governs the

business relationship and baseline terms relevant to Twilio's platform between Twilio and the partner's organization.

Any Twilio Partner wishing to participate in the Twilio Referral Program must accept and agree to Twilio's standard Partner Referral Addendum. Twilio Communications Gold Partners who choose not to participate will have access to deal registration for revenue tracking. Twilio Segment Bronze, Silver, and Gold partners are eligible based on business needs and alignment with Twilio.

If a partner wants to participate in Twilio's Joint Marketing Fund program, the partner must agree to additional program terms, including any conditions associated with the funds the partner receives from Twilio as part of Twilio's Joint Marketing Fund program.





## Revenue requirements

For Bronze, Silver and Gold Partners, Twilio requires revenue threshold eligibility. The revenue requirement is measured by Twilio closed won revenue. This revenue will be calculated annually at the start of the new program year and based on prior calendar year revenue. Professional services revenue is not included. Revenue numbers are based on closed business as recorded in the Twilio sales system and include both influenced and closed-won Twilio revenue. Participation in a sales cycle in Twilio's sales system occurs in one of two ways:

1. A partner submits a deal registration or referral opportunity.  
Once approved by Twilio, the partner is added to the sales opportunity, or
2. A member of the Twilio sales team adds a partner to the sales opportunity at any time before the close of a sale (Gold only)

To ensure revenue is accurately captured, partners should review all Twilio sales activity with partner account teams during pipeline calls, or directly in the Twilio partner portal. Partners can submit a deal registration request for any missing sourced opportunities.







**PROGRAM**  
**GOVERNANCE**



# THE TWILIO PARTNER PROGRAM OPERATES ON A CALENDAR YEAR

(January 1 – December 31).

All new partners enter the Twilio Partner Program as Registered. As you meet the requirements to advance categories, the program unlocks additional benefits and enhanced sales, marketing, and engagement opportunities at our discretion. Existing partners receive their new program year status in Q1 2026. A partner's performance in the preceding fiscal year will determine new program year calculations. Therefore, depending on the prior year's performance, partners may move up or down a category at the start of the new program year. As it relates to Registered partners, Twilio will review activity levels on a quarterly basis and reserves the right to deactivate accounts for lack of engagement.

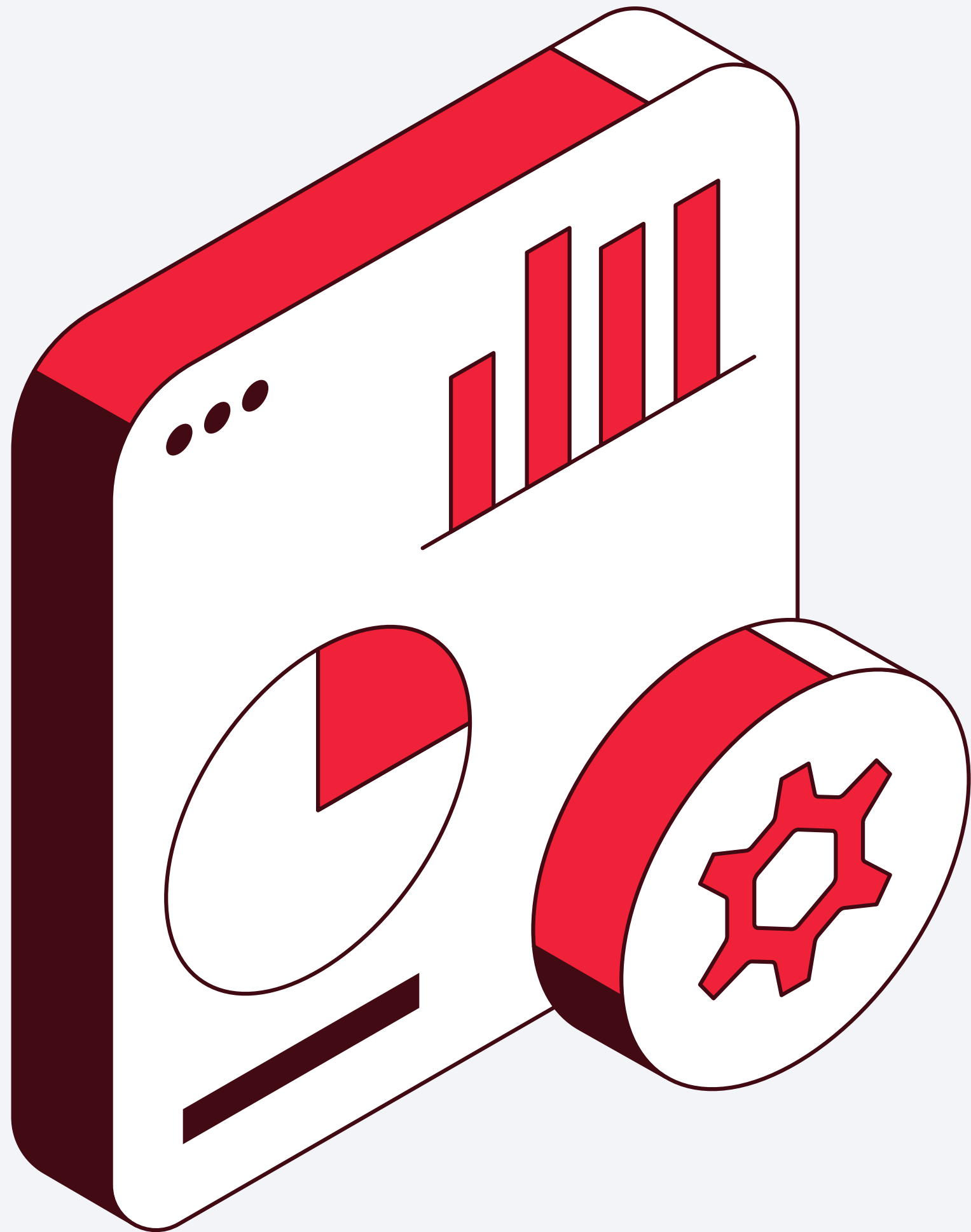






**PROMOTING TWILIO  
SEGMENT CUSTOMER  
DATA PLATFORM (CDP)**

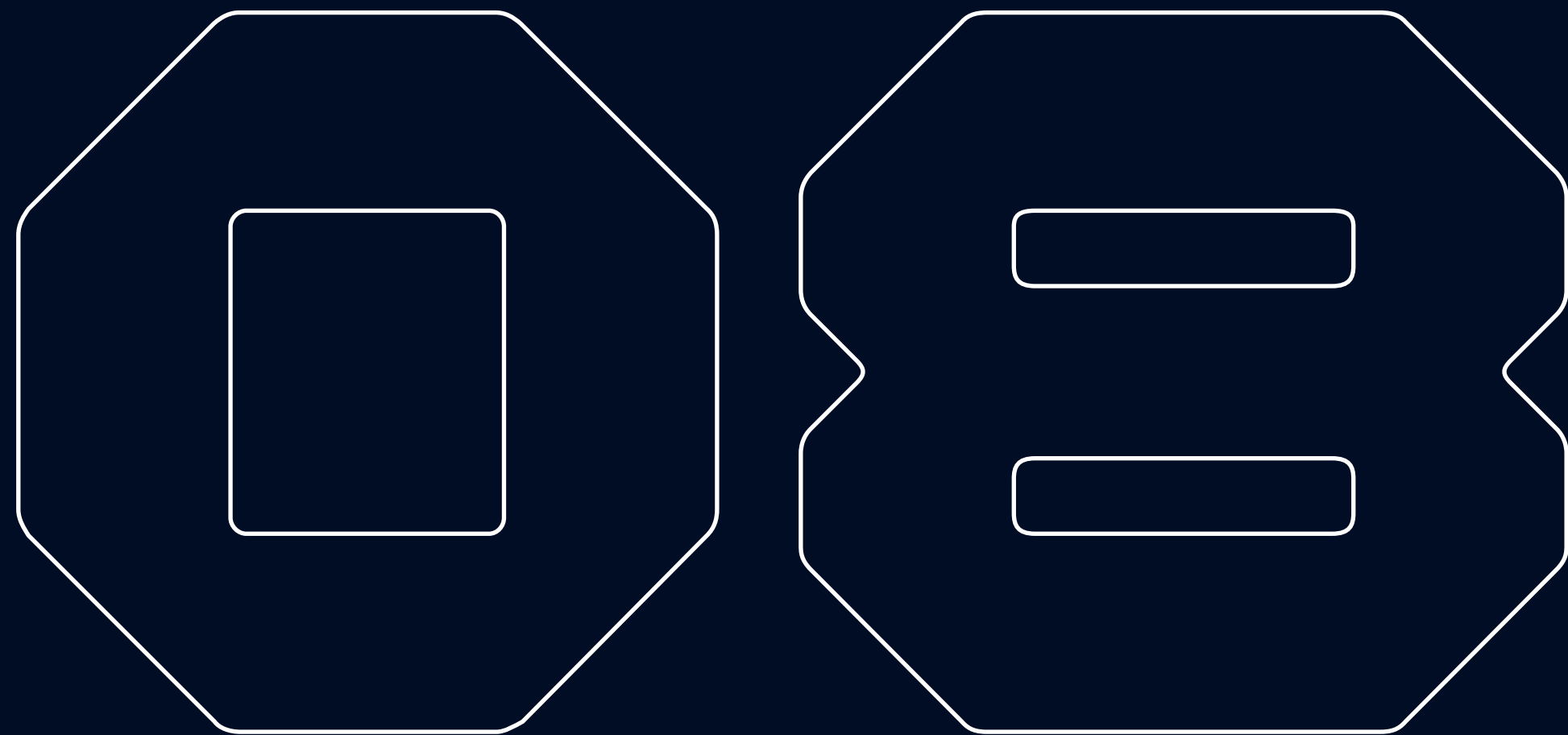




# TWILIO SEGMENT (CDP)

Partners that wish to promote, integrate, or connect Twilio Segment CDP / Twilio Engage offerings should complete the partner application found on the Twilio Segment Partner Portal. At the present time, Twilio and Twilio Segment's partner portals are separate as we continue the integration of our tools / processes.





**GETTING STARTED**



# PARTNER PORTALS

To get started, please sign into the **Twilio Communications** or **Twilio Segment partner portals**. Upon creation of an account and formal enrollment, partners start in their designated category and gain access to components of the program, including:

- Twilio Partner Portal
- Access to training resources
- Deal registration
- Go-to-market content
- Ability to create a partner listing







Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use their communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.

For more information about Twilio (NYSE: TWLO), visit: [www.twilio.com](https://www.twilio.com).

All rights reserved. Copyright © 2025 Twilio Inc.