



Twilio Named a Leader in 2024-2025 IDC MarketScape for Worldwide Customer Data Platforms Focused on B2C Users

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Twilio Segment is recognized for its strength in AI innovation, unified profiles and data management

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 10, 2024-- Twilio Inc. (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced that it has been positioned in the Leaders Category of the [IDC MarketScape for Worldwide Customer Data Platforms focused on B2C users 2024-2025](#).¹ The evaluation was based on several criteria evaluating CDP solution capabilities including real-time personalization, generative AI and data activation, as well as company vision and strategy.

Companies such as [Camping World](#), [CrossFit](#), [Domino's](#), [Fender](#) and more utilize Twilio Segment's CDP to improve their customer engagement and drive growth.

Within the past year, Twilio Segment has released a number of innovative capabilities that help strengthen interoperability with data platforms and warehouses, including [Linked Audiences](#), which is available to Snowflake, Databricks, and AWS Redshift users. Linked Audiences ensures marketers can access a more complete and precise view of customer interactions, leading to more accurate targeting and better return on investment. Businesses like [LegalZoom](#) utilize Linked Audiences to break down silos across customer profiles, speeding up audience creation, and improving customer experiences.

The IDC MarketScape on Worldwide B2C Customer Data Platforms noted, "Twilio Segment brings together customer data, communications data (e.g., email, voice, SMS), and data from other external sources. The communications data offers additional contextual insights into customer preferences and intent for B2C real-time personalization and customer service use cases."

"Twilio Segment CDP integrated with Twilio CPaaS offers enterprises access to unified customer, interaction, and transaction data to support marketing and customer service use cases and improve overall CX," said Tapan Patel, Research Director, CDPs and Customer Analytics for IDC. "Twilio Segment CDP includes predictive AI models to analyze customer behaviors for likelihood to purchase, next best offer, churn, personalization, and so forth. AI also powers automated data mapping, event tracking, and custom source or destination integration to simplify the management and utilization of data within Twilio Segment CDP."

"We believe this recognition from the IDC MarketScape reflects our recent innovations and strength in our Twilio Segment offering and go-to-market investment," said Thomas Wyatt, President at Twilio Segment. "Segment offers customers unique and innovative features infused with AI capabilities that deliver customer value across a wide range of use cases spanning marketing, personalization, and CX. We further believe this recognition highlights the work that we've done to continue to break down data silos, make data more accessible, and help our customers deliver better experiences."

Twilio was also named as a Major Player in the IDC MarketScape: Worldwide Customer Data Platforms Focused on B2B Users 2024-2025 Vendor Assessment.²

View a complimentary excerpt of the 2024-2025 Worldwide IDC MarketScape on Customer Data Platforms for B2C Segment to learn more about why Twilio was recognized as a Leader at <https://segment.com/learn/download/idc-marketscape-2024>.

About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Twilio

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 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.

¹Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on B2C Users 2024-2025 Vendor Assessment (doc #US51778724, Dec 2024).

²Source: IDC MarketScape: Worldwide Customer Data Platforms Focused on B2B Users 2024–2025 Vendor Assessment (US50514223) on 04th December 2024.

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Source: Twilio Inc.