Twilio Expands Platform Capabilities with General Availability of Real-Time Personalization, Data Residency Control, and WhatsApp Business Calling

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Event Triggered Journeys inside of Twilio Engage unlock context-rich, real-time customer journeys for businesses

Data Residency for Email (EU) enables businesses to maintain control over customer data, streamline their compliance, and can boost delivery performance with localized email infrastructure

WhatsApp Business Calling on Programmable Voice enables fluid customer engagement transitions between messaging and voice channels

SAN FRANCISCO--(BUSINESS WIRE)--Jul. 15, 2025-- Twilio (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced general availability of Event Triggered Journeys in Twilio Engage, Data Residency for Email (EU), and WhatsApp Business Calling. Twilio's latest platform innovations unlock greater business impact by combining communications, data, and AI – aiming to deliver faster, more personalized, secure, and compliant experiences for global customers.

The modern customer journey is no longer straight and siloed, and Twilio's trusted, simple and smart platform is designed to help businesses build amazing customer experiences in an AI- and data-powered world. Today's updates also help expand consumers' trust in businesses, at a time when 61% of consumers don't believe brands use their data in their best interest and only 15% "absolutely" trust brands with their data. [1]

"Great customer experiences are built on communications that are trusted, simple, and smart," said Inbal Shani, Chief Product Officer and Head of R&D at Twilio. *"With Data Residency for Email (EU), WhatsApp Business Calling, and our next-generation orchestration capabilities in Twilio Segment, we're helping businesses respond to customer behavior and earn their trust in real time, scale globally, and enjoy a simplified, more productive builder experience."*

Smarter Engagements with Real-Time Customer Journeys Across Channels

Ensuring that every customer engagement is relevant, timely, and personalized is critical to building amazing customer experiences. Twilio Segment's flexible architecture gives businesses a centralized, real-time view of each customer across the entire journey, while integrating data from over 550 systems and data repositories seamlessly.

Generally available today, Twilio Segment's Event-Triggered Journeys enable businesses to go beyond traditional audience-based approaches by dynamically responding to customer intent signals in real time with rich context from the data warehouse.

Event-Triggered Journeys inside Twilio Engage enable brands to power more personalized, scalable messaging experiences across channels by:

- **Not missing key customer moments:** Enabling real time use cases such as cart abandonment, ad suppression, onboarding flows, trial-to-paid account journeys, and more.
- **Dynamically managing simultaneous journeys:** Businesses can manage the state of an online cart or a credit card application across devices without manual developer intervention.
- **Personalizing every interaction:** Using rich, contextual payloads, businesses can combine event data and user profile information with important context from the data warehouse such as loyalty status or account details.
- **Gaining transparency and control:** Enables deep observability, including real-time, user-level journey paths and clear audit trails for campaign effectiveness.

Segment's Journeys user interface and code base have also been fully redesigned, and new native integrations for SendGrid (generally available) and Twilio Messaging (in public beta) make it easy to orchestrate multi-channel journeys — triggering emails and real-time SMS updates with customer data from Segment.

"Event-Triggered Journeys inside Twilio Engage make it easier for us to respond to our customers in real time—with important context," said Julie Sabor, Sr. Martech Engineer at Hard Rock Digital. *"The intuitive next generation journey builder and orchestration capabilities enable our customer service team with the up-to-date information they need to deliver truly personalized, frictionless support —no matter where our clients are or what they're trying to accomplish."*

Trusted Communications with Data Residency for Email (EU)

Email remains a mission-critical channel for customer engagement, and ensuring compliance and control over sensitive data – with regionalized infrastructure – is essential for businesses. In 2024, Twilio SendGrid sent an average of over 190 billion emails monthly. The expansion of Twilio's trusted platform capabilities with Twilio's new Data Residency for Email (EU) ensures customers enjoy the same quality and scalability with regional data control.

Data Residency for Email (EU) gives businesses confidence that their communications and all associated recipient data remain mostly contained within regional borders. Data Residency for Email (EU) capabilities can enable customers to:

- **Support end-to-end email data residency:** Both email sending and email event data are primarily managed within the region, with Data Residency handling email events (sending and tracking), mainly within Europe. Recipient PII data is also stored in the region when customers choose to have their traffic in the EU.[2]

- **Streamline compliance and simplify operations:** Businesses can localize their email programs with confidence, minimizing the complexity and risk of cross-border data transfers.
- **Boost delivery and performance:** By primarily processing emails within the EU's borders, Twilio customers can benefit from lower latency and faster delivery times to European recipients.
- **Enhance customer trust:** Transparent, regional data residency reassures end-users that their personal information is kept secure and private.

"At HireData, storing email data in the EU isn't just about compliance, it's essential to maintaining trust with our predominantly European user base," said Jeroen Sakkers, Founder & CEO, HireData. *"As a long-time SendGrid customer, adopting Data Residency for Email (EU) was a timely and strategic move. With the majority of our sending now focused in the region, the transition from a Global to EU IP address was seamless. This capability helps us stay ahead of evolving privacy regulations and strengthens our ability to serve a privacy-conscious market with confidence."*

Simplified Deployment of WhatsApp Business Calling via Twilio Programmable Voice

WhatsApp Business Calling is also generally available starting today on Twilio's Programmable Voice Platform. Businesses can communicate with consumers in WhatsApp via a single conversation for both messaging and voice by using Twilio's Programmable Voice and Messaging APIs. Twilio's developer-focused approach simplifies development time and overhead, allowing businesses to fully configure their customer experience and deploy to any channel, now including WhatsApp.

"Customers prefer to contact us through a channel like WhatsApp because the conversation never ends," said Juliano Skrzyszowski, CTO da Nova Gestões. *"WhatsApp Business Calling powered by Twilio's Programmable Voice allows us to have fluid voice conversations with customers whenever they need them, and seamlessly transition back to messaging when they don't."*

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.

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[1] Twilio's 2025 State of Customer Engagement Report

[2] Disclaimer: Activities (storing & collecting) are based in the EU. The retrieval activity, when prompted by the customer for support purposes, may occur outside of the EU, in the Global Region

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