Twilio Recognized as a Leader in the 2025 Gartner® Magic Quadrant™ for CPaaS

July 24, 2025

Twilio has been named a Leader for three consecutive years and was positioned highest in Ability To Execute

SAN FRANCISCO--(BUSINESS WIRE)--Jul. 24, 2025-- Twilio (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced it has been recognized as a Leader in the 2025 Gartner® Magic Quadrant™ for Communications Platform as a Service CPaaS for its CPaaS platform[1] for the third consecutive year[2]. The evaluation was based on specific criteria that analyzed the company's overall Completeness of Vision and Ability to Execute.

Twilio delivers trusted communications and data-driven engagement for more than 335,000 active customer accounts and over 10 million developers worldwide. Companies such as Lime, Kraken, Resy, and Universidad Uk rely on Twilio's products to build better experiences for their customers. Today's customers have come to expect seamless experiences, but many businesses are still struggling to deliver. According to Twilio's 2025 State of Customer Engagement Report, while 71% of companies use AI to enhance engagement, only 42% of consumers find these interactions personalized. Additionally, seamless omnichannel engagement has become a top priority, with 68% of consumers expecting consistent service whether they interact via chat, email, or social media.

At this year's SIGNAL San Francisco, Twilio's customer and developer conference, the company announced new product enhancements to its communications offering including:

- ConversationRelay (General Availability): A conversational AI capability that enables developers to create robust natural voice AI agents using their preferred LLM. Twilio seamlessly integrates real-time streaming, the latest speech recognition technology, interruption handling, and expressive, human-like voices, allowing developers to create advanced agentic applications more quickly, and with less overhead.
- Conversational Intelligence (General Availability for Voice and Private Beta for Messaging): An expansion of Twilio's Voice Intelligence, Conversational Intelligence analyzes voice calls and text-based conversations, converting them into structured data and insights that can improve customer experiences and operational efficiency, at scale.
- WhatsApp Business Calling (General Availability): Customers can now use the WhatsApp application to seamlessly communicate with businesses via a single conversation for both Messaging and Voice.
- Rich Communication Services (RCS) coming to General Availability later this year.

"We believe being recognized as a Leader in the Gartner Magic Quadrant for CPaaS for three consecutive years reflects our commitment to transforming every customer interaction," said Kathryn Murphy, SVP, Product, Communications Platform at Twilio. "As businesses enter a new era of engagement, Twilio is building a flexible, intelligent platform that integrates communications, real-time data, and AI. Our platform helps companies unlock personalization, trust, and productivity, and is designed to serve as the core infrastructure for every step of the customer journey."

Magic Quadrant reports are a culmination of rigorous, fact-based research in specific markets, providing a wide-angle view of the relative positions of providers in markets where growth is high and provider differentiation is distinct. Providers are positioned into four quadrants: Leaders, Challengers, Visionaries and Niche Players. The research enables customers to get the most from market analysis in alignment with their unique business and technology needs.

View a complimentary copy of the Magic Quadrant report to learn more about why Twilio was recognized among other vendors at https://www.twilio.com/en-us/report/gartner-mq-cpaas-2025.

Additional resources

- Explore Twilio's Customer Engagement Platform on this blog
- Follow Twilio on LinkedIn and Twitter

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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.

Forward-Looking Statements

This press release contains forward-looking statements, including, but not limited to, statements regarding Twilio's expectations regarding the capabilities of our platform and solutions and future availability of products.

You should not rely upon forward-looking statements as predictions of future events, the outcome of which are subject to known and unknown risks, uncertainties, and other factors that may cause our actual results, performance, or achievements to differ materially from those described in the forward-looking statements, including those more fully described in our most recent filings with the Securities and Exchange Commission.

Forward-looking statements represent our beliefs and assumptions only as of the date such statements are made and we undertake no obligation to update any forward-looking statements, except as required by law.

[1] Source: Gartner Magic Quadrant for Communications Platform as a Service, Lisa Unden-Farboud, Manoj Bhatia, Pankil Sheth, Ajit Patankar, 21 July 2025.

[2] Source: Gartner, Magic Quadrant for Communications Platform as a Service, Lisa Unden-Farboud, Ajit Patankar, Pankil Sheth, Brian Doherty, 25 June 2024. Gartner, Magic Quadrant for Communications Platform as a Service, Lisa Unden-Farboud, Daniel O'Connell, Ajit Patankar, Brian Doherty, 18 September 2023.

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Source: Twilio