



Twilio Enriches Its Customer Engagement Platform with Next Generation Tools for Data Reliability and Access

October 15, 2025

New platform-wide tools deliver advanced observability, enhanced alerting, and streamlined, composable APIs for businesses building customer experiences with trusted data.

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 15, 2025-- [Twilio](#) (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced the global release of a [new suite of powerful data features](#) designed to help enterprises build, maintain, and scale exceptional customer experiences with trusted data. [Platform-wide capabilities](#) now include Granular Observability, a centralized Alerting Hub, expanded APIs, and Auto-Instrumentation for comprehensive access and flexibility.

"High-impact customer engagement starts with data that is real-time, contextual, and trusted," said Inbal Shani, Chief Product Officer and Head of R&D at Twilio. *"With today's updates, we're giving businesses a smart and intuitive control tower for every signal across the customer journey. By bringing together complete observability, proactive alerting, seamless instrumentation, and API-first workflows, we are unlocking platform-wide capabilities designed to help our customers build engagement that is not only trusted, but truly transformative."*

Built for teams responsible for customer data infrastructure, these features are optimized for delivering secure, reliable, and seamless customer experiences with confidence. New observability and alerting features help data teams catch and resolve issues before they affect customers, and a single hub for critical alerts and detailed event logs gives enterprises confidence that their data is always accurate and campaign-ready.

Granular Observability and Centralized Alerting

Accurate and reliable data is at the core of every high-impact customer engagement. However, data teams often struggle to quickly trace, diagnose, and resolve data issues – such as a schema mismatch – leading to delays, frustration, and missed campaign opportunities. On top of that, data teams frequently deal with multiple alerting mechanisms across systems, leading to important alerts occasionally slipping through the cracks. These issues can result in downtime, lost trust, and reputational damage.

Twilio Segment's new enterprise-grade observability and alerting tools address these challenges by eliminating unnecessary and time-consuming detective work. These tools include:

- **Granular Observability:** Failed Delivery Logs provide complete access details for each event ID. This level of detail makes it easier to trace, diagnose, and quickly resolve issues.
- **Alerting Hub:** Streamlines notifications with centralized alerting that gives data teams the ability to configure, view, and manage alerts in a single place. Teams are able to configure proactive notifications for data drops, audience sync failures, and more, all with the flexibility to tailor to custom thresholds and use cases.

Access and Flexibility with Simple, Powerful Tools

Designed to eliminate manual, error-prone data management work, Twilio's new expanded APIs allow for customizing, automating and extending Twilio Segment's data foundation. These new APIs, built for composability, offer access and flexibility for data teams:

- **Auto-Instrumentation:** Empowers non-engineering users to build and modify event triggers on web and mobile, enabling event instrumentation without lengthy development and release cycles.
- **Audience and Destination Configuration APIs:** Programmatically create, preview and manage audiences at scale.
- **Profile APIs:** Tap directly into Twilio Segment's Data Graph and unified profiles, enabling teams to query entities, update identifiers, or mask PII to meet their compliance standards including version control and auditability.

For additional extensibility, new no-code Auto-Instrumentation allows for non-technical users to instrument events with no code by tagging new website or app events in minutes while maintaining full visibility for engineers.

Available today via Twilio Segment, these new capabilities provide easier and faster access to accurate, compliant, and clean data, enabling teams to automate repetitive tasks, and detect and resolve issues before they impact customers or campaigns. The expanded capabilities also directly align to Twilio's vision of one platform that enables amazing, frictionless, context-driven interactions between businesses and their customers.

"Twilio's focus on data quality, depth of observability, and API extensibility sets a new standard for trusted customer engagement at scale," said Keith Kirkpatrick, Research Director, Futurum. *"These added tools and capabilities can help data-driven organizations build customer trust."*

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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20251015654317/en/): <https://www.businesswire.com/news/home/20251015654317/en/>

Media Contact:
Roman Skuratovskiy
press@Twilio.com

Source: Twilio