



Twilio Named a Leader in the 2026 IDC MarketScape for Worldwide Communications Engagement Platforms and the 2026 Omdia Universe for Customer Engagement Platforms

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SAN FRANCISCO--(BUSINESS WIRE)--Apr. 22, 2026-- 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 named as a Leader in two industry reports by IDC and Omdia, underscoring the company's leadership and commitment to innovation in customer engagement. IDC positioned Twilio as a leader in the inaugural [IDC MarketScape: Worldwide Communications Engagement Platform 2026 Vendor Assessment](#) (Doc #US53542326, April 2026). This recognition reflects Twilio's strong integration of communications, customer data, and AI capabilities, as well as its extensive partner ecosystem and global reach. Twilio was also named a Leader in the [Omdia Universe: Customer Engagement Platforms, 2026](#), the fourth consecutive time the company has earned this recognition. Together, these placements affirm Twilio's position at the center of the CPaaS, CCaaS, CDP, and AI convergence.

"Twilio has a multi-layered customer engagement platform with a broad and diverse array of services. The company's strength is the strong integration of its communications and data portfolio enhanced by AI tools," said **Denise Lund, Research Vice President, Telecommunications and UC&C at IDC**. "Twilio is a worldwide Leader in CPaaS, and CDP, and has a strong Contact Center offering with Twilio Flex. The company builds those key pillars with an array of orchestration tools with a foundation of AI engagement models for customer personalization."

"Twilio's leadership in this Omdia Universe starts with how deliberately it has evolved beyond its roots," said **Mila D'Antonio, Principal Analyst, Customer Engagement at Omdia**. "While it is still synonymous with "communications as code," Twilio has steadily expanded that foundation into a much broader engagement layer that combines communications, data, and intelligence."¹

Companies such as Best Buy, Netflix, All Nippon Airways (ANA), CLEAR, Rocket Mortgage, Zillow, and Lowe's rely on Twilio's Customer Engagement Platform to build direct, personalized relationships with their customers across the globe. In 2025, Twilio powered more than 2.5 trillion customer interactions for more than 402,000 active customer accounts.

"We've spent 17 years becoming the infrastructure the world's businesses rely on to reach their customers. But now AI agents are participants, not just tools, and that makes our foundation more important than ever," said **Inbal Shani, Chief Product Officer and Head of R&D at Twilio**. "The hardest problem today isn't generating a response. It's knowing who you're talking to, what they need, and whether you're authorized to act. Trusted, simple, and smart: that's the platform we've built to power every moment that matters."

Twilio believes these recognitions reflect a broader analyst consensus on Twilio's strategic positioning. IDC separately published a Market Perspective, [Understanding Twilio's Agentic Opportunity: Expanding from Communications Utility to Agent Control Plane](#)², examining how Twilio's infrastructure is positioned to support the governance and orchestration requirements of enterprise AI agent deployments. [Gartner also recently named Twilio the Company to Beat for CPaaS AI](#).²

"Twilio is positioned to abstract the orchestration and management of communications-first agents, at scale. As a result, Twilio has the potential to transition from a provider of programmable communications primitives into a state management engine for communication-first AI agents," said **Arnal Dayaratna, Research Vice President, Software Development at IDC**. "By 2029, IDC projects that Twilio can become the underlying infrastructure for 80 million to 100 million agents."

The Twilio Platform

Twilio's Customer Engagement Platform unifies communications, customer data, and AI into a foundational infrastructure layer, enabling businesses to build personalized, omnichannel experiences without stitching together point solutions. This integrated approach gives enterprises the flexibility to innovate while maintaining the reliability and compliance they require.

Over the past year, Twilio delivered key innovations including:

- [Rich Communication Services \(RCS\)](#): General availability as of August 2025, enabling branded, verified messaging with rich interactive features across 402,000+ active customer accounts
- [ConversationRelay](#): A voice AI solution that simplifies building production-quality AI agents with seamless speech-to-text, text-to-speech, and LLM orchestration
- [Event-Triggered Journeys](#): Real-time customer journey orchestration in Twilio Engage
- [Data Residency for Email \(EU\)](#) and [WhatsApp Business Calling](#): Expanded global compliance and channel coverage
- [Direct 10DLC](#): Only Communications Platform as a Service (CPaaS) provider to offer direct connections across all major carriers in the United States and Canada
- [Flex Embeddable Contact Center](#): New Flex SDK enabling businesses to integrate contact center capabilities directly into existing applications, including Salesforce Agentforce Service
- [Granular Observability and Alerting Hub](#): Enterprise-grade data reliability tools with new APIs for monitoring and management

Learn more about Twilio's analyst recognitions and the IDC Market Perspective on Twilio's Agentic Opportunity, [here](#).

About Twilio Inc.

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 and territories, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.

About IDC MarketScape

IDC MarketScape vendor analysis 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 Omdia Universe

Omdia Universe is a vendor selection methodology and research report series that evaluates technology providers across solution capability, strategy, and execution. It helps IT decision-makers identify market leaders, challengers, and prospects through comparative analysis.

Forward-Looking Statements

This press release contains forward-looking statements, including, but not limited to, statements regarding IDC and Twilio's expectations regarding the capabilities of our platform and solutions, future availability of AI infrastructure products, and the magnitude of potential future use of agentic infrastructure 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 Omdia Universe: Customer Engagement Platforms, 2026; *Results are not an endorsement of Twilio. Any reliance on these results is at the third party's own risk.*

² IDC Market Perspective: *Understanding Twilio's Agentic Opportunity: Expanding from Communications Utility to Agent Control Plane* (#US54252825, February 2026)

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