



Twilio Segment G-Cloud 15 Pricing

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1. Introduction

The prices in this document are our standard G-Cloud rates. For larger or more complex projects, we may be able to offer additional value or discounts, depending on your requirements.

In some cases, discounts beyond published G-Cloud rates may be available, but this can be limited where costs are driven by third-party suppliers and their commercial terms.

If your project has significant or complex needs, we encourage you to speak with us directly so we can explore the most cost-effective options while maintaining high service quality.

Implementation costs apply. Pricing can be found in Lot 3 – Twilio Professional Services Consultancy by Ciptex.

2. Solution Support

Standard support includes UK business hours. 24/7 support packages can be tailored to organisational need.

Standard Support: Minimum price of £1000 per month (or 8% of your total solution spend, whichever is higher)

All support packages include a named solutions engineer from our team to act as primary point of contact.

Extended support agreements can be customised to include a dedicated Technical Account Manager if desired.

3. Twilio Segment CDP (Customer Data Platform)

MTU Pricing

Segment counts the number of unique userIDs and then adds the number of unique anonymousIDs that were not associated with a userID during the billing period. Segment counts these IDs over all calls made from all sources in your workspace, over a billing month. Segment only counts each user once per month, even if they perform more than one action or are active across more than one source.

Imagine that you have both a website and a mobile app. Both the website and mobile app have pages that you can use without being logged in, and both send Identify calls when a user logs in.

	Monthly MTU limit	Price per annum
Tier A	50K	£12,480.00
Tier B	100K	£17,920.00
Tier C	250K	£29,200.00
Tier D	500K	£42,720.00
Tier E	1M	£63,360.00
Tier F	2.5M	£109,600.00
Tier G	5M	£170,400.00
Tier H	10M	£270,400.00
Tier I	25M	£523,200.00
Tier J	50M	£896,000.00
Tier K	100M	£1,568,000.00
Tier L	250M	£3,432,000.00

API Pricing

When you use Segment to collect your data, you use the Segment tracking methods (Track, Page, Screen, Identify, Group, and Alias) which collect the data in a structured way, and then send it to api.segment.io. If you are using the Segment HTTP API, or sending batched data using a cloud-source, that data also goes through this Segment API endpoint.

Each data blob (with its properties or traits) goes through this endpoint, and is considered one API call.

	Monthly API limit	Price per annum
Tier A	5M	£12,480.00
Tier B	10M	£17,920.00
Tier C	25M	£29,200.00
Tier D	50M	£42,720.00
Tier E	100M	£63,360.00
Tier F	250M	£109,600.00
Tier G	500M	£170,400.00
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Additional Features

	Tier A	Tier B	Tier C	Tier D	Tier E	Tier F
Unify Plus v2	£10,608	£15,232	£24,820	£36,312	£53,856	£93,160
Unify Plus v2 + AJ v2	£15,662	£22,490	£36,646	£53,614	£79,517	£137,548
Unify (renewal only)	£3,744	£5,376	£8,760	£12,816	£19,008	£32,880
Unify Plus + AJ (renewal only)	£11,856	£17,024	£27,740	£40,584	£60,192	£104,120
Unify Plus (EOS)	£6,552	£9,408	£15,330	£22,428	£33,264	£57,540
Unify Plus + AJC (EOS)	£15,413	£22,131	£36,062	£52,759	£78,250	£135,356
Protocols	£4,992	£7,168	£11,680	£17,088	£25,344	£43,840
Linked Events	£1,248	£1,792	£2,920	£4,272	£6,336	£10,960
Linked Audiences	£4,680	£6,720	£10,950	£16,020	£23,760	£41,100
Addi'll 1 Recommendation Trait	£624	£896	£1,460	£2,136	£3,168	£5,480
Addi'll 1 Computed/SQL Trait	£31.00	£45.00	£73.00	£107.00	£158.00	£274.00
Addi'll 1 Predictions	£312.00	£448.00	£730.00	£1,068.00	£1,584.00	£2,740.00
Addi'll 1 Audience	£37.00	£54.00	£88.00	£128.00	£190.00	£329.00
Addi'll 1 Journey Step	£19.00	£27.00	£44.00	£64.00	£95.00	£164.00
Addi'll 1 Recommendation Audience	£125.00	£179.00	£292.00	£427.00	£634.00	£1,096.00

Tier G+ feature pricing is available on request