

Email/SMS/Phone using Twilio/Sendgrid with ColdFusion

CFML Omnichannel Communication



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During Our Time Together

High Level Overview

Market Fit

Market Changes

Market Demand

Use Case

- How might a person/business or organization utilize the featureset
- Best Practices
- Understanding limitations

Real World Example

Architecture

Code Walkthrough

- Setup
- Execute!
- Review Results

Legal Disclosure

Please note that compliance with legal frameworks, such as the TCPA, may be fact and context-specific. The information contained in this powerpoint should not be relied upon as legal advice or to determine how CTIA requirements or any other laws applies to your use of Email/SMS/Phone calls.



SendGrid Email

Market Fit, Integrated Best
Practices, more...

Over 1 Trillion Annual Emails

Send reliably at scale with SMTP
service - no servers required.

Measure success with intuitive User
Owned Metrics (via webhook or API
request)

Built In Delivery Best Practices -
SPF, DKIM, DMARC, Link Tracking,
etc.

Email Best Practices

Deliver to Inbox!

- Get Permission (strongly recommended)
- CAN SPAM Act
- IP Management (Less blacklists)
- SPF
- DKIM
- DMARC
- LINK TRACKING
- Apple Mail Privacy Protection

Twilio SMS

Integrated Best Practices,
Capture Delivery Metrics and
more...

98% of received SMS are read by
the recipient

Engage customers globally with
reliable SMS messaging

Capture delivery metrics to make
programmable choices (via
webhook)

SMS Delivery Best Practices -
Opt-in Mechanism, Short Code, User
Insights on times to Send, etc.

SMS Best Practices

Deliver to Inbox!

- First, before sending any SMS Understand the legal bylaws TCPA & CTIA
- Opt-In Get Permission from the receiver to send SMS - violations are expensive
- Honor Opt-Outs
- Respond Promptly
- Make the unsubscribe process simple
- Go Global but Deliver Locally - SMS between 8am-9pm individuals timezone

Twilio Phone

Best Practices, Send SMS
Example, Capture Delivery
Metrics and more...

Engage customers globally with
reliable SMS messaging

Capture delivery metrics to make
programmable choices (via
webhook)

SMS Delivery Best Practices - Ask
permission, Short Code, User
Insights on times to Send, etc.

Voice Calls Best Practices

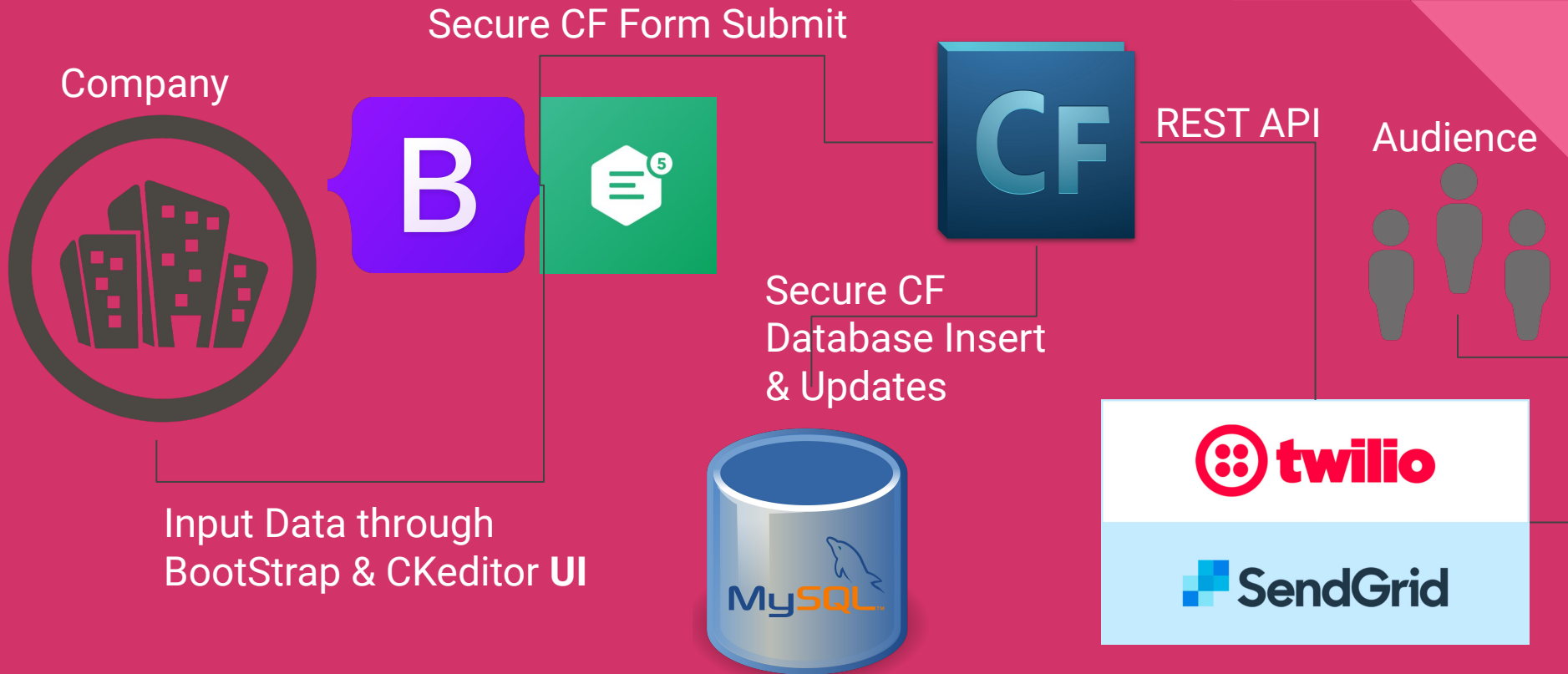
Customer Trust

- Before calling any phone number **Understand the Legal Laws** and Twilio's Acceptable Use Policy (AUP) & Twilio Voice Services Policy (TVSP)
- Maintain Good Caller Reputation
- Opt-In Get Permission from the receiver to Call- violations are expensive
- Honor Opt-Outs
- Respond Promptly
- Go Global but Deliver Locally - Call for the specific region and individuals timezone



Example Time!

High Level Architecture Overview



SendGrid Email Demo

Twilio SMS Demo

Twilio Phone Demo

Thank you!



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