



How **MoEngage** displaced **SFMC** at a leading beauty & wellness brand

Before



A fragmented stack forced the brand to rely on IT for every SQL segment and manual data cleaning, creating a high-maintenance bottleneck that stalled growth across 20+ global markets.

After **moengage**

By replacing SFMC and its "Frankenstein" add-ons, MoEngage consolidated Sunrider's stack across 20+ global domains, driving a 40% faster time-to-market for campaigns.

Segment	Data Warehouse: Internal Data Warehouse Source for customer attributes	 
	Event Tracking: GTM / Manual Tags Disconnected from the execution layer.	 
	Audience Segmentation: SQL Queries (Internal IT) Marketing required IT to run SQL for basic segments.	 
CRM	CRM: Salesforce CRM Core for customer base	
Analyze	Web Analytics: Google Analytics Descriptive only; could not trigger real-time actions.	 
Journey	Journey Orchestration: Salesforce Journey Builder Lacked real-time behavior-based triggering.	
Channels	SMS Gateway: SFMC MobileConnect Treated as a separate, non-native add-on	 
	Email Marketing: SFMC Email Studio Difficult templating and slow execution.	 
	Mobile Push: Third-party / Custom Not natively integrated with journey logic.	 
Personalize	Personalization Engine: Custom Code / HTML Maintenance-heavy and difficult to scale globally.	 
Reports	Revenue Attribution: Manual Reports Required stitching data from multiple sources.	  + 



Segmentation : MoEngage Data Platform

Robust SDK to track events across 20+ sub-domains.
No-code UI to build complex audiences without SQL.



CRM : Salesforce CRM

Native integration with Salesforce CRM to sync subscription status and PII.



Predictive Analytics: MoEngage Analytics

Native, actionable analytics to track user behavior view and actionable analytics to trigger real-time actions.



Multi-channel Journey: MoEngage Flows

Real-time execution based on live user behavior



Dynamic Personalization: Merlin AI Jinja Templating

Automatic data formatting (e.g., proper casing) at the time of delivery.



Reporting and attribution: MoEngage Reporting

A unified, live interface to attribute campaign impact to key metrics and share reports

"Before MoEngage, segment required an IT ticket and a manual SQL query. By moving to MoEngage, we've shifted from a state of technical dependency to true marketing autonomy

— Digital Marketing Leadership

RESULTS

50%

Reduction in man hours

40%

Lower TCO

29%

Growth in Mobile Orders

5+

Tools Replaced