



How **MoEngage** displaced **SFMC** at a leading stock market trading app

Before

salesforce

SBI Securities was managed through a "manual-first" architecture. Every campaign required extracting data from an on-prem data lake and manually uploading it into three separate systems for SMS, Email, and Push.

After **moengage**

By ripping out SFMC and 3+ legacy vendors (Netcore, Karix), the brand compressed its stack into a single real-time engine—slashing reporting time from 15 days to seconds, scaling email capacity by 25x, and driving a 155% surge in click rates through instant behavioral insights.

Segment	CDP/ Data Sync: Data lake + Manual CSV Uploads Manual feeding of data to Email, SMS, and Push.  
Analyze	Audience Segmentation: SQL Queries (Internal IT) Marketing required IT to run SQL for basic segments. 
Journey	Marketing Analytics Siloed; no 1:1 behavioral tracking or funnel visualization.  
	Journey Orchestration: Salesforce Journey Builder Execution-heavy; UI was "complex and not intuitive." 
Channels	Email Marketing: Netcore Capped at 20k recipients for a 5L base; high spam rates. 
	SMS Solution: Karix High failure rates (0% delivery on critical dates like March 8) 
	Whatsapp: Meta/SFMC 36-hour delay in reporting; no carousel template support.  
	Mobile Push: In-house/ SFMC Users only received notifis when the app was open  
Reports	Reporting/ BI Required 1 week to build static models  

	CDP / Data Foundation: MoEngage Real-time ingestion eliminates manual CSV uploads to messaging tools.
  	Unified CEP - Email, SMS, Whatsapp, In-apps Single UI for all channels. Natively unified. Scaled email delivery from 20k to 5,00,000.
	Advanced Analytics: MoEngage Behavior/ Funnels Real-time cohort analysis; integrated with Power BI for the execs.
	Journey Orchestration: MoEngage Flows Real-time "Decision Splits" based on purchase data without needing IT/SQL help.
 	Personalization Engine: MoEngage "Fastest to go live"; launch in 15–20 mins vs. 1 month natively.

"MoEngage has allowed us to bridge the gap between our siloed data sources and our execution channels. It's not just about engagement; it's about delivering a seamless, trusted financial journey for every individual cohort." — Martech Leadership

RESULTS

90%

Decrease in manual efforts

93%

Drop in go-live times

2x

Uplift in MAUs

3+

Vendors replaced