FOR THE CMO

The Bottleneck Is Not Your Team. It Is Your Platform.

The speed, the cost, the dependency
and what the alternative looks like.

moengage

/MIGRATE ON YOUR TERMS, NOT SALESFORCE'S

Your SFMC Contract Is Expiring Into a Platform That No Longer Exists.

Salesforce is actively redirecting every engineer, every AI dollar, and every product announcement toward Marketing Cloud Next and Agentforce. What you are renewing into is a platform in maintenance mode.

What Salesforce is selling you on renewal is access to a future state that requires your team to fund and execute a full rebuild first.

Brands that wait until Salesforce forces the issue lose both time and negotiating leverage. The ones moving now are doing it on their terms, not Salesforce's.

IF YOU STAY AND RENEW	IF YOU USE THIS AS THE EXIT RAMP
X Every significant AI capability Salesforce is building lives inside Marketing Cloud Next. For an SFMC customer, accessing the AI roadmap Salesforce is publicly committed to means moving to a platform you are not currently on.	✓ MoUpgrade financial credits cover your MoEngage licence while your Salesforce contract runs out. You pay for one platform at a time.
X Annual price escalators of 5 to 7% are built into enterprise contracts. Your year three is materially more expensive than year one regardless of what you negotiated.	✓ The same 6 to 12 months your team would spend on MCN transition is spent building campaigns and capabilities on a platform that is already AI-native.
X The MCN migration arrives on Salesforce's schedule, not yours. You will pay a premium for a compressed timeline when it happens.	✓ You control the migration timeline. W-Model deployment means both platforms run in parallel, nothing goes dark.
X Your team continues operating a platform that receives maintenance updates, not competitive development.	✓ Your team operates the platform independently. No SFMC-certified developers, no consulting overhead, no specialist dependency.

WHY SALESFORCE CANNOT FIX THIS AND WHY THEY HAVE STOPPED TRYING

The performance limitations of SFMC are not feature gaps. **They are architectural.**

Batch-processing infrastructure versus event-driven streaming is not a version difference, it is a decade of engineering investment. **Salesforce has had the time to make that shift. They have not made it.** Instead they are building a new platform from scratch and asking their customers to fund the transition.

The signal is visible in Salesforce's own public record. In Salesforce's last three earnings calls, every analyst question in the Q&A focused on Agentforce and Data Cloud. Marketing Cloud was not raised once. That is what deprioritization looks like in public.

WHAT A MAJOR EX-SFMC CUSTOMER SAID IN THEIR OWN MIGRATION BRIEF

A 10-billion-dollar multinational hospitality group migrated from SFMC to MoEngage. The business chose to move on their own terms, evaluated 21 vendors across three rounds of RFP, and selected MoEngage.

They chose MoEngage on four criteria: **AI-driven personalization, omnichannel coverage including mobile, clean data integration with their existing stack, and partnership approach.**

The migration covers 50 campaign managers, over 250 use cases, and 5 channels. This is now a documented pattern. Enterprise marketing leaders who read the SFMC roadmap carefully are not waiting for Salesforce to announce sunset dates. They are moving proactively, while they have time and leverage.

> We were building a tech stack in addition to Salesforce just to compensate for the issues we were facing. It was expensive and the value just wasn't there.

VP GLOBAL CRM AT
MULTINATIONAL HOSPITALITY GROUP

WHAT STAYING WITH SALESFORCE ACTUALLY COSTS YOU

At enterprise scale, documented SFMC licence costs sit well north of a million dollars per year before a single add-on, consultant, or certified developer is involved. Built-in annual price escalators of 5-7% mean every renewal is more expensive than the last, and your negotiating leverage shrinks with each one.

The licence is not the problem in isolation. **The problem is the total cost structure that surrounds it.** Here is the full picture, with MoEngage alongside for direct comparison:

COST LAYER	SFMC COST	MOENGAGE COST	WHAT THE DIFFERENCE MEANS
Core Platform License	$1.5M-$4M+ /ANNUAL	$500K-$1.4M /ANNUAL	SFMC charges per module, per channel, per business unit. MoEngage quotes a single all-in licence that includes analytics, predictions, and advanced recommendations.
Salesforce Engineers for Daily Operations (approx. 2FTE)	$220K-$340K /ANNUAL	$0 /ANNUAL	Engineering support is a permanent line item on SFMC. MoEngage is built for marketers to run independently. SOURCE: ZIPRECRUITER, FEB 2026
Marketing Team Headcount (CRM/Lifecycle Managers)	$774K-$1.4M+ /ANNUAL FOR 7-10 MEMBER ENTERPRISE TEAM	SAME TEAM. TWICE THE OUTPUT. HALF THE COST.	On SFMC, a significant share of this team's capacity is spent on platform operations like SQL requests, IT queues, journey workarounds, agency calls for changes the team cannot make themselves. Farfetch had 7 marketing team members involved in a single campaign creation process on their legacy platform. On MoEngage, the same team builds and deploys independently. The headcount cost does not change. What changes is that the same team now runs the platform and the marketing, without a single engineering ticket. SOURCES: DIRECTOR OF CRM $126K-$195K (GLASSDOOR, NOV 2025); SENIOR PERFORMANCE MARKETING MANAGER $126K-$220K (GLASSDOOR, JAN 2026); SENIOR MARKETING DATA ANALYST $85K-$139K (GLASSDOOR, JAN 2026).
Marketing Cloud Engineer (Partner rate)	$220-$390 /HOUR	$0	Engineering involvement ends after SDK integration. Marketers own the platform from go-live. No ongoing engineer in the critical path. SOURCE: FOUNDHQ – HOW MUCH DOES A MARKETING CLOUD CONSULTANT COST?
			CONTD. →

Marketing Cloud Architect (Partner rate)	$170-$185 /HOUR	$0	Not required. MoEngage's solutions engineer leads architecture design as part of implementation at no additional cost. SOURCE: FOUNDHQ – HOW MUCH DOES A MARKETING CLOUD CONSULTANT COST?
Marketing Cloud Email Developer (Partner rate)	$170-$315 /HOUR	$0	Drag-and-drop editor and no-code dynamic content replace HTML and AMPscript dependency entirely. SOURCE: FOUNDHQ – HOW MUCH DOES A MARKETING CLOUD CONSULTANT COST?
Add-ons, Volume Overages & Modules	$150K-$400K (FOR MID-MARKET ENTERPRISE TO LARGE ENTERPRISE) /ANNUAL	INCLUDED IN LICENSE	Add-on costs based on published Salesforce pricing (Advertising Studio $2,000/month; Datorama from $3,000/month; Social Studio $1,000–$40,000/month depending on tier). Volume overage charges are negotiated individually and never published by Salesforce, so the real cost to your organization could be significantly higher than what's shown here. SOURCE: SALESFORCEBEN.COM/SALESFORCE-MARKETING-CLOUD-PRICING/ (NOVEMBER 2024)
Super Messages, API call	UNPREDICTABLE COST	N/A	SFMC charges per message type, per API call, per AI feature consumed. More sends, higher Super Message consumption. Better triggers, 4x the message cost. Einstein turned on, that's your message budget too. SOURCE: SUPER MESSAGES
Agentforce / AI Access	$1500K-$300K /ANNUAL	10%-20% PLATFORM LICENSE	Enterprise team of 15 licensed users on Agentforce Add-on: $125/user/month x 15 x 12 = $22,500/year in base licensing. Add Data Cloud (required foundation), professional services for implementation ($50K–$150K per publicly documented implementation costs), and ongoing consumption via Flex Credits =total Year 1 cost reaches $150K–$300K+ before a single agent is in production. SOURCE: HTTPS://WWW.SALESFORCE.COM/AGENTFORCE/PRICING/
Marketing Cloud Next Migration	$623K-$1.45M+	COVERED BY MOUPGRADE	Unavoidable for every SFMC customer. SI fees, parallel running, engineering time, recertification. Industry benchmark: 2x timeline, 1.5x budget.

THE BACKLOG YOUR TEAM IS NOT TALKING ABOUT

Behind the commercial risk sits a more immediate problem your team lives with every week. Every campaign that needs a new segment or a personalization update goes into a queue. Your team waits. The moment passes. Customers drift. That is not a resourcing problem. It is a platform problem, and it compounds every quarter you stay.

Most marketing teams can name the programs they want to run but have never launched. The personalization improvements, the channel experiments, the lifecycle journeys that sit in a document from a strategy day eighteen months ago.

The team at Farfetch, a global luxury fashion brand that recently migrated from a legacy platform, produced a list of 120 ideas before their decision. They estimated 90% would never ship, not because the ideas were wrong, but because the platform required engineering tickets, business case approval, and a queue that prioritized product features over marketing. That is not a resourcing problem. It is a platform problem. And it is invisible in every budget line until you change it.

Your CRM Manager already knows this. We've built a dedicated guide that shows them exactly what changes. Share it before your next internal conversation.

SHARE THE CRM MANAGER GUIDE

Results After moving from SFMC

NUMBERS FROM REAL MIGRATION. NOT PROJECTIONS.

MULTI BRANDS WHO SWITCHED FROM SFMC

2X	70%	17%
Growth in Mobile orders	**Reduction in** Engineering bandwidth	**Lift in Engagement** with Merlin AI

The Comparison That Actually Matters

Not features. Not architecture diagrams. This is what changes for your team on the first week of using MoEngage, and what it looks like twelve months in.

BRAND	WHAT CHANGED AFTER MOVING FROM SFMC
STARBUCKS 430 stores across 54 cities	Moved off SFMC because customer data was siloed across 500+ POS systems with no unified real-time view. Manual data uploads every 24 hours. Push limited to generic blasts. On MoEngage: real-time unified customer profile, AI-identified the 'Golden 24 Hours' for new subscriber conversion - the window where personalized, timely outreach drives the highest lifetime value. **Result: 2X growth in mobile orders. 20% growth in subscriptions. 17% lift in engagement with AI.**
LOBLAWS 16M loyalty members, 5 business lines	Consolidated their entire messaging operation from a patchwork of specialist tools onto MoEngage. Transactional and promotional in one platform. One team, one data model, no manual reconciliation between systems. **Result: 99.99% messaging reliability SLA. 5-second transactional message delivery. 70% reduction in engineering bandwidth, the team's capacity returned to strategy, not platform management.**
MULTINATIONAL HOSPITALITY GROUP 21-vendor RFP, SFMC Migration	Abandoned SFMC after concluding the platform had not received meaningful investment in two years and Salesforce was building their replacement on a different architecture entirely. Ran a full enterprise procurement - 21 vendors, 3 rounds of evaluation, Selected MoEngage. **Migration scale: 50 campaign managers, 250+ use cases across five channels.**
INSPIRE BRANDS Arby's, Buffalo Wild Wings, Sonic, Jimmy John's, Dunkin'	Began with a single use case one brand could not solve well on their existing stack, in-app personalization with the speed and flexibility the team needed. Solved it. Then the team introduced it to the next brand, and the next. **Multi-brand expansion driven** by practitioners recommending it internally, not procurement. That is what platform trust looks like **at enterprise scale.**

What Happens to Your Campaigns During the Switch

The MoUpgrade programme was built to remove the three things that stop most enterprise teams from moving: **the cost of running two platforms at the same time, the fear of disrupting live campaigns, and uncertainty about what happens to the data.**

ZERO COST OVERLAP	NO CAMPAIGN DISRUPTION	YOUR DATA STACK UNCHANGED
MoUpgrade financial credits cover your MoEngage licence while your Salesforce contract is still active. You do not pay for two platforms simultaneously. The transition is cost-neutral until the day your SFMC contract expires.	W-Model deployment: both platforms run in parallel. MoEngage takes over one channel at a time, each validated before the next begins. Your Q4 does not go dark. Your team does not stop.	Bi-directional integration with Snowflake, BigQuery, Databricks. Your data warehouse stays exactly where it is. GDPR and SOC2 Type 2 compliant. Nothing in your governance framework changes.

WHAT THE NEXT 90 DAYS LOOKS LIKE

WEEK	WHAT HAPPENS	OUTCOME
Week 1-2 TCO Assessment	We map your current SFMC contract structure, message volumes, specialist headcount, consulting spend, and add-on costs against your actual numbers.	Real numbers in hand
Week 3-4 Technical Discovery	Your data architecture, integrations, and campaign inventory mapped. We identify what migrates cleanly, what needs attention, and what actually gets better when it moves. Migration complexity defined before you commit.	Scope defined, no surprises
Week 5-8 Proof of Concept	MoEngage takes over one live use case (typically push, SMS, or in-app) on a real audience segment from your active program. You see performance data on your own customers from week one. Email follows once deliverability warm-up is complete.	Live data from your audience
Week 9-12 Parallel Running	MoEngage runs alongside SFMC. Your team starts operating the new platform. Financial credits active. SFMC winds down on its natural contract schedule.	Transition live, zero disruption

// **NOTE:** TIMELINES VARY BASED ON CAMPAIGN VOLUME, CHANNEL COMPLEXITY, AND DATA ARCHITECTURE. YOUR IMPLEMENTATION MANAGER WILL CONFIRM SCOPE IN WEEK ONE.

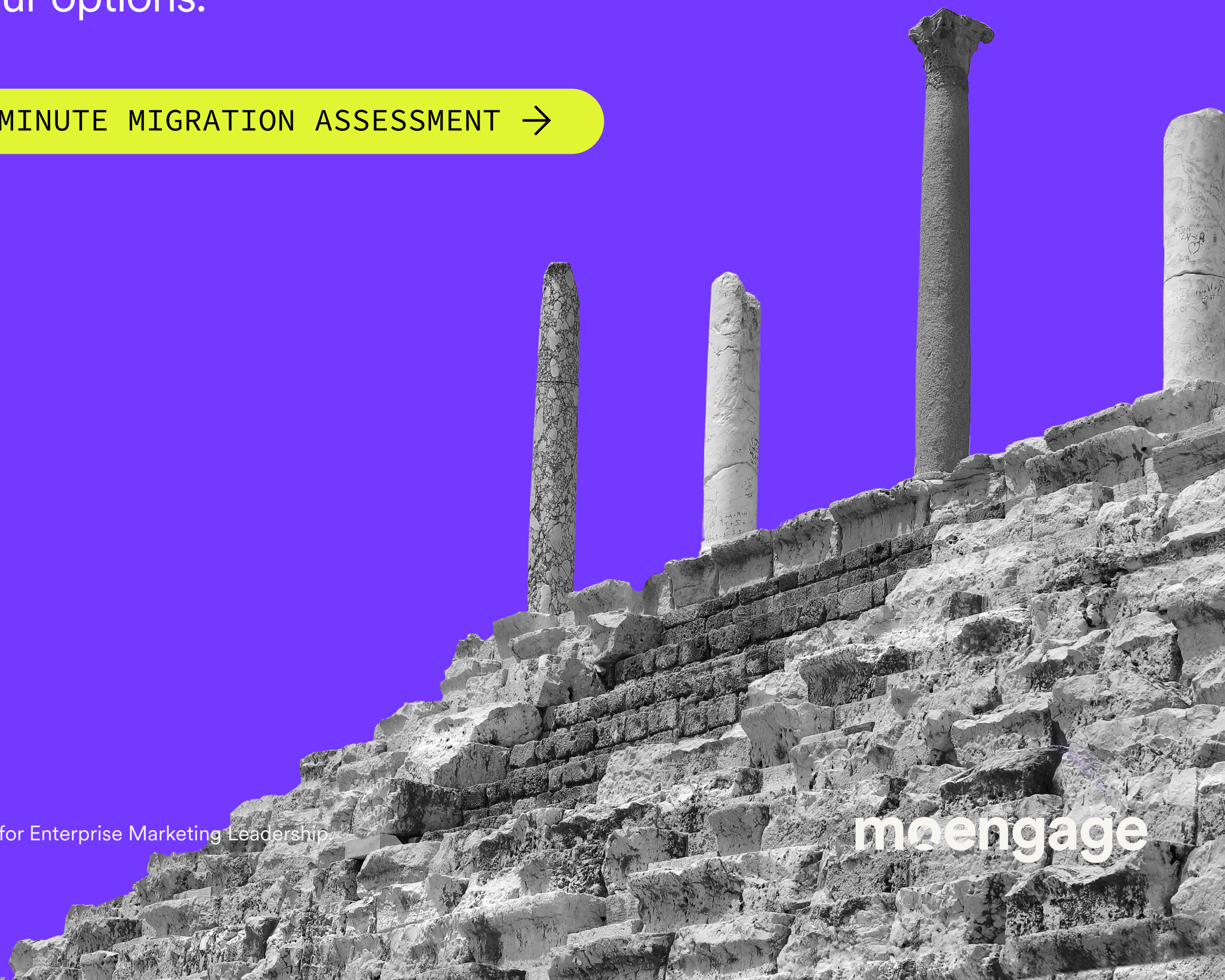
BRANDS THAT MADE THE MOVE FROM LEGACY PLATFORMS

FARFETCH citi T Mobile KAYAK GARMIN STARBUCKS

Your Salesforce renewal conversation is coming.

Before that conversation happens,
consider your options.

BOOK A 30-MINUTE MIGRATION ASSESSMENT →



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