

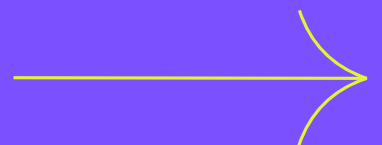


FOR THE CFO

# What Staying With Salesforce Actually Costs

The “Super Messages”, the MCN migration, the specialists, the AI access. The full picture before your next renewal.

**mengage**



## You Are Already Spending the Money. The Question Is What It Is Producing.

Your marketing budget is committed to Salesforce. The licence, the specialist headcount, the consulting overhead, the add-ons, all of it is already in the plan. This document is not about whether that spend is large. It is about whether it is producing what it should, compared to what enterprise brands at your scale are getting from theirs.

BRAND	WHAT THEY WERE MISSING ON SFMC	WHAT CHANGED AFTER THE MOVE
<b>STARBUCKS</b> 430 stores across 54 cities	Customer data fragmented across 500+ POS systems. Manual consolidation every 24 hours. No real-time loyalty triggers. Generic push notifications. No insight into when a new subscriber was most likely to convert.	Real-time unified customer profile across all offline and online sources. AI identified the ‘Golden 24 Hours’ - the window after a new user joins where personalized engagement drives maximum lifetime value. Result: 2x growth in mobile orders. 20% growth in subscriptions. 17% lift in engagement driven by AI timing intelligence.
<b>LOBLAWS</b> 16M loyalty members, 5 business lines	Promotional and transactional messaging running on separate platforms. Manual reconciliation between systems. Each brand team managing their own toolset. Marketing team dependent on engineering for every campaign change.	Five business lines unified on one data model. 70% reduction in engineering overhead - capacity redirected from platform maintenance to product work. 99.99% transactional messaging reliability SLA. Megan Kwon, Director Digital Customer Communications: the platform gave the team the ability to rethink how they operate and take a holistic view of the customer journey.
<b>MULTINATIONAL HOSPITALITY GROUP</b> 5,700 hotels and resorts, 110+ countries	SFMC investment stalling for two years. Platform not being updated. Mobile app revenue goals impossible to support. Secondary tech stack being built alongside SFMC just to compensate for what it could not do. Cost and complexity compounding with no improvement in capability.	Evaluated 21 vendors across three rounds of RFP. Selected MoEngage on AI personalization, omnichannel coverage, data integration, and partnership model. Migration across 50 campaign managers, 250+ use cases, 5 channels.
<b>INSPIRE BRANDS</b> Arby’s, Buffalo Wild Wings, Sonic, Jimmy John’s, Dunkin’	One brand with a use case that existing stack could not execute at the speed and flexibility required. No path to multi-brand personalization without significant additional investment.	Began with a single in-app use case for one brand. Solved it. The team introduced MoEngage to the next brand, and the next. Multi-brand expansion driven by internal recommendation, not procurement. Each brand added attracted a separate commercial scope. That is what compounding platform ROI looks like.

## WHAT YOUR RENEWAL CONVERSATION IS NOT COVERING

Renewal conversations are about price. This document is about trajectory. The brands above are not switching platforms because MoEngage is cheaper. They are switching because the platform architecture determines what their teams can execute and what they cannot. That gap compounds every quarter. The question your Salesforce renewal does not answer: what does your marketing stack produce in year three if you stay on SFMC and your competitors are already two years into a platform built for real-time AI decisioning?

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 whether those people are running the platform or running the marketing.  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?
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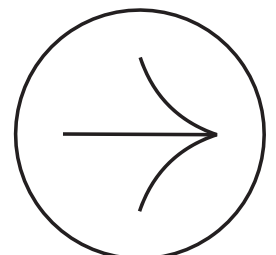
Marketing Cloud Architect (Partner rate)	\$170-\$185 /HOUR	\$0	Not required. MoEngage's solutions engineer leads architecture design as part of implementation at no additional cost.  SOURCE: FOUNDHQ – HOW MUCH DOES A MARKETING CLOUD CONSULTANT COST?
Marketing Cloud Email Developer (Partner rate)	\$170-\$315 /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 /ANNUAL (FOR MID-MARKET ENTERPRISE TO LARGE ENTERPRISE)	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	\$150K-\$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: <a href="https://www.salesforce.com/agentforce/pricing/">HTTPS://WWW.SALESFORCE.COM/AGENTFORCE/PRICING/</a>
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.

## What The Structural Difference Frees Up

The following cost lines are structural, they result from architecture, not commercial negotiation. They apply regardless of your MoEngage licence number. But the more important point is not what they save. It is what they unlock: **engineering capacity pointed at product, marketing teams executing at the speed of ideas, and AI that is running in production rather than waiting behind a migration.**

COST LAYER	MOENGAGE	WHAT THIS UNLOCKS BEYOND SAVINGS
Specialist Engineer Dependency	\$0	Engineering time returns to product development. Loblaws saw 70% reduction in engineering overhead after migration, capacity that was running SFMC infrastructure redirected to the work that compounds over time.
SI Consulting Overhead	\$0	Architecture changes when your business changes, not when a consulting engagement is scoped, budgeted, and delivered. Speed of decision becomes speed of execution.
Add-ons and Channel Module Billing	\$0 (UNIFIED)	New channels, new markets, new use cases do not trigger new budget conversations. The multinational hospitality group’s migration spans 5 channels and 250+ use cases on one contract. That commercial model scales with ambition, not against it.
AI Licence and Migration Prerequisite	\$0/NO PREREQUISITE	Starbucks was running Merlin AI personalization across 430 stores within their first deployment cycle. No migration, no stall. That is the compounding advantage: competitors on SFMC are in the queue. You are not.
Super Messages, API Call	N/A	
MoUpgrade Credits (overlap period)	OFFSET	Financial credits cover your MoEngage licence while your Salesforce contract runs down. Zero dual-payment period. The transition is cost-neutral until your SFMC contract expires.

\* MOUPGRADE CREDITS ARE STRUCTURED TO MATCH REMAINING SFMC CONTRACT DURATION. MOENGAGE LICENSING IS SCOPED PER YOUR CONTRACT PROFILE – YOUR ACCOUNT EXECUTIVE PROVIDES THE TAILORED MODEL. THE \$0 LINES ARE ARCHITECTURAL AND ARE NOT NEGOTIATED CONCESSIONS.



## The Three Questions Every CFO Will Ask. Answered Directly.

### QUESTION ONE

#### **We are still contractually tied to Salesforce. Will we pay for two platforms simultaneously?**

No. The MoUpgrade program provides financial credits that cover your MoEngage licence cost while your Salesforce contract is still active. You do not carry dual licence cost. The transition is cost-neutral until your legacy contract expires.

The credits are structured to match the remaining duration of your SFMC contract. If you have 14 months remaining on a \$1M annual licence, the credit structure accounts for that. This is not a concession, it is a program specifically designed to remove the financial barrier to switching at the right moment.

### QUESTION TWO

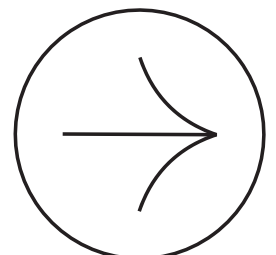
#### **What if the migration disrupts live campaigns or revenue during transition?**

We use a W-Model deployment approach so both platforms run in parallel, with MoEngage progressively taking over channels as each one is tested and proven. There is no big-bang cutover. Your campaigns keep running on SFMC until MoEngage is validated on each channel. This means your revenue is not exposed to a single point of failure. Migration happens in sequenced phases, typically starting with one channel, validating performance, then progressively moving others. Your Q4 is not at risk.

### QUESTION THREE

#### **What if MoEngage underperforms? Are we locked in?**

No. In the event of a severe SLA breach, the contract includes termination rights. Performance accountability is not a verbal assurance, it is a contractual position. If the platform does not deliver against agreed SLAs, you have a documented exit.



## Data Governance and Compliance

For finance and risk teams, the data governance position on a platform transition matters as much as the cost model.

### Data Stack Continuity

Seamless bi-directional integration with Snowflake and BigQuery. Your data warehouse stays in place. MoEngage reads from and writes to your existing infrastructure, no re-architecture of your data layer.

### Security Standards

ISO 27001 certified. SOC2 Type 2 compliant. GDPR and CCPA controls built in. SSO and 2FA included as standard. Local data centres available for regional data residency requirements.

### Scalability

MoEngage currently powers customer experiences for over one billion customers per month and can deliver more than 20 million messages per minute for a single campaign. Enterprise scale is not a roadmap item.

SOURCE: GARTNER PEER INSIGHTS

### WHAT YOUR PEERS SAY:

92%

of MoEngage users would recommend the platform vs. 83% for Salesforce

4.7/5

satisfaction with MoEngage support quality vs. 4.3 for Salesforce

### BRANDS THAT MADE THE MOVE FROM LEGACY PLATFORMS

FARFETCH

KAYAK

citi

GARMIN®

T-Mobile

STARBUCKS®

# Your Salesforce renewal conversation is coming.

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Before that conversation happens,  
consider your options.

[BOOK A 30-MINUTE MIGRATION ASSESSMENT →](#)