



FOR THE CRM MANAGER

# You Already Know The Problem. Here Is How To Get It Fixed.

The business case your leadership needs to hear.  
Backed by everything your team lives with daily.

**mengage**

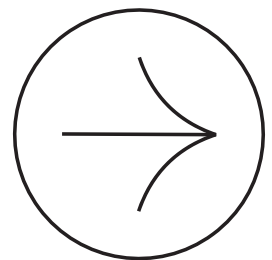


/WHAT THIS MEANS FOR YOUR DAY TO DAY WORK

You Did Not Get Into Marketing To Spend Your Week Maintaining a Platform Salesforce Stopped Investing In.



You already know what it costs your team every week. **This document shows you** what your week looks like when those hours come back, and gives you the language to make the case internally for **why that change needs to happen now.**



## WHY TEAMS ON SFMC ARE MOVING NOW - IN THEIR OWN WORDS.

**A 10-billion-dollar multinational hospitality group** recently completed an RFP across 21 vendors to find a replacement for SFMC. Their brief described their situation directly: Salesforce has not been investing in Marketing Cloud for two years. They are building a new solution on Salesforce Core Platform instead. Staying on SFMC means eventually being forced into that migration anyway, with no choice about timing, no leverage on cost, and no guarantee the new platform matches what Marketing Cloud does today. The exit was inevitable, and doing it on their own terms was cheaper and faster than waiting for Salesforce to force it.

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 across customer journeys and transactional flows, and 5 channels.

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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

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## /YOU ARE NOT THE DECISION MAKER

## But You Are the Reason the Decision Gets Made.

You know the pain better than anyone in the room, but you rarely sign the contract. Your job in this process is to give your CMO and CFO the arguments they need to justify the decision and to make the business case tangible enough that it survives the commercial conversation.

When you're ready to bring them in, we've built dedicated guides for each. Drop the right one in front of the right person and let it do the talking.

WHO YOU ARE TALKING TO	WHAT THEY CARE ABOUT	THE ARGUMENT THAT LANDS
CMO	Campaign velocity, AI access, competitive position	<p>Show them the 24-hour trigger tax. The campaigns that fired after the window closed. Show them that every competitor with a modern platform is sending the right message in the right moment while your team is still in a dev queue.</p> <p><a href="#">DOWNLOAD BRIEF FOR YOUR CMO</a> ↓</p>
CFO	What it costs now vs what it costs to change	<p>The Salesforce MCN migration is unavoidable. The choice is not whether to pay for a migration, it is which migration produces a better return. MoEngage removes the specialist headcount dependency (\$220k-\$340k+ approx 2FTE/yr), the consulting overhead (\$220-\$390/hr for a Marketing Cloud Engineer alone), and the add-on costs that scale with every campaign. MoUpgrade credits mean zero dual-platform cost during transition.</p> <p><a href="#">DOWNLOAD BRIEF FOR YOUR CFO</a> ↓</p>
VP Technology /CTO	Integration risk, architectural compatibility, migration disruption	<p>W-Model migration: both platforms run in parallel. No big-bang cutover. Each channel migrates independently and is validated before SFMC is wound down on it. Native bi-directional integration with Snowflake, BigQuery, and Databricks, your data warehouse does not move. MoUpgrade credits handle the cost overlap.</p> <p><a href="#">DOWNLOAD BRIEF FOR YOUR CTO</a> ↓</p>
Your own team (CRM and Lifecycle)	Will this be harder than what we do now? Will we have to relearn everything?	<p>The Farfetch team's first reaction to MoEngage segmentation was that anyone could do it, including junior team members who had never operated a data platform. No SQL, no specialist training, no ticket required. The platform was built with the marketer as the operator, not the engineer.</p> <p><a href="#">SHARE THIS BRIEF WITH YOUR TEAM</a> ↵</p>

## HOW THE CASE WAS MADE AT BRANDS LIKE YOURS

**Loblaws, Canada’s largest grocery retailer**, came to MoEngage with a single specific problem: transactional messaging their SFMC setup couldn’t handle reliably at scale. Order confirmations, receipts, service alerts. The entry point was Loblaw Digital, a 500-person shared technology organization that serves every brand and business unit across the Loblaw group.

MoEngage executed on that scope and nothing else. As the result proved itself, Loblaw Digital began introducing MoEngage to other teams internally, new channels, new use cases, new lines of business. No sales push from outside. Just colleagues recommending it to colleagues because it worked. Loblaws has since committed to migrating all remaining Salesforce use cases to MoEngage. What started as one team’s solution became how the entire organization runs its engagement program.

The outcome across 16 million loyalty members and five business lines: 99.99% messaging reliability SLA, a sub-five-second transactional message delivery, and a 70% reduction in engineering bandwidth. That last number matters specifically for CRM teams, it is the difference between a team that spends its week managing platform dependencies and one that spends it building programs.

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The platform gave the team the ability to take a holistic look at the customer journey rather than managing individual brand communications in isolation.

MEGAN KWON  
DIRECTOR OF DIGITAL CUSTOMER COMMUNICATIONS AT  
LOBLAW COMPANIES

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## /WHAT MONDAY MORNING LOOKS LIKE

## 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.

YOUR LIFE ON SFMC TODAY	YOUR LIFE ON MOENGAGE
<p>One new audience segment: write a brief, raise a Jira ticket, wait for a SQL developer, wait for data extension build, wait for QA, wait for deployment. Three days minimum. Often ten. The campaign idea you had on Monday is irrelevant by Thursday.</p>	<p>Visual segment builder. Click and configure logic. Any attribute, any combination, no code, no ticket. Sixty seconds. You build it. You launch it. The idea you had on Monday ships on Monday.</p>
<p>Your 'real-time' trigger campaigns fire on a 24-hour batch cycle. A customer abandons their cart at 2pm. Your abandoned cart message fires at 2pm tomorrow. They bought somewhere else at 4pm. You sent the message anyway. What SFMC doesn't advertise is that triggered message also costs you 4x the standard rate. High-priority triggers count as "Super Messages" each. Push notifications are charged separately on top. Einstein AI features consume Super Messages too - intelligence isn't free.</p>	<p>Event-driven triggers fire the moment the behaviour happens. Cart abandoned at 2:00pm. Message at 2:01pm.</p>
<p>A/B testing requires building every variant through the full specialist workflow- twice. Each variant is a separate dev cycle. So your team tests rarely, only when the stakes justify the cost, which means you produce less learning and slower iteration.</p>	<p>Build your variant in the same interface as the campaign. One workflow. Statistical significance flagged automatically. You test everything because it costs nothing extra.</p>
<p>Push can be added to Journey Builder - but it takes your IT team to set it up first, and once that journey is live, the push message is locked. You can't change the copy, the timing or anything else without creating an entirely new version of the journey and starting the activation process again. Email, SMS, in-app, and web still live in separate studios. You're jumping between four tools and manually piecing together what your customers actually experienced across all of them.</p>	<p>Every channel in one interface, one data model, one view of the customer. Push, email, in-app, SMS, web, configured in the same workflow. Reporting is one screen, not four spreadsheets.</p>
<p>Personalization at scale requires a developer for dynamic content, a data extension pre-built for each segment, and a specialist to connect them. It is possible. It just requires three people and a week to set up.</p>	<p>Dynamic content and dynamic rows work like an '@' mention. You reference the field, it populates at send time. No pre-built segments, no developer dependency, no static lists. Every message personalized per recipient, automatically.</p>
<p>Your output for the week is constrained by who is available in the engineering queue. Your best ideas, the ones that need a new segment, a new trigger, a new template structure wait. Indefinitely.</p>	<p>Your output for the week is constrained only by your ideas. Every campaign your team can conceive, they can execute. The queue does not exist.</p>

## WHAT THIS COSTS YOU AND **IT IS NOT HEADCOUNT**

The real cost of SFMC is not the people it takes to run a campaign. It is every strategy you never built because the platform made it too slow to attempt. The lifecycle program you scoped but deprioritized because it needed a developer to maintain.

The re-engagement series you wanted to test but parked because each variant was its own dev cycle. The win-back trigger you knew would work but never made it to the top of the queue. Those are not resource problems. They are platform problems, and **they are the strategies that separate a CRM manager who runs campaigns from one who drives measurable revenue impact.**

## Merlin AI: Already in the Workflow. Not Something You Unlock Later.

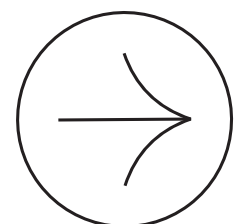
**Merlin AI is built into the MoEngage workflow itself**, working in the background every time you write copy, schedule a send, build a journey, or look at your audience. It is not a dashboard you check separately or a report you run afterwards.

Think about how you spend your week. A significant portion of it goes to decisions that feel like strategy but are really operational calculations: when should this send go out, which customers are drifting quietly towards churn, does this subject line actually land for your audience. Merlin AI handles those. Not without your input, but consistently and at a scale no team can match manually.

**The AI handles the calculation. You handle the judgement.**

Merlin AI does not charge by impression or consume your message credits. Every send time optimization, churn prediction, and copy recommendation runs without touching your budget. On SFMC, Einstein counts against your Super Messages allowance.

WHAT YOUR WEEK LOOKS LIKE WITH MOENGAGE	WHAT WAS HAPPENING BEFORE	WHAT BRANDS HAVE SEEN WITH MOENGAGE
<p>You stop manually deciding when to send to two million people.</p>	<p>Every campaign went out at the same time to everyone. No one had the capacity to analyze individual engagement histories at scale, so the team made one call and hoped it landed.</p>	<p><b>JibJab saw 82% CTR uplift</b> from AI Best Time to Send.</p>
<p>Win-back campaigns ran on a calendar cycle. Same message to people who were mildly inactive and people who had mentally checked out months ago.</p>	<p>You know which customers are quietly disengaging before they go.</p>	<p><b>Standard Chartered</b> predicted soon to be dormant users with 91.8% accuracy. <b>Jenius Bank used predictive segmentation</b> to re-engage dormant accounts and saw an up to 70% uptick in engagement.</p>
<p>Subject lines were written from instinct. What had historically driven opens for your specific customer base was not something the team could surface quickly.</p>	<p>Your copy is shaped by what has actually worked for your audience.</p>	<p><b>Deutsche Telekom reduced manual copywriting</b> time by 15 billable hours a month and <b>saw a 65% CTR increase</b> in prepaid activation campaigns.</p>
<p>You built manual logic trees to route customers through journeys. Wrong assumptions meant whole segments got the wrong message.</p>	<p>The AI routes each customer to the right campaign, channel and moment. You set the goal.</p>	<p><b>Jumia saw a 65.8% lift</b> in CVR vs control. <b>Telekom Macedonia saw a 16.28% increase</b> in CTR using Merlin AI's Intelligent Path Optimizer.</p>
<p>Getting a message personalized with live data required a developer to build the data connection and a data extension prepared in advance.</p>	<p>Personalization at send time needs no developer and no pre-built segment.</p>	<p><b>Farfetch</b> sends price drop alerts on each customer's most preferred channel automatically. <b>Poshmark saw up to 30% conversion</b> lift from real-time product personalization.</p>



**INSPIRE BRANDS (ARBY’S, BUFFALO WILD WINGS, SONIC, JIMMY JOHN’S, RUSTY TACO, DUNKIN’)**

Inspire Brands did not start with a platform migration. They started with one problem: in-app messaging that SFMC could not deliver at the speed and creative flexibility their team needed. MoEngage solved it for one brand. That experience was good enough that the team recommended it internally to the next brand, then the next. No RFP. Just one team’s day-to-day experience being compelling enough that others wanted the same thing. **MoEngage now operates across multiple Inspire brands and business units**, which is exactly what happens when a platform actually works for the people using it every day.

**STARBUCKS**

Starbucks loyalty program was sitting on disconnected data. Customer information was fragmented across 500+ POS systems with no unified real-time view. On SFMC, getting a single customer profile meant slow, expensive manual consolidation, which meant every campaign was already out of date before it sent. Push was limited to generic blasts. In-app, WhatsApp, and real-time geo-targeting were either impossible or required activating Salesforce Data Cloud at additional cost. On MoEngage, Starbucks unified all of that into a single customer profile with real-time ingestion from POS and loyalty systems.

**The results: 2x orders via mobile app, 20% growth in subscriptions, 17% lift in engagement with AI.**

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**

# See What It Looks Like for Your Team

BOOK A 30-MINUTE MIGRATION ASSESSMENT →

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