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Why Do Businesses Migrate to MoEngage?

Salesforce Marketing Cloud Vs MoEngage
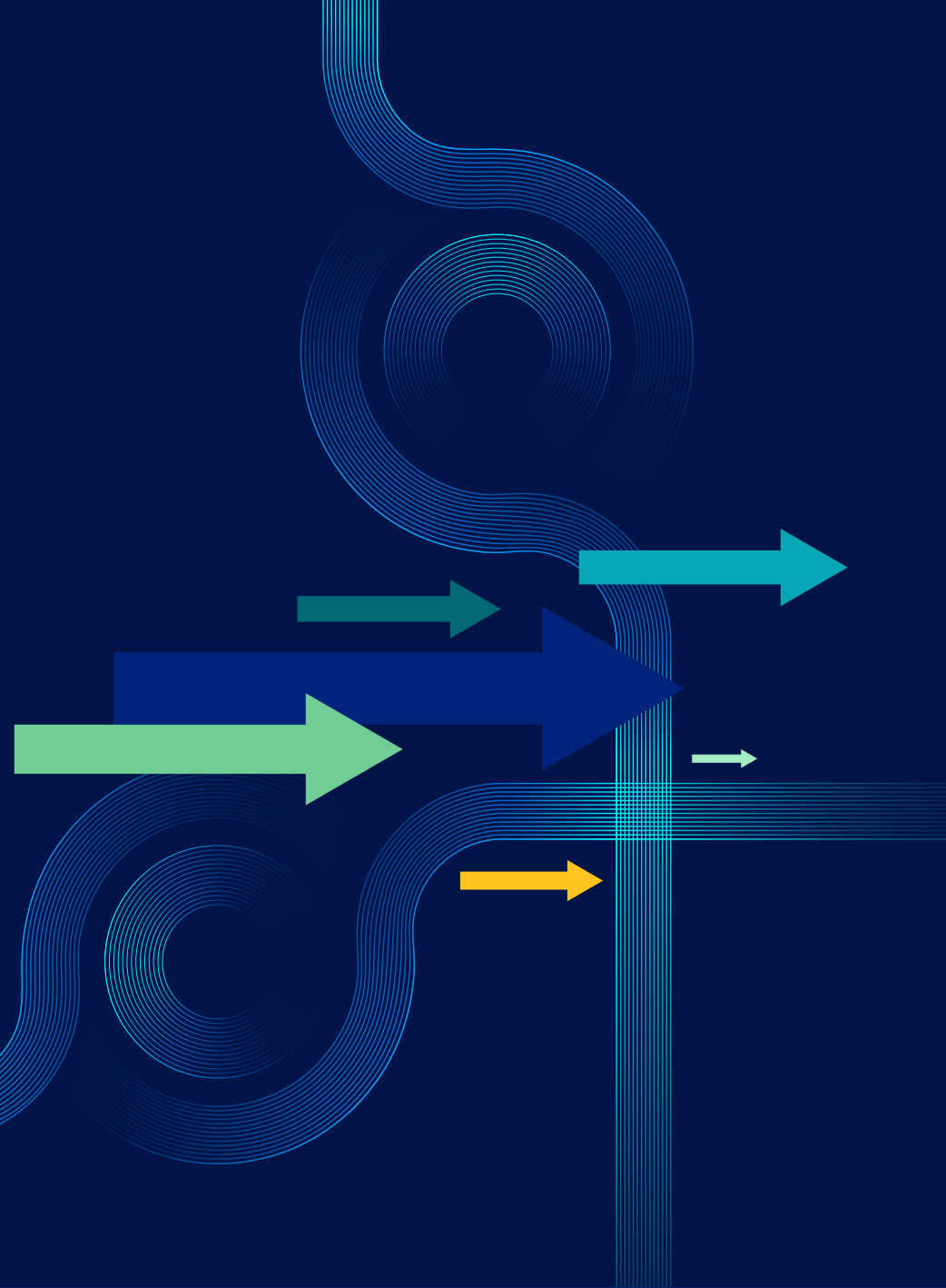
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Why Businesses Migrate From Salesforce Marketing Cloud (SFMC)

Salesforce positioned its various products as a unified, integrated solution. However, everyone familiar with Salesforce understands that this is merely marketing. SFMC emerged through a series of acquisitions over the last 15 years. As a result, this platform lacks significant updates and enhancements, causing businesses to bolt.

⊗ Limited Integration

⊗ Fragmented UI

⊗ Slow and Static Capabilities

⊗ Bulky and Intimidating

⊗ High Maintenance and Risky

Limited Integration

Creating campaigns in Salesforce can be a challenging and exasperating experience because of the limited integration options with other products. Often, switching between platforms is necessary for marketers to accomplish even the basics.

If you are using a product analytics solution, for example, and want to integrate a cohort into the Salesforce ecosystem, this just isn't possible. Salesforce doesn't have a built-in connector that allows you to easily share and sync data between tools.

Limited Integration

Fragmented UI

Slow and Static Capabilities

Bulky and Intimidating

High Maintenance and Risky

Fragmented UI

If you want to customize Salesforce to meet specific business needs, you'll need someone on your team skilled in SQL and AMPScript. Otherwise, you'll always have to rely on the development team for help.

Data Cloud, Marketing Cloud, Mobile Studio, and Interaction Studio are four separate acquisitions that are not well integrated together. As a result, switching between these products to complete a simple task like having a single view of the customer, creating a true multi-channel journey across outbound and inbound channels, and using real-time data to orchestrate in-the-moment messaging is almost impossible. You'd most likely end up with a number of expensive products that you'd never use.

"

Getting under the hood, the surface appears easy. But as you get deeper into the platform, it is a siloed tool with fractured UI. As I switch from automation studio to journey builder to interaction studio to tracking everything; it looks like it was built by a different developer (because it was). So, it's not really the most marketing-friendly environment."

Josh Anthony
Director, Martech & Operations at UBank

Tata Capital, a division of Tata Group, India's largest conglomerate, had a very long and stressful experience with SFMC implementation. One of the reasons why they switched to MoEngage was to create and launch campaigns more quickly.

Nova, an Australian entertainment company, found Salesforce products were fragmented, making it difficult to execute certain use cases quickly.

Limited Integration

Fragmented UI

Slow and Static Capabilities

Bulky and Intimidating

High Maintenance and Risky
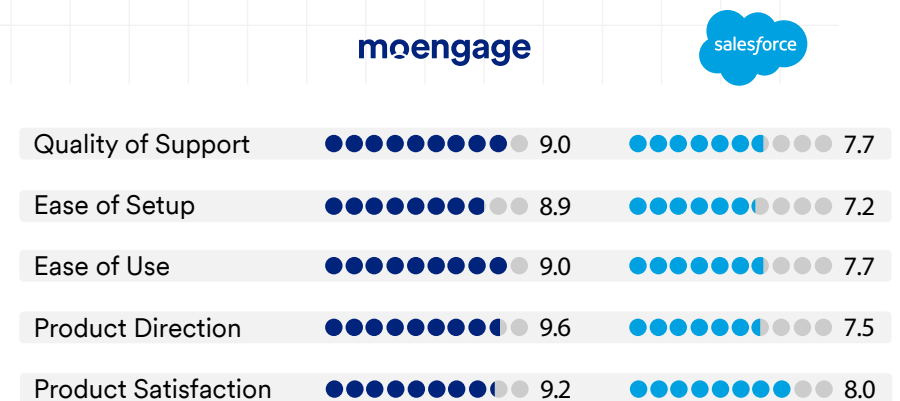
Slow and Static Capabilities

Other issues we've documented are slow segment computing, delays in loading campaigns and dashboards, limited analytics capabilities, and a lack of dynamic templates.

NZZ, a Swiss-German daily newspaper, had to create duplicate email templates and customer journey flows for multiple subscriber campaigns, which is incredibly inefficient.

Bulky and Intimidating

Overall, SFMC does offer a wide range of features in terms of platform capabilities. However, using it effectively requires a significant amount of training. Users may feel overwhelmed and intimidated without proper guidance, making it challenging to fully harness its capabilities.

G2 User Satisfaction Ratings

	moengage	salesforce
Quality of Support	9.0	7.7
Ease of Setup	8.9	7.2
Ease of Use	9.0	7.7
Product Direction	9.6	7.5
Product Satisfaction	9.2	8.0

Ratings out of 10

Limited Integration

Fragmented UI

Slow and Static Capabilities

Bulky and Intimidating

High Maintenance and Risky

High Maintenance and Risky

As legacy systems like Salesforce age, maintenance costs rise and fewer people have the necessary skills to manage them. Vendor support may become obsolete, so you miss out on automatic updates and bug patches, resulting in security risks.

Salesforce Marketing Cloud requires a large consulting agency to implement, maintain, and run their products because most implementations require customization, which cannot be done in-house. For the company, this means higher overall total cost of ownership (TCO), longer initial time to value and total return on investment, and ongoing need to hire an agency to support internal team members for routine campaign operations.

In other words:

SFMC is...

Overwhelming · Intimidating · Time-consuming · Complex · Legacy · Tedious · Traditional · Technical · Robust · Extensive · Fragmented · Expensive · Inconsistent · Bulky · Frustrating

MoEngage is...

Agile · Modern · Insights-Driven · AI-Powered · Omnichannel · Intuitive · Hyper-Personalization · Native Integrations · User-Friendly · Automation · Multichannel · No Code · Real Time · Scalable

How Does MoEngage Compare to the Salesforce Marketing Cloud?

A Modern Platform for Modern Marketers

MoEngage was built with today's users in mind. It is an agile platform with a user-friendly interface and capabilities that meet continuous customer and company demands. Marketers can effortlessly build audiences in real-time and automate personalized messaging across multiple platforms.

Salesforce is designed for traditional marketers. Their email and web personalization capabilities are great, but they only provide basic features for other channels like push notifications, in-app messaging, and SMS.

"
Siloed data, no single integration of data sources; Lack of personalization and not aligned with what we want to accomplish."

Octapharma Plasma
- ex-Salesforce Marketing Cloud user

"
Offline & online communications were not integrated with SFMC. With MoEngage, we can send real-time offline data along with complete user profiling which can help with better segmentation & hyper-personalized comms."

Starbucks
- ex-Salesforce Marketing Cloud user

Citibank previously used SFMC for emails but developed its own technology for push campaigns due to Salesforce's limitations. There were problems with compatibility between platforms, which resulted in low efficiency, poor connectivity, and a lack of visibility into data flows between channels. Having a single platform for engagement and a unified view of behavior and campaign results was the main reason behind their decision to migrate to MoEngage.

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Salesforce is a collection of traditional technology stacks and databases that were popular between 2010 and 2012. As a result, it has difficulty connecting to newer technologies, such as web or mobile interfaces. If you try to integrate new software into your IT stack, you will most likely not get full functionality (unless you spend time and money on customization).

MoEngage, on the other hand, has a modern architecture that allows you to use new technologies like AI, machine learning, and smart recommendations for hyper-personalization as standard. With its wide range of partners, you can seamlessly connect with various vendors either through native integrations or an API.

Built for Non-Tech Savvy Individuals

MoEngage is accessible to all users, including those who lack technical knowledge. Anyone can easily orchestrate customer journeys, run reports, and edit or create content and templates for promotional or transactional messages.

> Another **MoEngage** feature that clients find particularly useful and easy is the content cards - a non-intrusive way to reach all of your customers, including those who have opted out.

"

The ability to have complete control over this channel, from designing the template and personalizing content to automation (without the need for a designer, developer or engineer to be involved) is incredibly empowering for marketing."

Josh Anthony
Director, Martech & Operations at UBank

"

Inability to segment campaigns on a large scale"

NZZ Neue Zürcher Zeitung
- ex-Salesforce Marketing Cloud user

"

Challenges in scalability & personalization and don't see SFMC a fit for the future needs."

CitiBank
- ex-Salesforce Marketing Cloud user

Reduced Level of Platform Oversight

You don't need a large team to manage the **MoEngage** platform either. Its modern infrastructure, architecture, and features make it simple to build audiences, create personalized cross-channel engagement, and obtain actionable insights, resulting in an excellent user experience for both employees and customers.
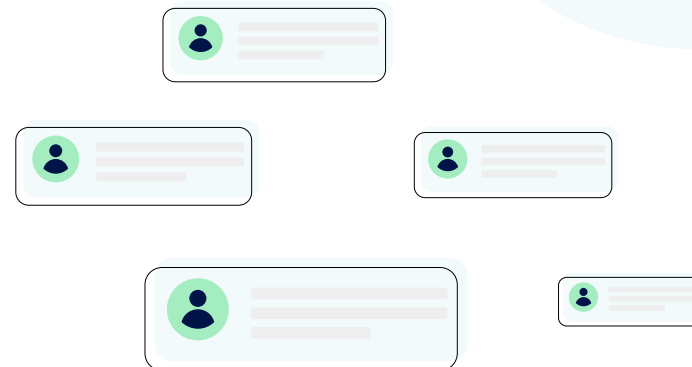
Loblaws, a large Canadian supermarket chain, is particularly impressed with MoEngage's transformative transactional messaging capability. Previously, their developers had to handle every aspect of creating and editing transactional alerts with their legacy software. When the marketing team wanted to change the content or edit the copy, they had to submit a Jira ticket each time and wait for the development team to respond. With MoEngage's transactional messaging infrastructure, the marketing team can now manage and edit content in 5 minutes, without relying on other teams.
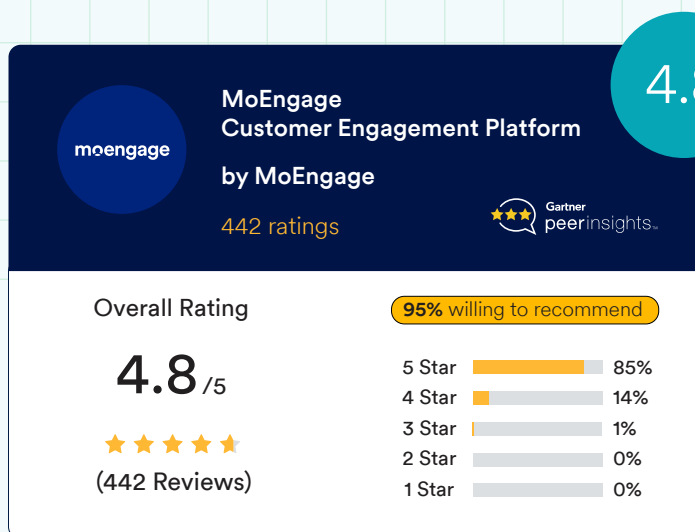
MoEngage's integrated stack of Actionable Analytics and Transactional Messaging products is built in natively, reducing time to market; you can use out-of-the-box insights to act on campaign performance without having to transfer data back to a visualization platform.

Salesforce is a complex and resource-intensive platform. You'll have to factor in extra bandwidth for training, monitoring, overseeing, and patch management; not to mention the costs associated with that. And if you want support, you will be a number. Even the Premier Success Plan has long call wait times and limited actual coaching to enable teams to deliver successful SFMC campaigns and integrations.

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MoEngage: The Top Choice for **95%** of Businesses.

Our emphasis on customer-driven ease of use leads to **increased customer acquisition and retention**, which is why 95% of our customers are happy to recommend us, compared to Salesforce's 80%.

4.8

**MoEngage
Customer Engagement Platform**

by MoEngage

442 ratings

Gartner peerinsights.

Overall Rating	95% willing to recommend
4.8 /5	5 Star ▬▬▬ 85%
★★★★⯪	4 Star ▬ 14%
(442 Reviews)	3 Star 1%
	2 Star 0%
	1 Star 0%

4.3

**Salesforce
Marketing Campaign**

by Salesforce

441 ratings

Gartner peerinsights.

Overall Rating	80% willing to recommend
4.3 /5	5 Star ▬ 37%
★★★★☆	4 Star ▬▬ 47%
(441 Reviews)	3 Star 12%
	2 Star 3%
	1 Star 0%

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Migration Case Studies

OCTAPHARMA PLASMA

A US-based company that collects, tests, and supplies human blood plasma for use in the creation of medicines that treat millions of patients each year.

THEN	NOW
The team needed a technology partner that could help them build and strengthen relationships with their users across multiple channels. They find their previous platform to be complex to use when setting up their use cases, making it extremely difficult and time consuming to achieve their goals.	Since the migration, they have been able to implement a cross-channel engagement strategy that includes email, push, and in-app communication, as well as develop a proactive relationship with their donors while building Octapharma's persona using actionable insights derived from advanced analytics. The team is more motivated to learn an easy-to-use platform while tracking progress against designated KPIs.

"

There was so much clutter with the old platform, so many different functions and we didn't really feel like what we were paying for was what we were getting out of it."

Marketing Manager
Octapharma Plasma

90%
Less time spent deploying campaigns compared to previous provider

14%
Email campaign conversion increase from A/B testing

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Typical Migration Process

At MoEngage, our team of migration experts is committed to meticulously planning and executing your migration and onboarding process to ensure the fastest time to launch. **Migration includes User Data, User Events, Campaigns, and Products.**

Implementation Time to go live - **1.4 MONTHS**

Implementation Support	Client Success Support	Strategic Support
2-3 weeks	Within 4-6 weeks	Ongoing

		Easy	Medium	Complex
Migration timeline depends on the complexity of the campaigns & use cases	Time taken/Campaign	2 Hours	4 Hours	6 Hours

Based on our past experience, out of every **50 campaigns** we receive, the breakup looks something similiar.

Total time - 190 hrs or 5 Weeks (100% efficiency)

	Easy	Medium	Complex
Division (%)	30	50	20
Campaigns	15	25	10
Total time (Hrs.)	30	100	60

For example:
If you onboard 1 resource with 70% efficiency it will take **7weeks** to complete the migration process

No. of resource	Efficiency	Work Hours/Week	Time to Completion
1	70%	40	7 Weeks

"

Our integration experience with MoEngage has been extremely smooth. The team is very diligent, helping us with quick resolution on all our queries."

Trung Luong
Director of Technology,
7-ELEVEN

Note: The above timeline is subjective & varies from case to case. MoEngage team provides full support and guidance to ensure that you are up and running in the shortest time possible.

Effortlessly Integrates With Technologies Your Team Uses

The MoEngage App Marketplace includes all of our native integrations with technology partners, including CDP, data warehouse and cloud storage, analytics, attribution, and loyalty platforms.
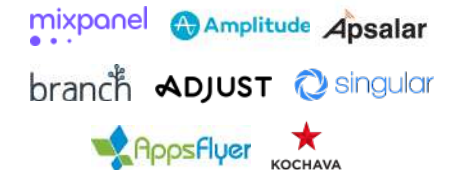

Personalization

CRM & Workflow Automation

Analytics & Install Attributions

CDP

E-Commerce & Other Channels

SMS, Email & WhatsApp Providers

Data Warehouse & Cloud Storage

Message Orchestration

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Making the Switch

With any luck, the first-hand testimonies of some of our clients regarding the reasons they migrated from a legacy platform have dispelled some uncertainties regarding your current technological architecture.

If you're still wondering if you should migrate to MoEngage, here are the core benefits, at a glance.

Adaptive

Scalable

MoEngage is a customer engagement platform that is:

Agile
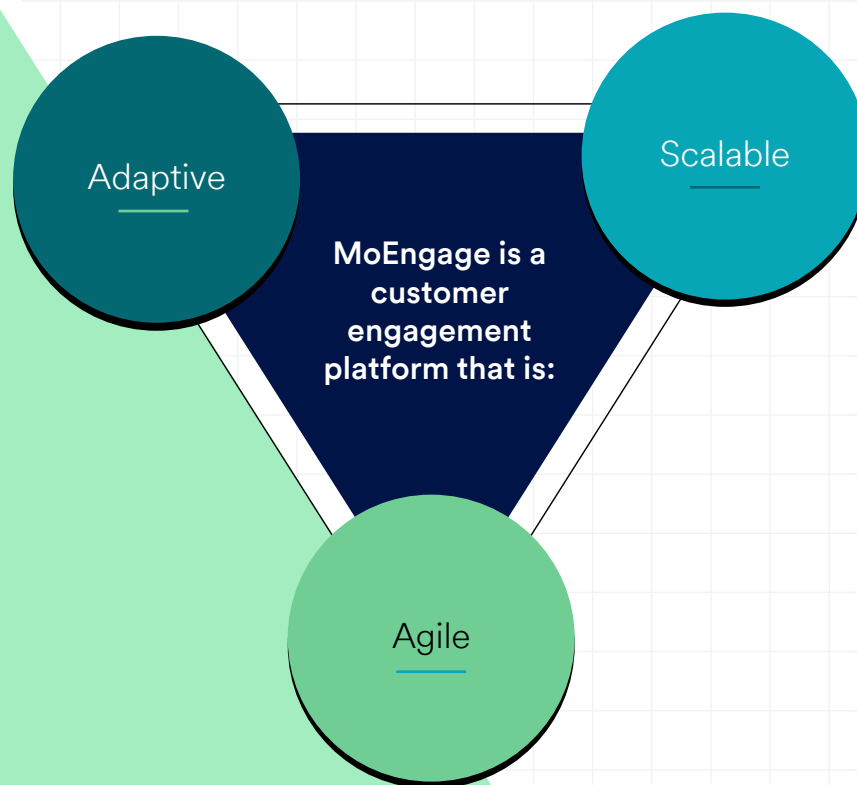
MoEngage delivers:

1. Streamlined company operations

2. Happier teams and customers

3. Cost-effectiveness and faster ROI

4. Seamless integration and interoperability

5. Future-proofing and continuous innovation

6. Competitive advantage

7. Increased overall brand perception

8. Expert support in your corner

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Need Help Getting MoEngage Over The Line?

For CFOs

COPY & PASTE

● This tool costs less than our legacy systems but offers more critical features.

● With it, we can reduce churn, boost retention, cross-sell, and improve monetization.

● We'll reduce reliance on other departments, freeing up IT and our devs to innovate.

● With fewer workarounds, there's less risk of data breaches and non-compliance.

● Their onboarding team has cross-industry experience for best-in-class implementation.

● We won't be tied down to just one ecosystem; we can add new integrations as needed.

For CTOs

COPY & PASTE

● This tool does everything we need it to do without time-consuming workarounds.

● Marketing won't need to take IT and dev team time up with personalization requests.

● It's a modern system, with promotional and transactional messaging in one place that marketing can easily manage.

● AI optimization, real-time alerts, omnichannel, and deep customer insights are turnkey.

● We can be more platform-agnostic and feature-forward than with the current platform.

● It ticks all the compliance boxes for ISO, STAR Level 2, SICPA SOC, GDPR, and more.

For CMOs

COPY & PASTE

● Forget being on hold to support every other day just trying to make the system work.

● Create more targeted, relevant, and personalized campaigns without the headache.

● Quickly and easily onboard new customers and link them with the products they need.

● Retain & reactivate the customers you do have with AI-powered, optimized campaigns.

● Monetize your database in fresh ways with insights that drive smarter marketing.

● Do it all without having to switch between systems or implement workarounds.

If you have other marketing, finance, or IT stakeholders you need to bring on the journey, just **copy and paste** a few of these targeted benefits into your next project update session.

Why MoEngage?

The beginning, passion, and future

Yash and I built our first product; a mobile-first coupon app offering great local deals, after university in 2011. We had no idea if it was going to work but surprisingly, it did! Well, at least for a little while. We noticed that the number of users uninstalling the app increased over time, with some even choosing to uninstall it within the first 30 days.

We hadn't designed the app to include extra features like personalization and cross-channel functionality. (But we certainly should have because that would have allowed us to engage and retain those users.) We also noticed a lack of mobile-first, integrated solutions on the market at the time. We saw marketing tools that were primarily designed to enhance campaign performance rather than provide deep insights into customer behavior.

So, in 2014, we launched MoEngage, a mobile-first, cross-channel customer engagement platform that is customer-centric. The story of how MoEngage came to be and what it is now is the reason our 1200+ clients (many from Salesforce and Adobe) trust us.

MoEngage was born out of a genuine need for a one-of-a-kind solution that would enable businesses to engage with customers easily in meaningful ways, all from a single platform.

Fast forward to today, and our platform capabilities have matured into some of the best AI-powered, insight-driven marketing tools on the market to fit the needs of today's marketers and industries. Our commitment to our clients drives us to innovate and improve our products continuously. Our team is made up of people who are incredibly smart, hard-working, and customer-obsessed, making it an absolute pleasure to work with them.

Whether you become one of our partners in the future or not, we truly hope you find the best CEP for your business. All the best!

Ravi & Yash
MoEngage Founders