

When Salesforce Says This, They Really Mean This

See What Salesforce Really Means When They Make You Promises Of Grandeur

Legacy ESPs like Salesforce Marketing Cloud don't play well with modern data warehouses because they still require data to be replicated and synced to them in order to work. MessageGears Segment is the missing link. Now you can build audiences using live data directly from your internal database and turbocharge marketing campaigns sent through Marketing Cloud.



SFMC Says
You will be up and
running in 30 days

SFMC Means
You will have to

- Hire Consultants
- Buy Add-On Tools
- Become Certified
- Copy Your Data Into A Salesforce Specific Instance

So, 30 days could mean as much as 3 months. At MessageGears, we aren't a la carte. Everything is included.



SFMC Says
You have access
to your data

SFMC Means
You really

- Have Copies Of Your Data Stored In Multiple Places
- End Up Waiting For Nightly Data Sync

At MessageGears, we live alongside your live customer data, which allows you to access real-time customer data whenever you need it. Hard to believe, right?



SFMC Says
You have to become
Salesforce Certified

SFMC Means
You absolutely will be

- Spending more time + money on certifications
- Limited to their set of tools + add-ons

This can be daunting, that's why we laid it all out for you [here](#). You aren't stuck with Salesforce, and there are better tools out there that are radically different! Hint: It's us.