



THE PROBLEM

A too complex system for their requirements as a company. It was quite difficult for the Wonga team to have cross-functional integration, in particular between the marketing system and other systems.

THE SOLUTION

Dynamics 365 Marketing, has allowed them to track the effectiveness of their marketing emails and show a 4% monthly increase in the number of loan applications from customers through the email channel. Another achievement was the ability to successfully market to clients via SMS.

MICROSOFT TECHNOLOGY UTILISED



Microsoft Dynamics 365 Marketing