



## 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**