Organisation: Netcore
Case Study: FabIndia
Region - India
Netcore Descriptor: Netcore is the only agentic marketing platform that co-owns outcomes with its brands. Trusted by 6,500+ brands across 40 countries, Netcore helps ecommerce, retail, BFSI, enterprise, and D2C teams turn customer data into profitable growth.

Its unified stack - Customer Engagement, Product Discovery, Personalization, CDP, Email Marketing, and CPaaS - feeds a single Context and Governance layer, giving every brand one view of the customer and their journey across channels. On top of that layer sit seven AI agents that plan, execute, analyse, and optimise hyper-personalised campaigns autonomously, built on a live picture of every customer, every channel, every signal.

At scale, that means 50B+ emails, 5B+ push notifications, 200M+ WhatsApp messages, and 1M+ AI-driven interactions every month - the right message, on the right channel, at the right time.

Category: Customer & Sales Journeys

Technique: AI-Powered Segmentation + Automated Omnichannel Journeys (Audience Agent)

2-line descriptor: Fabindia used Netcore's Audience Agent to move from broad, generic campaigns to precisely targeted journeys. In 120 days, digital revenue contribution doubled and ROI hit 9X.

Company descriptor: Fabindia is India's largest private retail platform for handcrafted products, championing traditional techniques and sustainable livelihoods for over 55,000 rural artisans.

Use case (150 words):

Fabindia had a loyal customer base and a proven digital catalogue, but its campaigns still treated every shopper the same. Browsing and intent signals from web and app went uncaptured, and Email, WhatsApp, and App Push all ran the same generic blast to the same broad list - so marketing budget went toward reach, not toward the customers who were actually ready to buy.

Working with Netcore, Fabindia used the Audience Agent to build precise segments from price sensitivity, category affinity, and customer lifetime value, then launched seven-plus automated journeys covering cart abandonment, product-view abandonment, wishlist reminders, and cross-sell, alongside 25-plus targeted campaigns spanning apparel, home, and festive gifting.

In 120 days, digital revenue contribution nearly doubled and the partnership delivered a 9X ROI. Cart and product-view abandonment journeys alone accounted for close to half of all digital

revenue. The lesson wasn't to send more. It was to send to the right person, at the right moment.

Logo:
https://drive.google.com/file/d/1ZXY4Jv3qlaac7saXdNKw9mRdfIMNEJBx/view?usp=drive_link