Organisation: Netcore
Case Study: MulMul
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 Lifecycle Orchestration (Audience Agent + Send Time Optimisation)

2-line descriptor: Mulmul moved from broadcast campaigns to AI-orchestrated lifecycle journeys across WhatsApp, email, SMS, and RCS. Revenue contribution from these journeys doubled, with WhatsApp revenue up 676%.

Company descriptor: Mulmul is a heritage Indian ethnic wear brand that scaled from boutique offline retail into a digital-first D2C label built on fabric craftsmanship and customer trust.

Use case (150 words):

Mulmul's Email, WhatsApp, and SMS campaigns ran in silos - consistent branding, but no shared read on what any one customer actually wanted next. The brand had the ingredients for a strong repeat business already in place: a 24% repeat rate, real intent signals at every browsing stage. It just had no system built to act on them.

Netcore's Audience Agent changed that. It built real-time segments from browsing behaviour, product affinity, and purchase history, then mapped the journey stage by stage - browse, product view, cart, checkout, post-purchase - triggering a specific message at each one instead of a generic blast. Scheduler Agent and send-time optimisation handled timing, so outreach landed when each user was actually likely to engage.

The shift from campaign-led to lifecycle-led marketing doubled Mulmul's Netcore-driven revenue share, from 2% to 4%. WhatsApp revenue grew 676%. Data didn't make the brand feel less personal - it made the personal touch scale.

Logo:
https://drive.google.com/file/d/1Ak2-KFu9vamngqIPABvw2LNcdJWRrwBi/view?usp=drive_link