Organisation: Netcore
Case Study: Vision+
Region - APAC
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 Decisioning + Predictive Behavioural Engagement (Insight Agent)

2-line descriptor: VISION+ turned casual viewers into daily bingers by replacing batch-and-blast alerts with a real-time, behaviour-led engagement engine. Repeat viewership rose 81% and payment completions climbed 72%.

Company descriptor: VISION+ is an MNC Group OTT platform serving Indonesia's mobile-first audience, with 40 million monthly active users and a growing library of exclusive short-form Microdramas alongside VOD and live sports.

Use case (148 words):

VISION+ had strong top-of-funnel traction from live sports and exclusive Microdramas, but sustained engagement was harder to earn. Every user got the same batch-and-blast notification regardless of what they'd actually watched, which added noise more often than it drove a second session.

Netcore's Insight Agent became the intelligence layer underneath a rebuilt engagement engine, processing behavioural events in real time to predict what a user was likely to watch next, then triggering the right nudge on the right channel - a Sticky Push for a live match kickoff, a carousel for binge-ready titles, a contextual nudge the moment a non-subscriber showed interest in premium content.

The shift from generic alerts to predicted, in-the-moment relevance showed up fast: repeat viewership up 81%, payment completions up 72%, push CTR up 46%. Volume was never the differentiator here. Knowing what each viewer wanted next was.

Logo:
https://drive.google.com/file/d/1KYtvT1ZNrGSOHm_pXT1aHSo9UpCcnNF6/view?usp=drive_link