Organisation: Netcore
Case Study: A Job Thing
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: Measurement & Insights

Technique: Conversational AI Analytics (Insight Agent)

2-line descriptor: AJobThing used Insight Agent to catch list fatigue before it cost them, then cut send volume instead of raising it. Clicks nearly doubled and unsubscribes fell 43%.

Company descriptor: AJobThing runs a high-volume employer and jobseeker email programme across Malaysia and Indonesia, acting as the connective layer between both sides of the hiring marketplace.

Use case (150 words):

AJobThing sent email at serious volume across two countries, but the team's visibility hadn't scaled with it. Every performance review meant manually cross-referencing exports week over week - slow enough that early signs of audience fatigue went unnoticed until unsubscribes had already climbed.

Netcore's Insight Agent replaced that with a conversation: the CRM team asked about campaign performance directly and got the data, the highlights, and a recommendation back in one exchange. Ahead of a 29 July send, Insight Agent's read across send time, content type, template, and segment converged on an unexpected call - stop sending to the whole list, send to a smaller, sharper one instead.

The team cut volume by 35% for that send. Clicks rose 92%, CTOR jumped from 2.8% to 5.7%, and unsubscribes fell 43%. On a channel already worried about fatigue, sending less turned out to be the fix.

Logo:
https://drive.google.com/file/d/1mdU6zqmCOSKuTkpGbGr2bHLU6NAGaFvW/view?usp=drive_link