**Organisation: Netcore**
**Case Study: IGP**
**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: Measurement & Insights**

**Technique:** Conversational AI Analytics (Insight Agent)

**2-line descriptor:** IGP replaced days of manual spreadsheet analysis with plain-English queries to its campaign history. The insight it surfaced in minutes drove a 3X CTR uplift on Valentine's Day 2026.

**Company descriptor:** IGP (IndianGiftsPortal.com) is one of India's most trusted online gifting platforms, running high-frequency, occasion-led campaigns across email, push, and WhatsApp.

**Use case (150 words):**

IGP's retention team ran sophisticated multi-wave campaigns but made calls with limited visibility. Historical performance sat locked across spreadsheets, and pulling together one wave-level analysis could eat two to three days - time that came straight out of planning and creative testing.

Netcore's Insight Agent let the team query their full campaign history in plain English and get an answer back in minutes. Ahead of Valentine's Day 2026, IGP asked it to compare all four 2025 Valentine's waves at once. The pattern it surfaced had been sitting in the data the whole time: "Gifts for Her / Gifts for Him" footer CTAs consistently outperformed. IGP rebuilt the 2026 campaign and homepage around that split.

The result was a 3X uplift in email CTR and a 13-point jump in open rate, with analysis time down nearly 95%. The insight that changed the campaign took minutes to find. It used to take days.

Logo:
https://drive.google.com/file/d/1w272CO9K-RUNPMq6ObJWL_in2KR87YMD/view?usp=drive_link