**Organisation: Netcore**
**Case Study: Anveshan**
**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: Propensity Modelling**

**Technique:** AI Propensity Modelling (Predictive Targeting)

**2-line descriptor:** Anveshan broke a 7X WhatsApp ROI ceiling by targeting only the users most likely to act. The result: a 13X ROI, its best WhatsApp performance to date.

**Company descriptor:** Anveshan is a premium D2C brand in India's health and nutrition space, known for ghee, honey, and cold-pressed oils built on traceable, minimally processed sourcing.

**Use case (150 words):**

Anveshan had built WhatsApp into its best-performing channel, but the return had settled at 7X and stayed there. Every user on the list got the same message, whether they were about to buy or had simply never opted out - and on a channel where every send carries a real cost, that gap mattered.

Netcore deployed its AI Propensity Model to score each user's likelihood to open and to click before a single message went out, then targeted only the highest-intent cohort. The rollout ran in two phases: a proof-of-concept batch first, a scaled batch once the signal held.

Four campaigns, benchmarked against 1,117 legacy sends over the prior year, delivered a 13X ROI. Conversion rose 94%, revenue per send came in 3.5X higher. The ceiling didn't move because Anveshan sent more. It moved because Anveshan finally knew who to send to.

Logo:
https://drive.google.com/file/d/1eSAthcNMKK0VzWNLKRnWd3Ed0MX2dwtY/view?usp=drive_link