Organisation: Netcore
Case Study: Good Doctor
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: Propensity Modelling
Suggested alternative: Agentic Decisioning / Autonomous Optimization - the story's real distinction is three AI agents running continuously and acting without human triggering, a step beyond propensity scoring or journey mapping alone.

Technique: AI Decisioning Agent (Predictive Targeting + Real-Time Trend Detection)

2-line descriptor: Good Doctor used the Decisioning Agent to reach the right patient at the right moment instead of just reaching more of them. The shift drove 51.78% more transactions and 13.86% more paying users.

Company descriptor: Good Doctor is Indonesia's leading digital healthcare platform, connecting more than 15 million users to online consultations, medicine delivery, and a nationwide network of doctors and facilities.

Use case (149 words):

Good Doctor's platform was scaling, but reaching more users didn't mean reaching the right ones at the right moment. Onboarding ran on manual A/B tests, campaigns went to the full base regardless of intent, and by the time a health trend was spotted, the moment had usually passed.

Netcore's Decisioning Agent fixed that on three fronts. A Journey Path Optimizer shifted onboarding traffic toward whichever variant converted best, without anyone running the test by hand. Propensity-based segments routed campaigns only to high-intent users, refreshed as behaviour changed. An AI Insight Summarizer read health-search data continuously, flagging emerging demand - a spike in sore throat searches, say - while it was still worth acting on.

The result: 51.78% more transactions, 13.86% more paying users, and email open rates 3.7X higher on predictive sends. Relevance, not reach, turned out to be the growth lever.

Logo:
https://drive.google.com/file/d/1uYBGnY981eEOSy0wvtifWJ-LI7bakZ84/view?usp=drive_link