



A NETCORE BEST-PRACTICES BOOK

# The Full Stack Playbook

3 Stages, Top Brands, and the  
Best Practices That Scale Them

01 Discover

02 Convert

03 Grow

— HOW THIS BOOK WORKS

# One **profile**, three moves

Most stacks split search and engagement. On Netcore, both sit on one shopper profile. This book follows that profile through three moves.

**01**

## Discover 🔍

AI search turns paid traffic into found products and lowers acquisition cost.

**02**

## Convert ↻

Personalization turns intent into revenue, and first orders into repeat ones.

**03**

## Grow ✨

Agentic AI segments, diagnoses and targets, so acquisition pays back over time.

# The use cases

Tap a brand to jump to its use case.

## DISCOVER —



**Backcountry**

**9% ↑**

revenue per session

**CITY**

FURNITURE

**20% ↑**

conversion

**CAMPER**

**10% ↑**

search sessions

**RESTAURANT  
EQUIPPERS.**  
WAREHOUSE STORES

**20% ↑**

add-to-cart

## CONVERT —

**AJIO**

**2X ↑**

revenue

**Dune**

LONDON

**15% ↑**

revenue contribution

**tealive**

**3.6X ↑**

cart recovery

## GROW —

**fabindia**  
CELEBRATE INDIA

**9X ↑**

ROI

**igp**

**3X ↑**

email CTR

**anveshan®**

**13X ↑**

WhatsApp ROI



# 01 Discover

Discovery is where acquisition is won or wasted. When search matches intent, more paid traffic finds a product and each conversion costs less.

## CAPABILITIES IN THIS CHAPTER

AI search relevance

Autosuggest

Vector search

Multilingual search

Automated merchandising

Shopping Agent

 Backcountry

**CITY**  
FURNITURE

**CAMPER**

**RESTAURANT  
EQUIPPERS**  
WAREHOUSE STORES

# AI search **relevance** and merchandising

**9%** revenue per session

**7%** search CVR

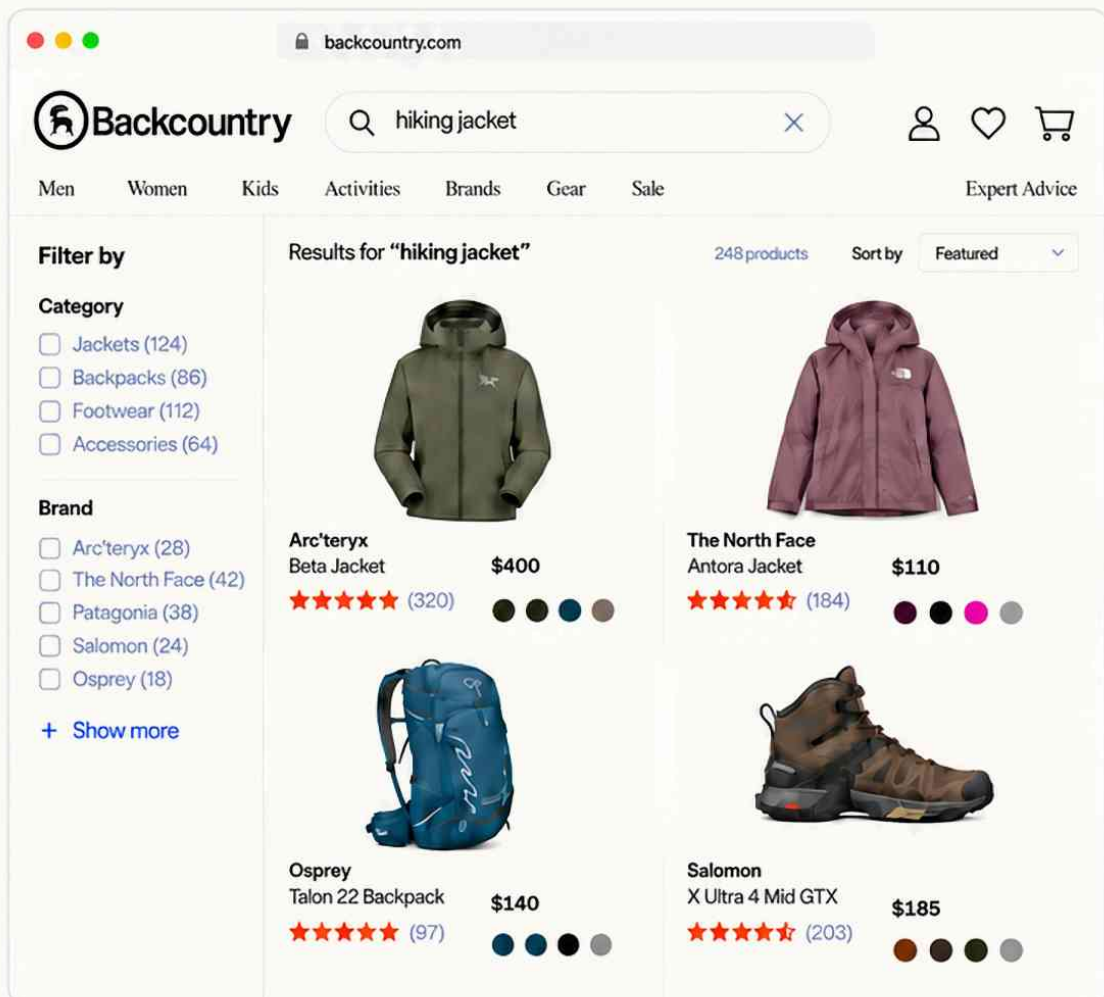
measured against the previous search provider

## THE CHALLENGE

Backcountry sells technical outdoor gear, where shoppers arrive with a specific brand, activity, size or spec in mind and expect the right product on the first search. On its previous provider, relevance fell short often enough to cost sessions, and the gap showed up most in browse traffic and search-led conversion.

## THE APPROACH

Backcountry moved search and discovery to Netcore Unbx'd. AI ranking reads shopper behavior and reorders results toward what converts, with autosuggest and browse recommendations. Merchandising was automated, so the team could steer results without hand-building rules for every case.



**“** Personalization testing centered on CVR optimization had a positive effect on our browse traffic.

— Jill Beers, Digital Merchandising Manager, Backcountry

# Vector search for a deep catalog

**20%** conversion uplift

**2.5X** add-to-cart

large, attribute-heavy catalog

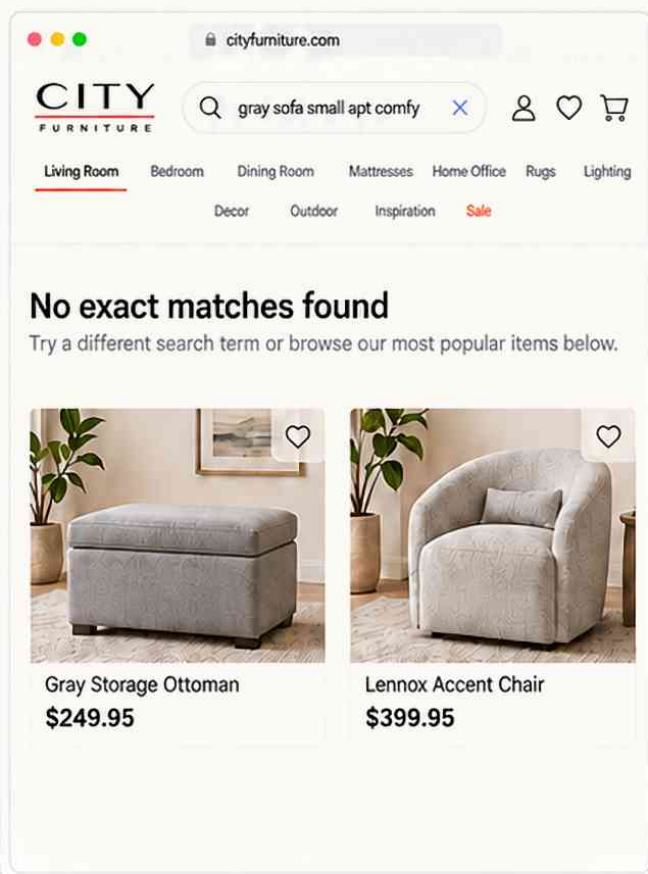
## THE CHALLENGE

City Furniture sells big-ticket products across a catalog with heavy attribute variation, and keyword search matched terms rather than meaning. A query slightly off the catalog wording returned broad or empty results, while merchandising changes waited on engineering.

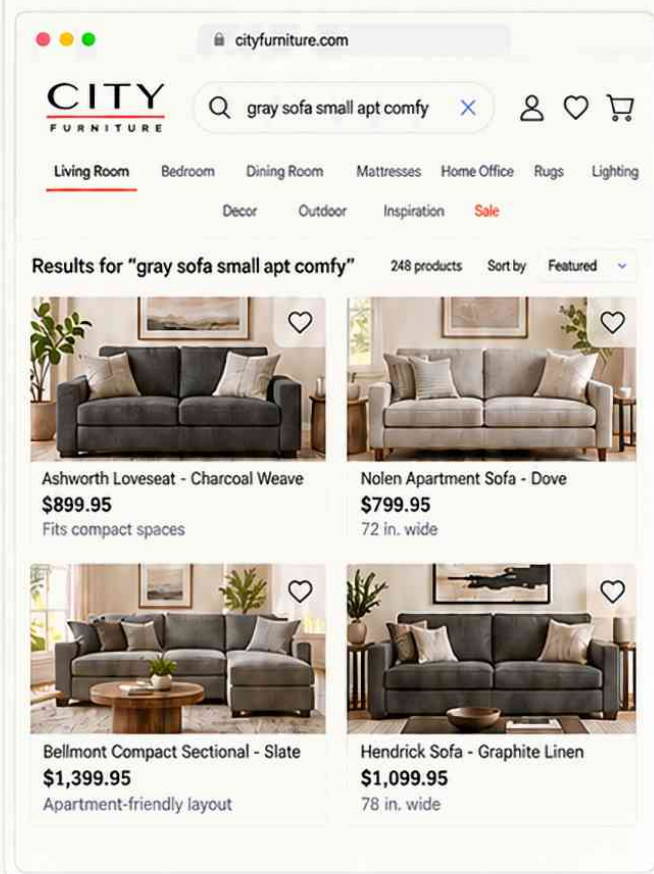
## THE APPROACH

City Furniture adopted Netcore Unbxid vector search, which reads the intent behind a query rather than matching keywords, so nuanced searches resolve to relevant products. No-code merchandising then let the team reorder, boost and bury results without a development cycle.

### KEYWORD SEARCH



### NETCORE UNBXID VECTOR SEARCH



**“** Vector search improved the search experience for our customers. By enhancing result relevancy, shoppers find what they want more quickly, which has translated into higher search conversion and revenue.

— Tori Hewitt, Digital Journey Manager at City Furniture

# Multilingual search across markets

**10%** search-led  
sessions

**FEWER** zero-result  
queries

US and UK

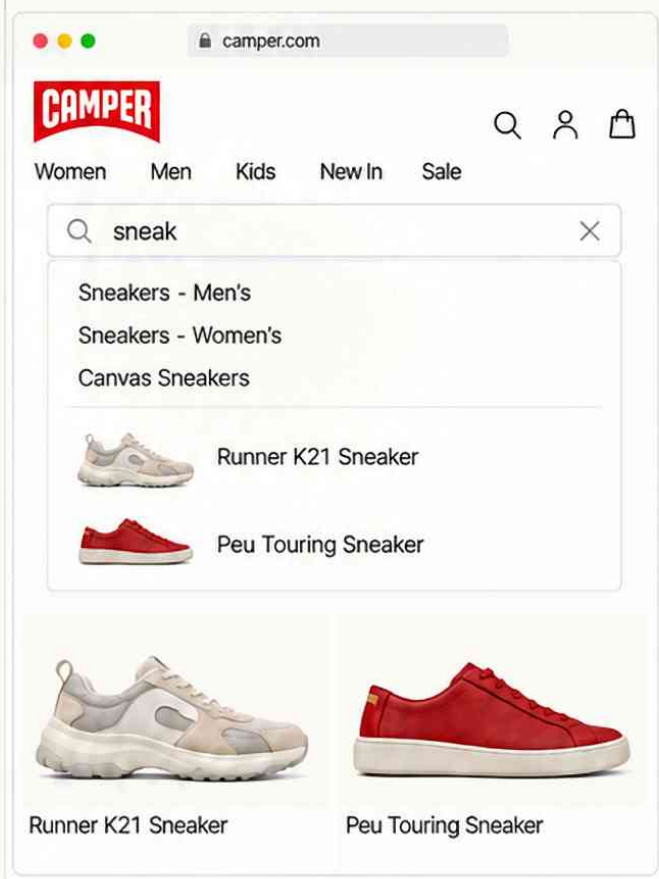
## THE CHALLENGE

Camper sells across countries and languages, and its earlier search did not adapt well. Queries in one market often failed against catalog data structured for another, producing zero-result pages that ended sessions and stretched a lean team.

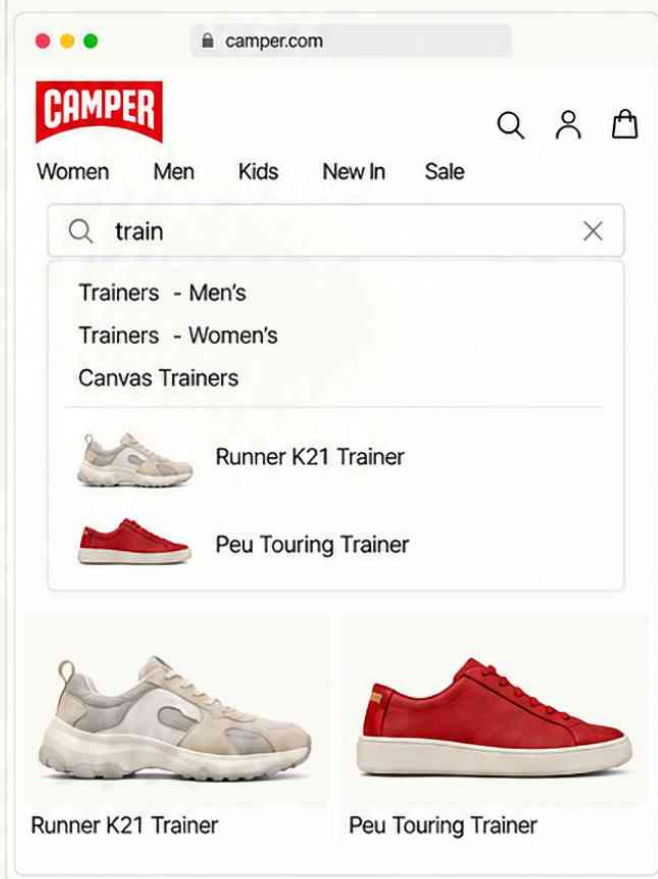
## THE APPROACH

Camper deployed Netcore Unbxd with multilingual AI search, so a query resolves to the right products in any language, guided by autosuggest as shoppers type. Low-code tooling let the team tune search across markets without engineering for each one.

### US STORE



### UK STORE



**“** Autosuggest is a great win for the UX. We estimated a huge uplift on our business metrics after implementing Netcore. That is real impact.

— Damià Rita Espada, Web Project Manager, Camper

# A shopping agent for spec-driven buying

**20%** add-to-cart uplift

**3X** search engagement

spec-driven buying

## THE CHALLENGE

Restaurant Equippers serves professional buyers who search by exact specification across a deep catalog, and conventional search struggled with those technical queries. Results came back as long, unfiltered lists or no match, so sessions stalled and carts were abandoned.

## THE APPROACH

Netcore Unbxid improved query understanding so technical searches returned accurate matches, and a Shopping Agent handled discovery conversationally. It asked clarifying questions and narrowed a large catalog to the right product, suiting buyers who knew the spec but not the SKU.



Need a 6-burner gas range for a 36-inch space. Not electric.  
10:14 AM



Got it. Countertop or floor-standing?  
Standard or high-output burners?  
10:15 AM

Floor-standing, standard output.  
10:16 AM



Found 2 matching 36-inch gas ranges:  
10:16 AM



**Vulcan 36S-6BN Endurance**  
36 in. wide · 6 burners · Natural gas  
**\$4,480**  
[View details](#)

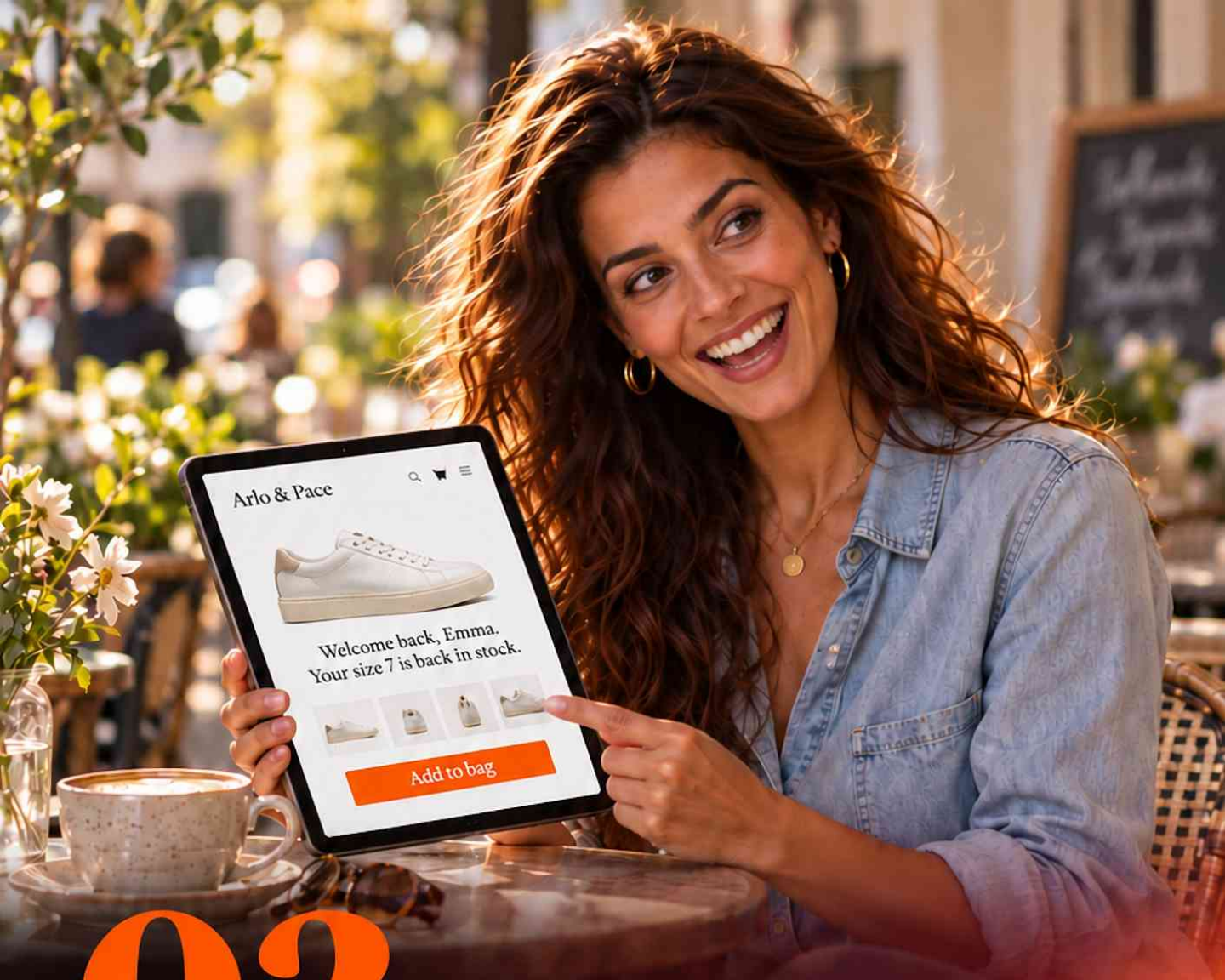


**Argus 35006 Gas Range**  
36 in. wide · 6 burners · Natural gas  
**\$999**  
[View details](#)

Ask about equipment specs... 

“The Shopping Agent has been a real game-changer for us. We’re seeing higher conversions and increased average order values because shoppers are staying engaged and finding exactly what they need.

— Angela Maynard, Director of Ecommerce Operations, Restaurant Equippers



# 02

# Convert

Discovery creates intent. Convert turns it into revenue, so a found product becomes an order, and a first order becomes a second.

## CAPABILITIES IN THIS CHAPTER

Web and app personalization

AMP interactive email

Lifecycle journeys

Cart recovery

Merchandising triggers

Loyalty

AJIO

**Dune**  
LONDON

tealive

# Interactive AMP email for a peak sale

**2X** revenue

**Big Bold Sale**

interactive AMP email

## THE CHALLENGE

AJIO's Big Bold Sale runs on volume and momentum, and a standard email could not carry it. A static message could list offers but not let shoppers act, so intent dropped on the trip to the site, and at sale scale that lost demand.

## THE APPROACH

AJIO worked with Netcore to build a gamified, interactive AMP email, so shoppers could browse and act inside the message itself. Reducing the steps between opening the email and engaging with products held intent where it usually leaked.

Tap to Reveal



“Netcore’s ability to align strategy with execution helped us drive measurable revenue uplift while delivering a standout customer experience during one of our most important sales periods.”

— Abhinand S, CRM and Digital Marketing Manager, AJIO.com

# One lifecycle, every channel

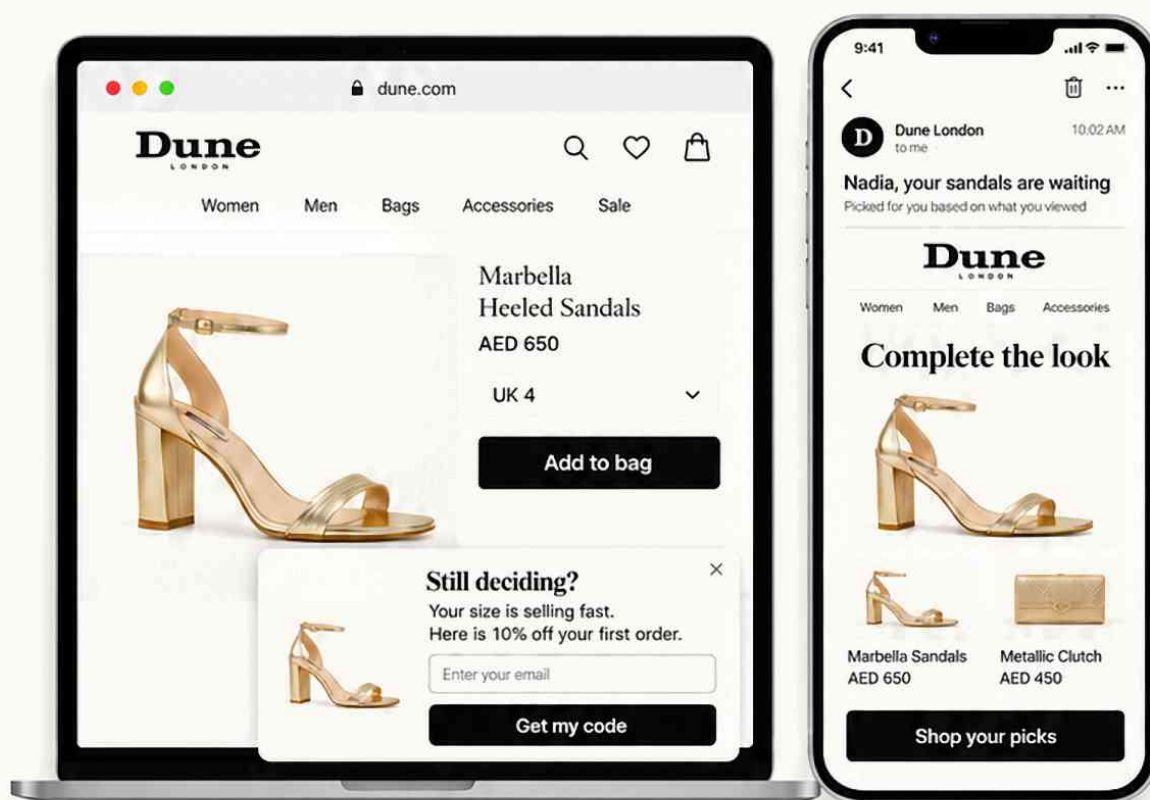
**15%** revenue contribution | **in Q4** | full-lifecycle journeys

## — THE CHALLENGE

Dune London set out to grow revenue in the UAE, but its engagement was not tailored to where each shopper sat in the lifecycle. Product viewers, cart abandoners and lapsed customers were reached much the same way, so campaigns worked harder than they returned.

## — THE APPROACH

Netcore built segmentation on real behaviour, using RFM, funnel and cohort analytics on a single profile. Automated email journeys and onsite messages then acted on that profile across the lifecycle, reaching each segment with relevant offers rather than one-size-fits-all sends.



“ Using Netcore's Onsite Messages, Dune London experienced a boost in both customer engagement and revenue. The ability to deliver targeted, personalized messages to website visitors has resulted in a significant 15% revenue contribution during Q4.

— Sreemoyee Basu, Manager, Ecommerce, Apparel Group UAE

# Cart recovery linked to **loyalty**

**3.6X** cart and menu recovery | **43%** repeat purchase rate | **40%** first-launch conversions

## — THE CHALLENGE

As Tealive grew to more than 800 outlets, it wanted its app to feel like its stores, warm and consistent. But first-time users often did not convert, shoppers dropped off at the menu and checkout, and repeat orders relied largely on chance.

## — THE APPROACH

Netcore built an automated app lifecycle on one profile. A welcome journey with a time-boxed voucher activated new users, menu and cart abandonment journeys recovered drop-offs with timely reminders, and thank-you, reorder and reinstall journeys turned first orders into loyal repeat purchases.



**“** Netcore's automation platform powered Tealive's digital transformation, delivering a 3.6X uplift in abandoner recoveries and elevating revenue and engagement across the brand.

— Syahirah Soliheen, CRM and App Campaign Executive, Tealive

Arlo & Pace 



Loving your white sneakers, Emma? Meet your next pair, picked for you. 15% off as a returning customer.

Shop now

# 03 Grow

Acquisition is expensive, so the return has to outlast the first order. Agentic AI works the same profile to segment, diagnose and target.

## CAPABILITIES IN THIS CHAPTER

AI segmentation

Audience Agent

Insight Agent

Automated journeys

Decisioning Agent

**fabindia**  
CELEBRATE INDIA

**igp**

**anveshan**<sup>®</sup>

# AI segmentation with automated journeys

**9X** ROI in  
120 days

**2X** digital  
revenue

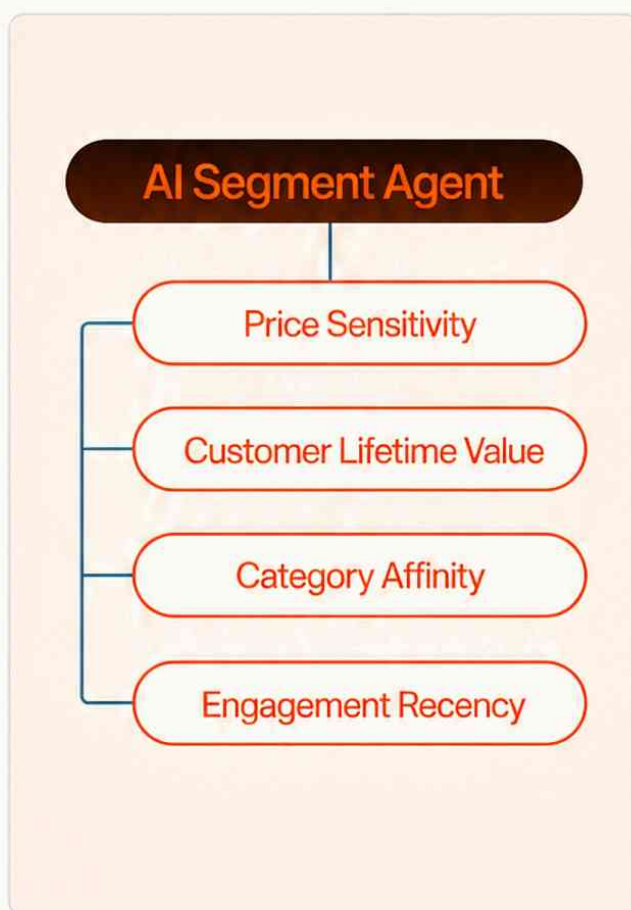
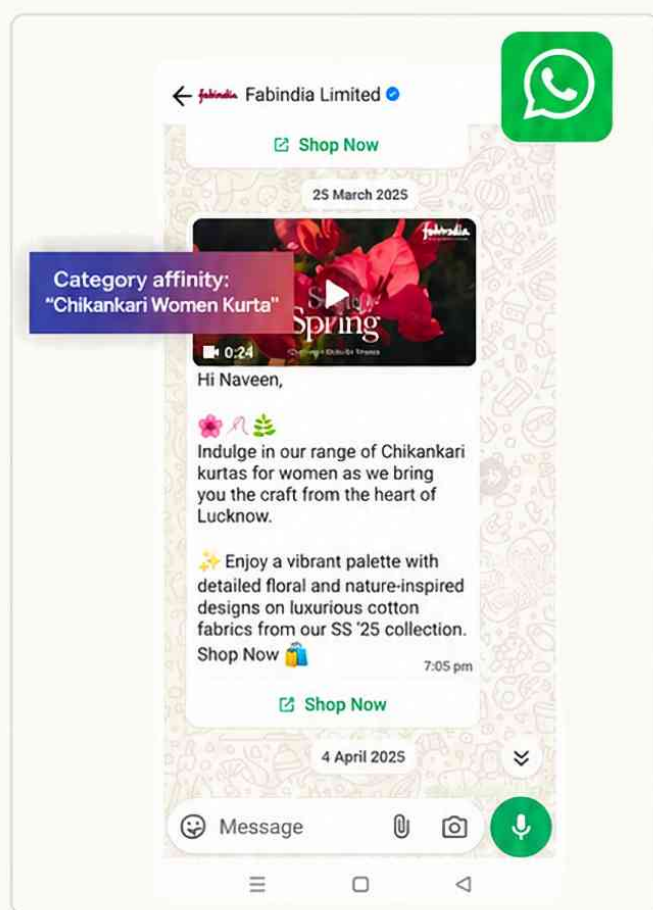
agentic  
segmentation

## — THE CHALLENGE

Fabindia wanted tailored experiences across WhatsApp, email and app push, but manual segmentation could not keep pace with its catalog and calendar. A large share of intent also came from anonymous visitors with no profile yet, and that signal went unused.

## — THE APPROACH

Netcore's Audience Agent used AI segmentation to build and continuously refresh audiences, including propensity-based ones, with no manual rebuilds. Automated journeys then acted on both known and anonymous shoppers across channels, recapturing intent at a scale no team could staff by hand.



**“** We have witnessed remarkable results and anticipate further growth, with Netcore's contribution yielding a 9X ROI and accounting for a significant portion of our overall revenue.

— Deeksha Mishra, Digital Marketing Manager, Fabindia

# Autonomous post-campaign insight

**3X** email CTR uplift

Valentine's Day

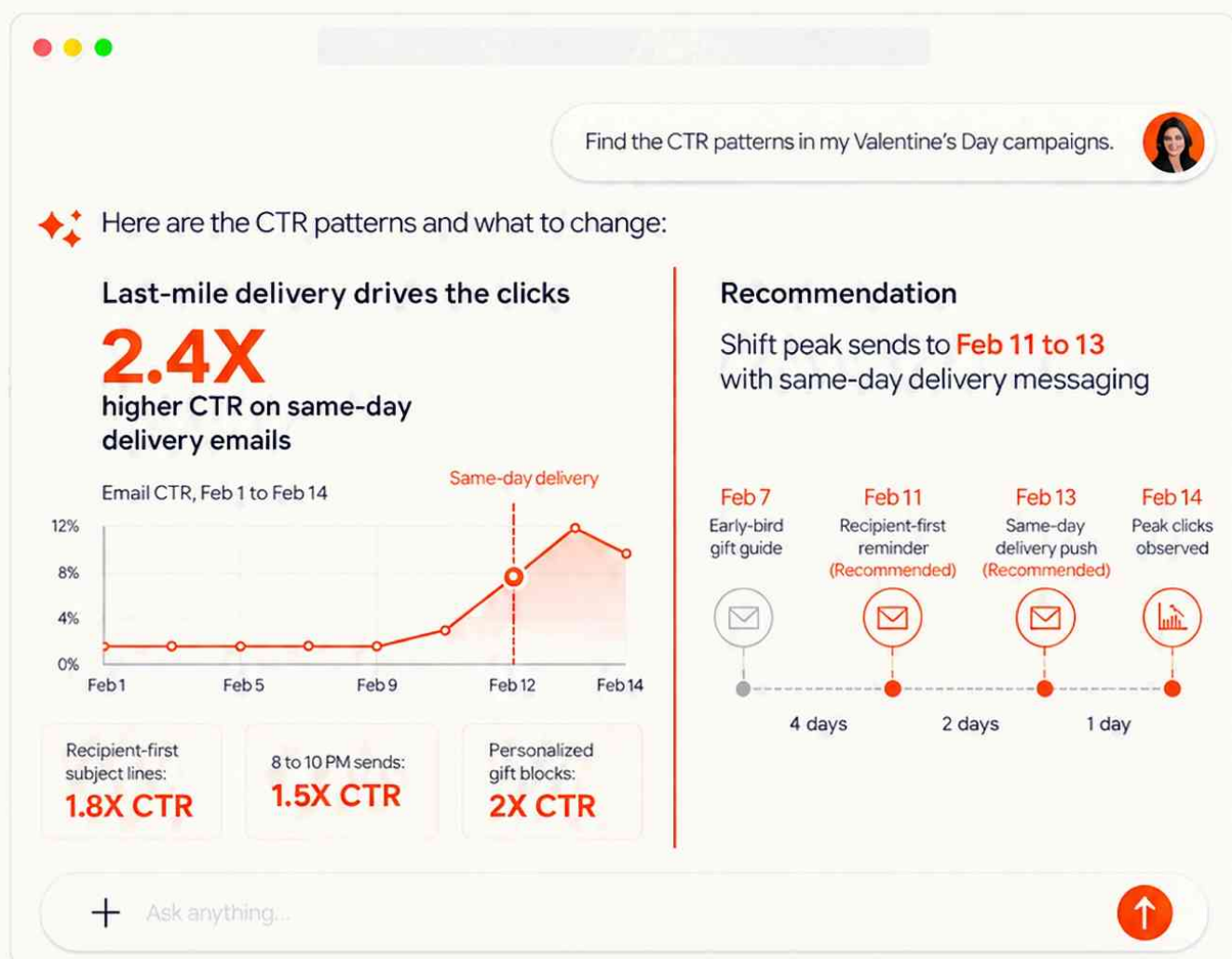
autonomous analysis

## THE CHALLENGE

IGP's team spent long hours each week analyzing campaign performance, and the patterns that moved engagement were easy to miss by hand. Without a fast, reliable read on what worked, each new campaign started with an incomplete picture of the last.

## THE APPROACH

Netcore's Insight Agent ran post-campaign analysis autonomously, surfacing what changed and the signals behind it rather than metrics alone. Those findings fed directly into the next wave, so every campaign learned from the one before.



“Insight Agent surfaced a pattern in our Valentine's campaign data that would have taken us days to find manually. That single insight reshaped our entire strategy and directly drove our best CTR result in years.

— Nikhil Kamthe, Retention Manager, IGP

# Propensity-based audience targeting

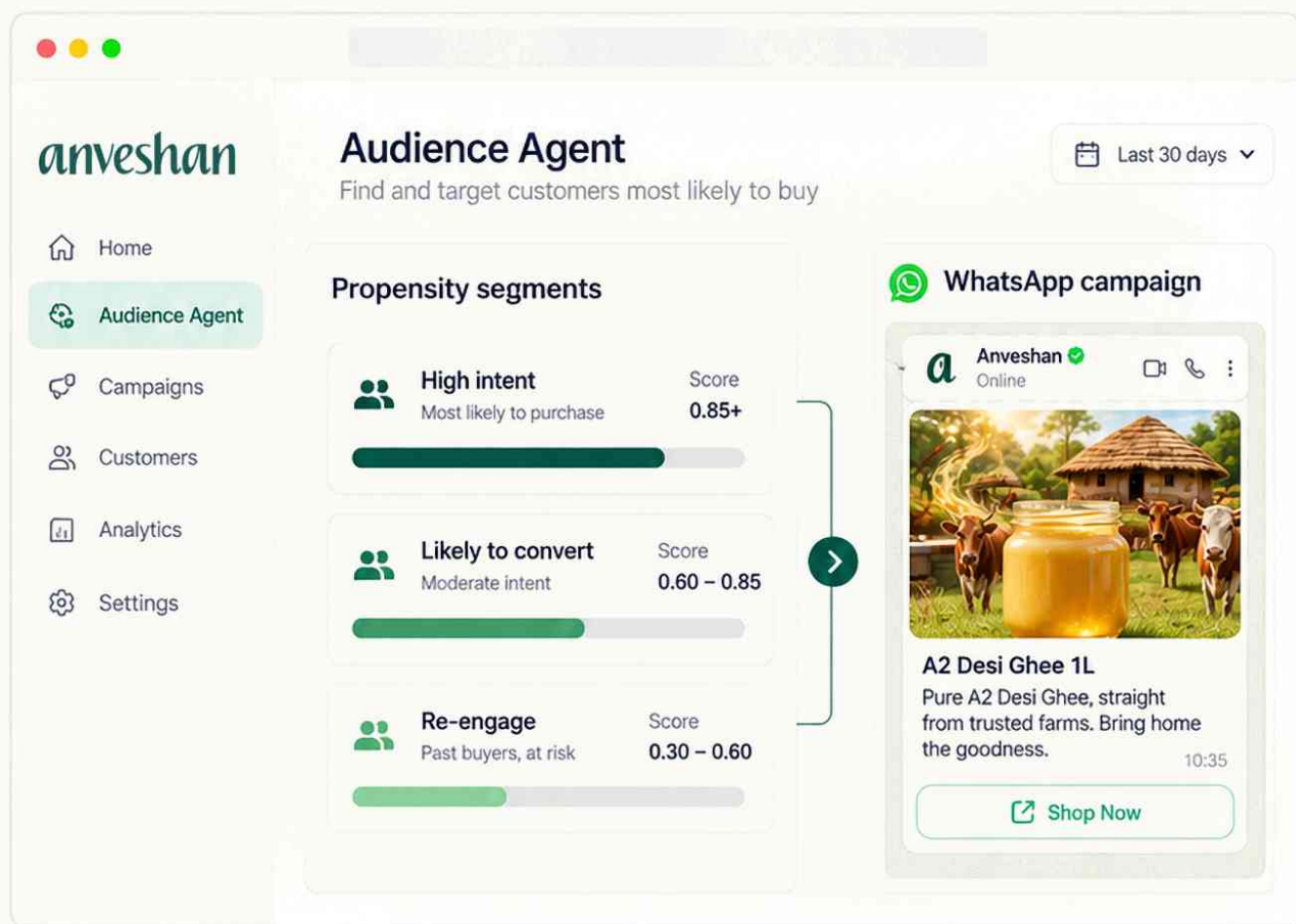
**13X** WhatsApp ROI | **94%** conversion uplift | propensity targeting

## THE CHALLENGE

Anveshan's WhatsApp program had plateaued. Messages went broadly to the base regardless of how likely a customer was to buy, which spread spend thinly and held returns near a 7X level, so scaling meant knowing who was likely to buy first.

## THE APPROACH

Netcore's Audience Agent scored each customer with propensity models built on predicted behaviour. Campaigns then concentrated on the segments most likely to convert, so budget went where it returned the most rather than being spread evenly.



“ Whatever internal KPI Anveshan sets for CRM or retention becomes the KPI for the Netcore team too. I have never seen a partner co-own the KPI and work toward it like this, and that has driven huge growth for us.

— Jitendra Choudhary, Head of D2C and Retail, Anveshan

# Start with **one profile**

Search, engagement and AI usually sit with different teams and different tools. Each stage starts from scratch, and the shopper is treated like a stranger every time.

A full stack changes that. When all three share one profile, what a shopper searches shapes what they are sent next, and every order makes the next one easier to win.



# About Netcore

**One** platform

**Multiple** Channels

**25+** years

**6500+** Global Brands

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Netcore, a global MarTech leader, empowers B2C brands to craft distinctive digital journeys through innovative acquisition, engagement, and retention solutions. Established in 1997 by Rajesh Jain, a visionary in the internet domain, Netcore pioneered AI/ML-driven marketing automation. Today, Netcore continues revolutionizing consumer interactions for marketing and product teams worldwide.

We champion 'Intelligent Customer Experience' for brands, facilitating seamless, personalized interactions across digital channels. As part of its continued innovation, Netcore has engineered Agentic AI, a first-of-its-kind collective of intelligent agents that think, decide, and execute like expert marketers.

# About Netcore

Anticipating the shift toward intelligent automation early, Netcore has spent the last two years building Agentic AI to deliver autonomous personalization, campaign intelligence, and profitable growth at scale with unmatched efficiency.

In 2025, Netcore won the Google Cloud Business Applications Partner of the Year Award for Emerging Industry. Additionally, we secured 200+ badges and have been recognized as Leaders in 22 categories in G2's Spring 2025 report.

Headquartered in Mumbai, India, with offices throughout Southeast Asia, Europe, Africa, and the Americas, Netcore serves over 6,500 clients across 40 countries, delivering over 2 billion experiences every day – including 1 billion emails and 1.6 billion push notifications.

# Brands that Trust Us



**Stay in touch with  
your customers throughout  
their lifecycle**

[Book a demo](#)