Ecommerce Mindscape

INDIA 2024

Key Marketing Benchmarks and Emerging Trends for D2C and Marketplace Success

Netcore

Executive Summary

Ecommerce in India is booming, with both Direct-to-Consumer (D2C) brands and marketplaces seizing significant market share. Navigating this landscape demands a deep understanding of the audience, competitors, industry norms, and emerging trends.

Our research bridges the gap between consumer expectations and effective marketing strategies, offering a rich collection of trends, benchmarks, insights, and strategies to fuel your next campaign.

The findings emphasize a market shift towards using Gen AI to amplify virtual assistants, granular personalization, real-time adaption, predictive analytics, and journey optimization. Integrating ecommerce into WhatsApp and email further simplifies user journeys.

Consumers, especially from Tier 2 and Tier 3 cities, prefer mobile apps for shopping and expect fast product discovery, relevant recommendations, minimal outreach, and swift checkouts. They intend to boost online spending while demanding uncompromising, exceptional experiences.

Marketers prioritize repeat purchases and retention tactics to combat rising customer acquisition cost (CAC); personalization boosts key metrics by 20% to 40%.

The roadmap involves adopting technologies like Customer Data Platforms (CDPs), Customer Relationship Management (CRM) systems, and inbox commerce solutions. Gen AI will be pivotal for perfecting personalization and customer experiences.

Let's lead with vision, transform challenges into opportunities, and shape a future where every interaction is extraordinary and every journey unforgettable.

Contents

Foreword

The ecommerce landscape is fiercely competitive, demanding relentless pursuit of the latest trends, state-of-the-art technology, and innovative ideas to engage users. Rapid shifts in consumer preferences require agility, driving up marketing and acquisition costs. It's a challenging environment, but the rewards for those who dare to innovate are immense.

To address India's diverse consumer base, it's critical to ensure accessibility with inclusivity—segment audiences into cohorts, localize messages, and curate offerings.

Infuse conversations with the latest trends, especially for Gen Z, who thrive on inspiration from the newest hype. Weave creativity and innovation into consumer journeys—from product discovery and personalized offers to frictionless buying and loyalty rewards.

Explore the nuances of modern search behaviors by adopting conversational AI like GPT to enhance searches and improve user experiences.

Utilize advanced interactive features on platforms like email and WhatsApp to connect instantly, streamline checkouts, and boost conversions. Empower user journeys with generative AI to achieve groundbreaking success.

Sustainability is a universal concern across all consumer segments. Embrace this ethos and reflect it in your actions.

Consumer-centricity is key. Use data to guide your decisions and deliver hyper-personalized messages.

Dive into this report, equip yourself with insights, and seize the opportunities ahead. The future of ecommerce is here, and it's yours for the taking.

Arijit Gorai
Head of D2C & Marketplace Business
zivame

Report at a Glance

Apps Remain Popular with Users

86% of users in Tier 2 and Tier 3 cities love online shopping, especially via mobile apps. Growing demand for fast product discovery has led 30% to use voice and image-based search.

Simplified Buying in Demand

Consumers welcome anything that cuts down the steps in their shopping experiences, such as instant purchases and checkouts via email, WhatsApp, or social platforms.

Discounts Work, Over-messaging Doesn't

While discounts are a hit, consumers don't want brands bombarding them more than thrice a week. Especially on WhatsApp, where ROI is highest, users prefer no more than one message a week.

High CAC Shifting Focus to Retention

The CAC has reached an all-time high, increasing by 30% to 40% year-over-year. This shift has marketers zeroing in on repeat purchases and retention.

AI-powered Personalization Boosting Revenue

Digital optimizations have bumped up conversions by 30% over the last two years. Leveraging AI to personalize experiences could push conversion rates to 3% and repeat purchase rates to 40%.

Note on Research

In **Q4 2023,** Netcore and Dynata partnered to study global consumer behavior and marketing leader perspectives. Data from **2000+ consumers** and **300+ leaders** was collected across **10+ countries** to create **regionally segmented reports.**

Netcore | dynata

Ecom Buzz 2024:

Gen AI meets Gen Z Trends

Netcore

Ecommerce in India - 2024

The Indian ecommerce market is gearing up for an exciting ride, aiming for a value of $350* Bn by 2030. The extent to which marketplaces and individual brands will contribute to this figure hinges solely on their agility to comprehend and embrace the latest trends.

The current landscape is primarily dominated by marketplaces such as Flipkart, Amazon, Myntra, Meesho, Nykaa, Snapdeal, and others. However, there's been a notable surge in D2C brands, with numerous startups entering the fray. While marketplaces offer convenience and access to a wide range of products, D2C brands bring innovative, specialized solutions and personalized interactions to the table.

As consumers today prioritize convenience while also seeking out unique offerings, the competition within the ecommerce sphere becomes even more intense.

Standing out requires a fusion of tools, strategies, and an understanding of the latest trends, which are essential for staying ahead and meeting the evolving needs of consumers.

The Top 5 Trends

To stay ahead of competitors, it's crucial to follow the latest market buzz. After analyzing current trends, we've curated the top 5 ecommerce trends. Let's dive in:

1 Marketers are Boosting Investments in Gen AI

7 in 10 CEOs are planning to boost their investments in Gen AI. These tools accelerate data collection, analysis, prediction, security, and content creation and drive growth and innovation.

Gen AI is enhancing virtual assistants to provide more human-like interactions, highlighting reviews, enabling predictive analytics, and delivering personalized product descriptions. It powers advanced visual merchandising through Augmented Reality (AR) and Virtual Reality (VR), creating immersive shopping experiences that reduce return rates.

Brands are actively harnessing **Gen AI's capabilities—employing chatbots, enabling image/voice-based search, personalizing content based on individual browsing and purchase histories, and utilizing powerful analytical tools for competitor analysis.** It also boosts retention by identifying at-risk customers and customizing loyalty rewards, fostering stronger customer relationships.

Joining this trend now is imperative; further delay risks being left in perpetual catch-up mode.

2 Personalized Journeys for a Segment of One are the New Norm

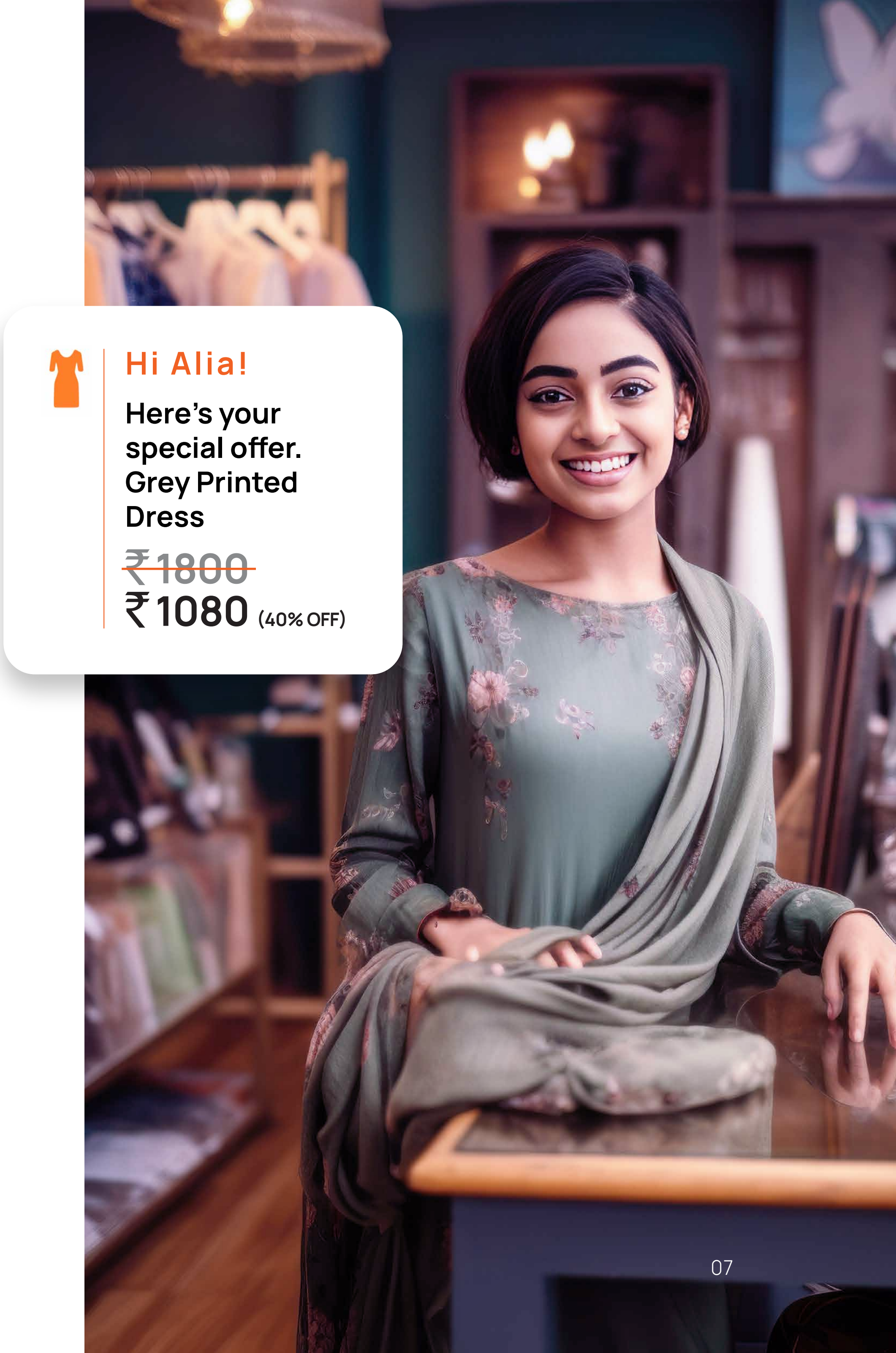
When pursuing hyper-personalization, offering a unique journey from discovery to purchase is crucial. Even if your product stands out, you'll fade into the background without tailoring the experience for each user.

To make it happen, consumer data is your greatest ally, with Journey Optimizer as a crucial addition to the equation.

Powered by Gen AI, the Journey Optimizer enables large-scale experimentation, driving revenue growth. For instance, if you aim to cut cart drop-offs by 5%, just set the goal and let Journey Optimizer do the rest. It dynamically crafts personalized journeys, adjusts wait times, curates content, selects offers, and optimizes communication channels.

Additionally, it can make real-time changes to the website or mobile app to enhance user experience and achieve the set goal.

This guarantees personalization at a granular level, leading to amplified revenue and deeper customer loyalty.



3 Immersive Experiences are Giving Reality an Upgrade

AR and VR have taken the world by storm, captivating audiences everywhere. The surge in immersive experiences has transformed how Gen Z comprehends and engages across diverse domains. And with Gen Z as the main focus for many ecommerce brands, it's no surprise they're eager to join the AR/VR wave.

These technologies bring everyday shopping to life, offering users a hyper-realistic experience anytime, anywhere. Such experiences, in turn, bring more than just sales for brands; they also cultivate emotional connections and foster customer loyalty.

From innovative brands like Lenskart to major marketplaces like Flipkart, the trend of bringing product experiences into people's homes with just a click is gaining momentum. It's a trend that's here to stay and to keep up with the times, it's essential to dive in and embrace the future of AR/VR.

4 Consistent Experiences are Skyrocketing Engagement and Conversions

Your offline store has to vibe with your online presence. Period.

A multifaceted presence across platforms—apps, websites, stores, and even messaging channels like email, WhatsApp, and RCS, plus social media platforms—requires weaving them into a seamless experience to keep customers engaged and satisfied.

Consistency builds brand recognition and trust. Tools like **CDPs help connect everything, creating a single, unified view of customers and delivering personalized experiences across all touchpoints.**

> **Brands increasingly realize the importance of connecting the dots between users' online and offline presence. Understanding offline loyal customers in the online environment is crucial, just as it is vice versa.**

The bottom line is maintaining a consistent look and feel across all touchpoints, creating a cohesive brand identity, and enhancing customer journeys.

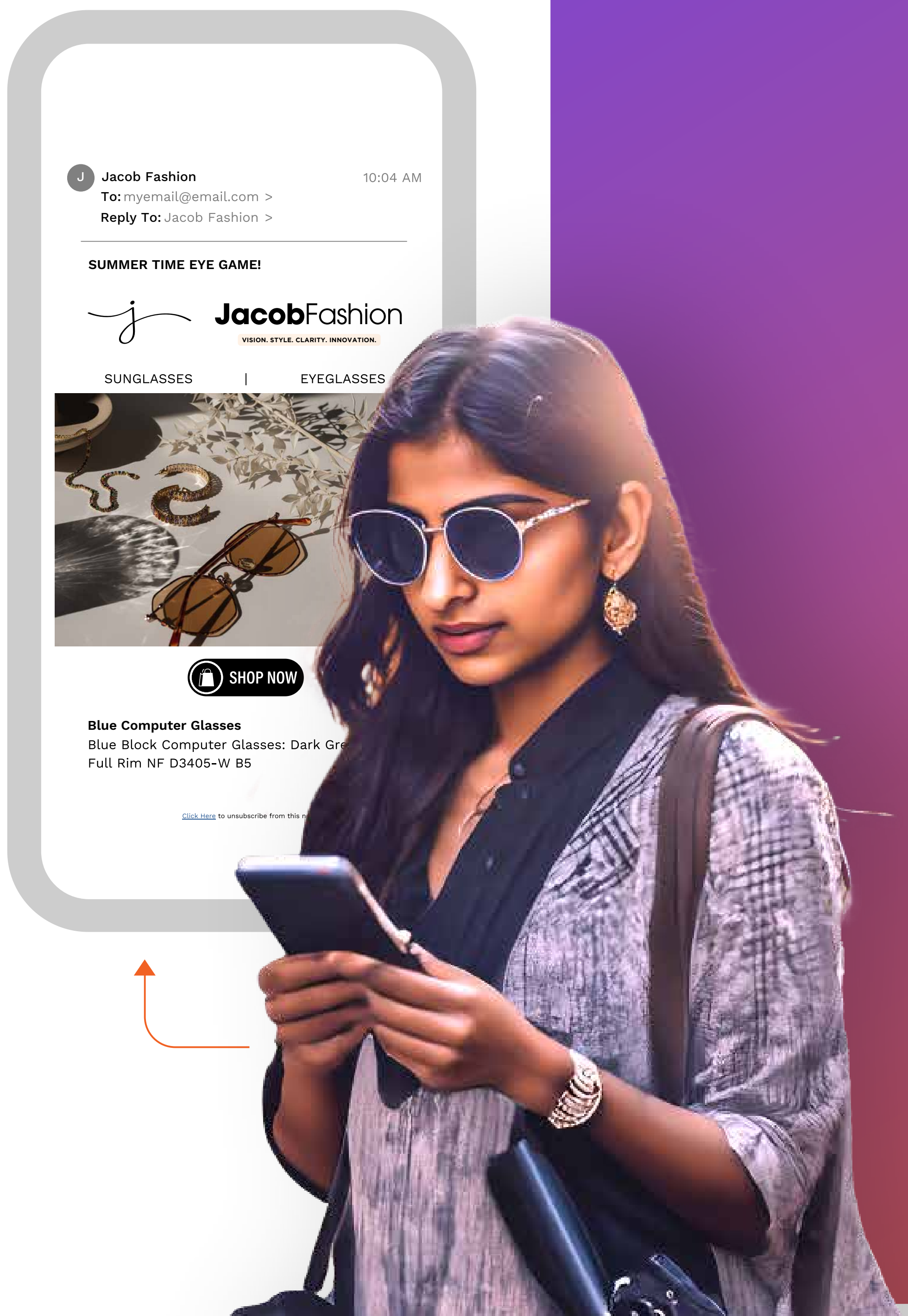
5 Marketers are All-In on Third Storefronts

The rise of social media shops and the influx of interactive features within user inboxes has revolutionized how people shop.

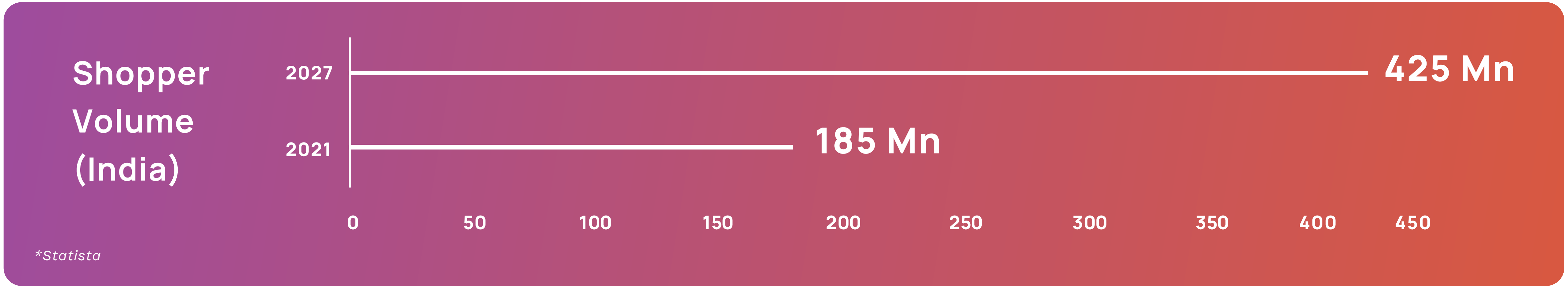
From browsing products to creating shortlists and making purchases, consumers can now do it all directly within their emails, WhatsApp, or RCS messages. This marks the dawn of inbox commerce, where communication channels become a brand's third storefront, offering a complete shopping experience.

However, to fully enrich shoppers' experiences, it is crucial to develop robust loyalty programs, leverage gamification strategies, and deliver value upfront. Treating social media pages and communication channels as vital as traditional storefronts is non-negotiable in today's market landscape.

Gaining Momentum - *A growing segment of consumers is embracing conscious consumption, recognizing its impact on global issues like sustainability, food and water waste, and social equity. This trend is also evident in India, with consumers prioritizing environmental and health concerns and favoring brands aligned with these values through sustainability initiatives—a potential trend every brand must consider.*



Understanding Indian Consumers:
From Thoughts to Transactions



Given the vast consumer base, it's critical to understand their preferences and motivating factors for engaging with brands.

Via the survey, we found that rising disposable income, modern lifestyles, and the convenience of online shopping are fueling a surge in online spending among Indian shoppers.

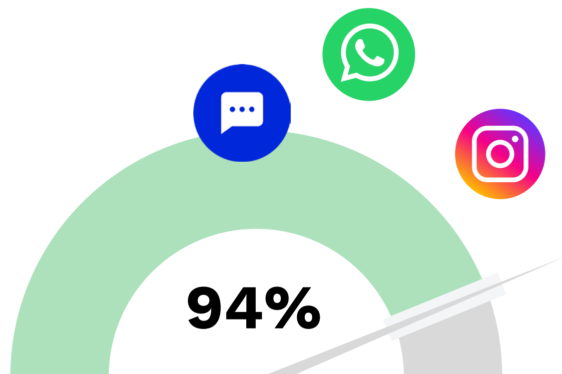
An impressive 96% of shoppers plan to increase their online purchases this year, especially for essentials like apparel and household goods. Additionally, diverse payment options and attractive e-wallet offers are likely to draw in numerous non-urban shoppers.

Let's explore more interesting data points to drive a vibrant, connected, and prosperous future for Indian ecommerce.

Everyone's Hopping and Shopping on Screens

Tier 2 and Tier 3 cities are leading the online shopping surge, with 9 out of 10 Indian consumers now making purchases online. While a whopping 86% prefer to shop on apps, mobile websites and desktops also maintain significant traction. About 18% of shoppers take the Research Online, Purchase Offline (ROPO) path, fueling the online vs. offline retail debate for marketers.

Here's an even more astounding fact—**94% of shoppers admit that the rise of online stores on instant messaging platforms like WhatsApp, iMessage, and Instagram significantly elevates their shopping experiences. In fact, about 80% also showed eagerness when asked if they'd buy directly inside their email or WhatsApp inbox.**



This presents a huge opportunity for brands to:

- broaden their reach
- connect with users where they're most active
- and nudge them when they're most eager to make purchases

TOP 5 Channels Users Prefer for Brand Engagement

68.9%	Website/ App Browsing
61.2%	Social Channels
45.6%	WhatsApp/ Messaging
41.7%	Digital Ads
39.8%	Promotional Emails

Cheat Sheet

Shopper Base is Diverse

Shoppers Value Time over Money

Next Steps

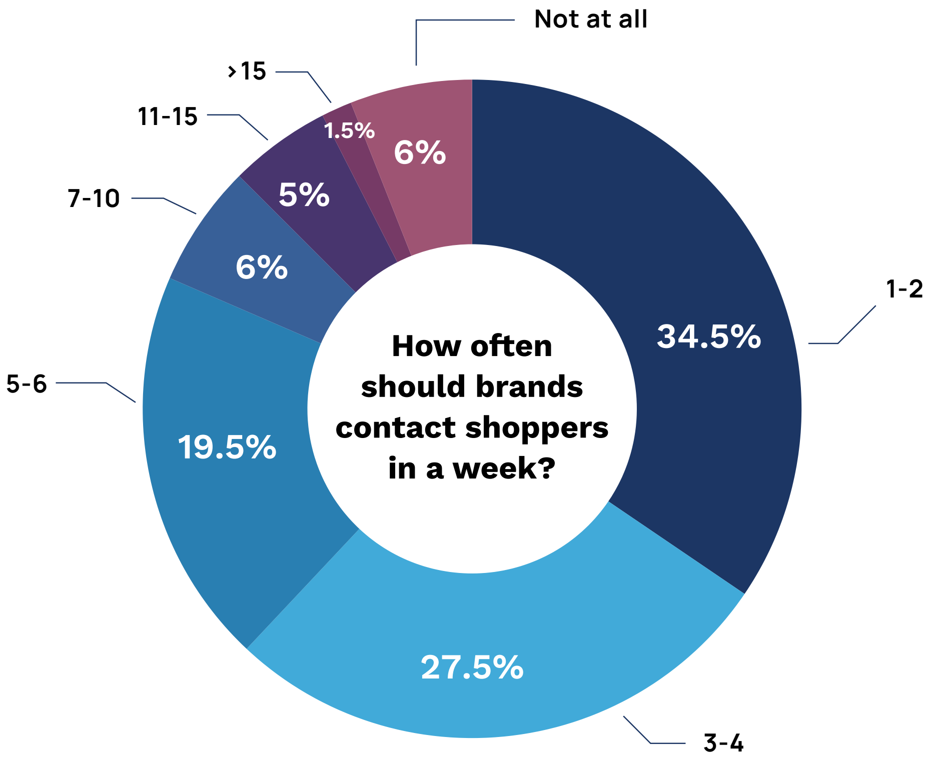
- Make replenishment campaigns and post-purchase recommendations a 2-click affair by integrating commerce into WhatsApp and Email.
- To increase adoption, your mobile app must have a few exclusive elements, such as discounts or some collections available only on the app.

Shoppers increasingly seek shorter, smoother routes to purchases. Businesses must swiftly integrate checkout steps in their preferred channels— email, WhatsApp, or RCS—to enhance experiences, boost conversions, and skyrocket ROI.

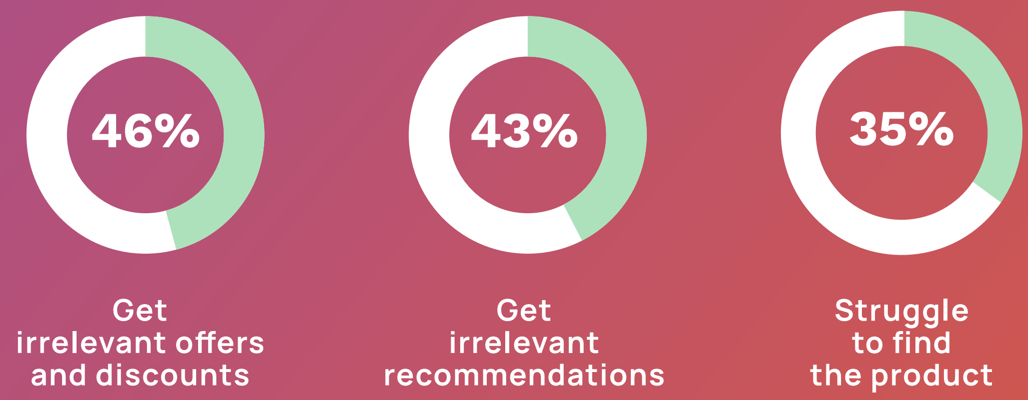
Gagandeep Singh
Director | WOODLAND

But There's a Lot That's Irking Them

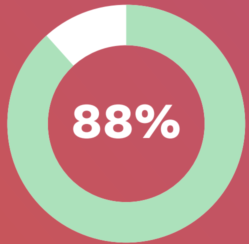
A significant number of users get annoyed by excessive brand communication. **Roughly 86% of shoppers express frustration, saying brands contact them too often. They advocate for a maximum of three weekly interactions, and not more than once on intrusive channels like WhatsApp.** Going beyond this may prompt them to opt out of your emails/notifications.



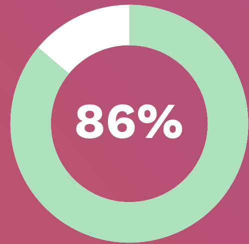
Another key factor to consider is whether your messaging is relevant. Despite ongoing efforts to personalize outreach, every one in four **shoppers feels that brands only partially understand their shopping preferences.**



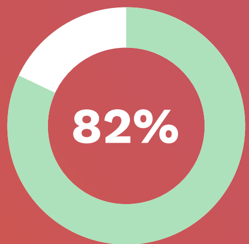
When pinpointing areas for improvement, shoppers prioritize mobile apps, followed by websites, email, and WhatsApp. Other discomforts include:



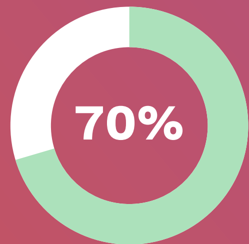
feel that the online buying experience involves too many steps.



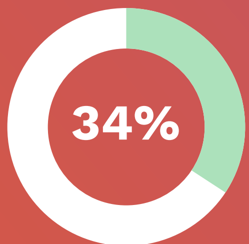
readily abandon their carts if they get subpar shopping experiences.



respond negatively and reject a brand when shown incorrect search results.



express concern over paid ads being excessively personalized, bordering on feeling intrusive.



cite irrelevant offers and discounts as a key reason for a negative brand image.

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Shoppers Value Privacy, Relevance, and Quality

Shoppers Demand Shorter, Smarter Journeys

Next Steps

- Unsubscribes, Uninstalls, and Blocks are a crime. Scrutinize every message using RFM, affinities, similar products, occasional big discounts, or useful content.
- Invest in NLP-powered search, AI product recommendations, and personalized web pages to help users discover products faster.

In 2024, the most successful retail strategies will blend the tactile experience of offline shopping with the convenience and personalization of online channels, creating a holistic journey for consumers. Shoppers Stop's omnichannel success lies in their ability to leverage data insights to understand customer behaviour and preferences & investing in technologies that bridge the gap between the two.

Sreekanth Chetlur
Chief Ecommerce Officer | Shoppers Stop

What will Win Their Hearts Instead?

The data couldn't emphasize the importance of personalized and relevant experiences for today's shoppers more strongly—a whopping **91% of shoppers say they're open to sharing personal data with retailers** for a more personalized shopping experience.

Top 3 Consumer Expectations From Brands

75.7%	70.9%	60.2%
Free Delivery	One Shopper, One Experience, Online and Offline	Better Support

Top 3 Experiences Consumers Will Pay Extra For

53.4%	50.5%	48.5%
Relevant Recommendations	Generous Loyalty Programs	More Frequent Offers/Discounts

More than 50% of shoppers view easy product discovery, personalized experiences, and frequent offers as the key factors differentiating a brand. Over **75% of shoppers meticulously evaluate up to 5 brands before purchasing,** placing immense pressure on marketers to differentiate themselves.

Top 3 Factors Influencing Repeat Purchases

71.8%	68%	66%
Helping Users, Building Bonds	Paid Loyalty Programs	Frequency of Offers/Discounts

Cheat Sheet

Shoppers Crave Personalization

Shoppers Seek Unique Offerings

Next Steps

- A Paid loyalty program with an element of gamification works, so just do it.
- Instead of sending ads in every message, send useful content—5 home remedies to whiten teeth, 10 things to take care of while traveling with a baby, or 5 new fashion trends for the month of June.

In today's market, consumers relentlessly pursue finely customized experiences. It's crucial for marketers to leverage channel interactivity—forms, surveys, one-click responses—to gather zero-party data, encouraging preference sharing for optimal personalization.

Shivanee Dutt
Senior Director, Brand Marketing & Merchandising

snapdeal

How to Drive Direct Website Sales Over Marketplaces?

- Exclusive first-time buyer deals unavailable on marketplaces
- Easy repeat purchases via WhatsApp / email
- Special bundle of packages only on website
- Interactive features like virtual try-ons, product customizers, or live chat

Mapping the Ecom Landscape:

Key Benchmarks and Strategies

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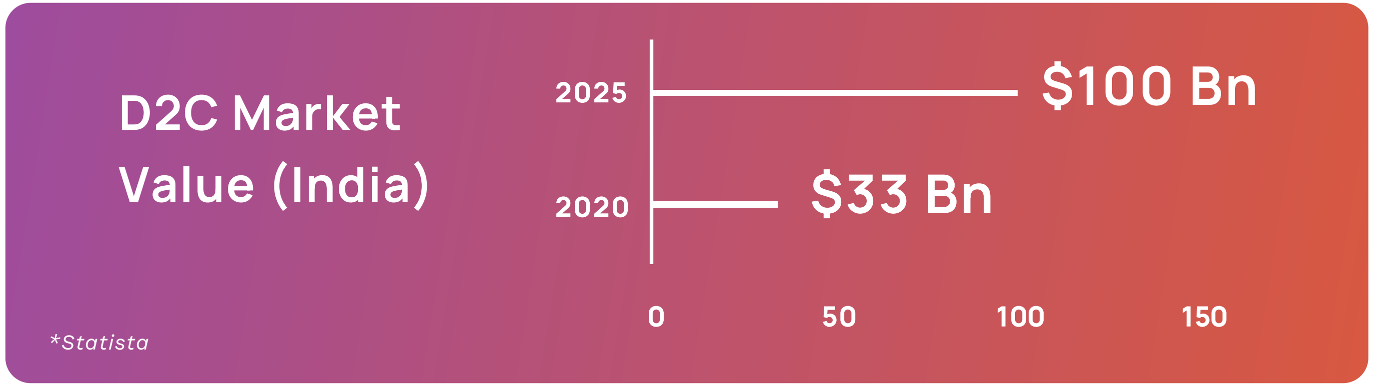


It's clear that marketplaces hold the lion's share of the ecommerce market, yet D2C brands are paving their way in with a solid 3X growth. It's prime time to evaluate your current position and strategize for success.

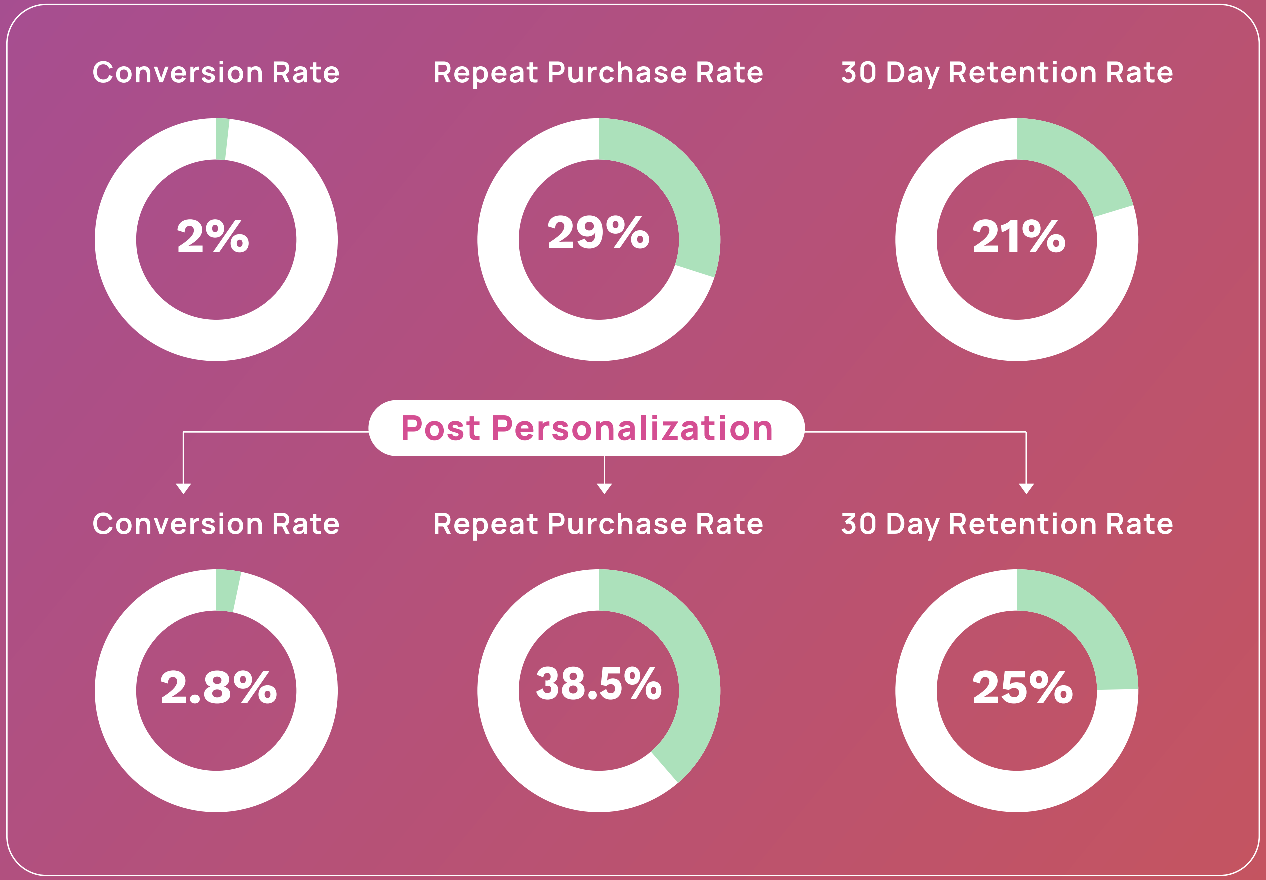
In 2024, infusing AI and Gen AI intelligence into user experiences will prove instrumental in boosting key marketing metrics such as conversion rates, average order values (AOV), retention rates, and customer loyalty.

Our executive data compilation features insights from leaders in marketplaces and D2C brands across various sub-industries, including Clothing and Apparel, Electronics, Health and Beauty, Grocery, Food, and Drinks, among others.

Let's take a deep dive into critical industry statistics and unique strategies that align perfectly with India's vibrant ecommerce realm.

Am I Meeting the Industry Standards?

Here is a collection of exclusive benchmarks from survey data, offering valuable insights for assessing your performance. Before we dive in, here's a quick snapshot of the most important metrics that matter in ecommerce and retail segments:



The current conversion rate averages at 2%, showing a 30% increase since our 2022 Ecommerce Benchmark Report. If your rate is close to this, you're doing well.

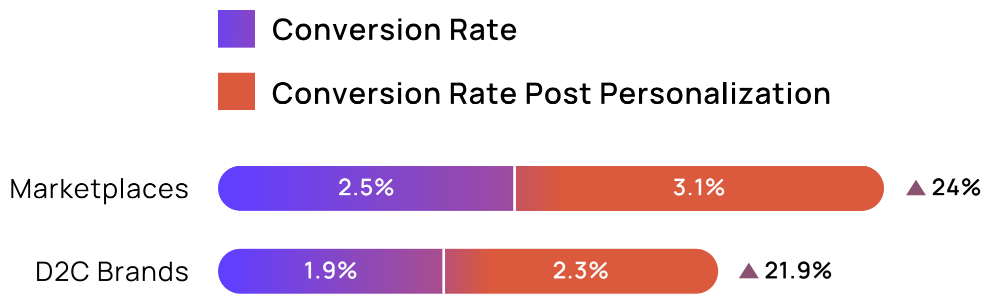
Investments in areas like search relevance, AI-powered product recommendations, live agents, virtual try-ons, and social proof through reviews and ratings are drivers of improvement. Brands excelling in personalization see conversion rates shoot up to about 2.8%.

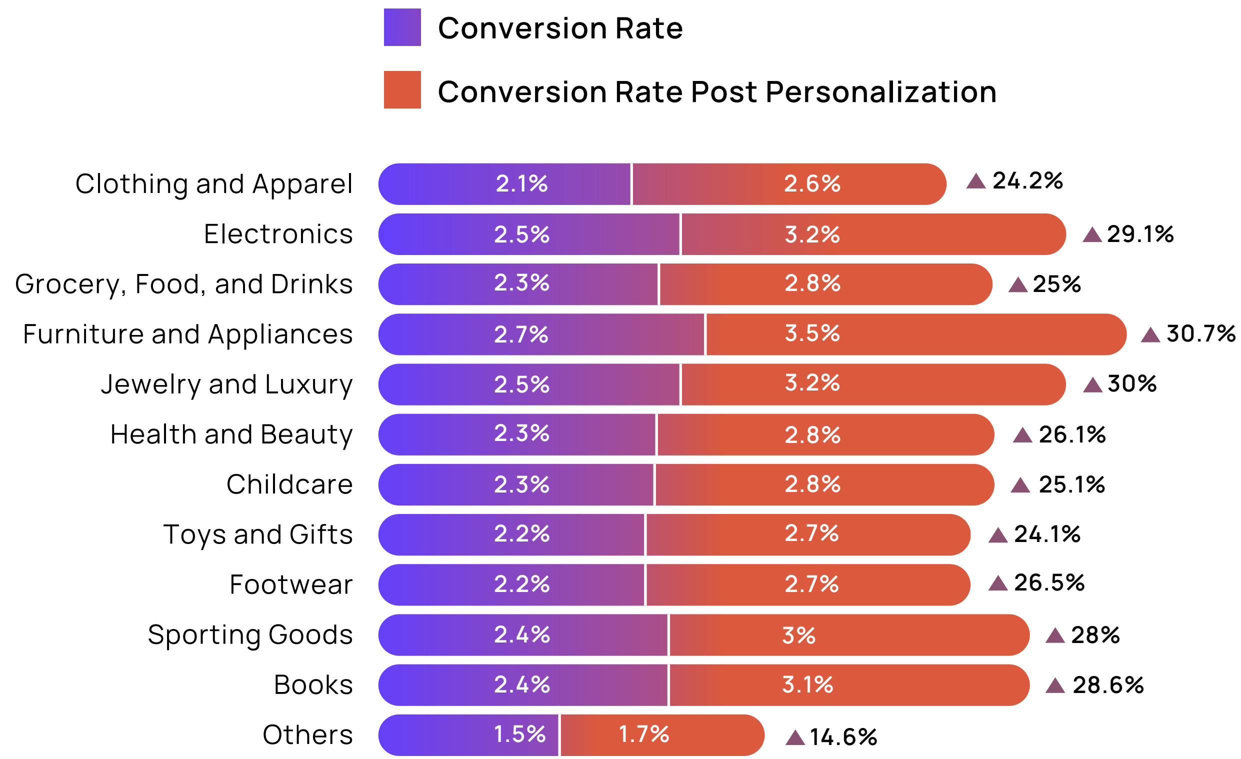
The repeat purchase rate is a crucial metric for brands, investors, shareholders, and marketers, as it reflects the true value of your product. The current average repeat purchase rate is 29%. A rate between 25%-40% is commendable, while over 50% indicates strong customer loyalty and brand connection.

With mobile apps driving 50%-60% of purchases, 30-day retention is key to understanding user loyalty. A minimum 30-day retention rate should be around 20%, but successful apps achieve rates above 30%.

Conversion Rate

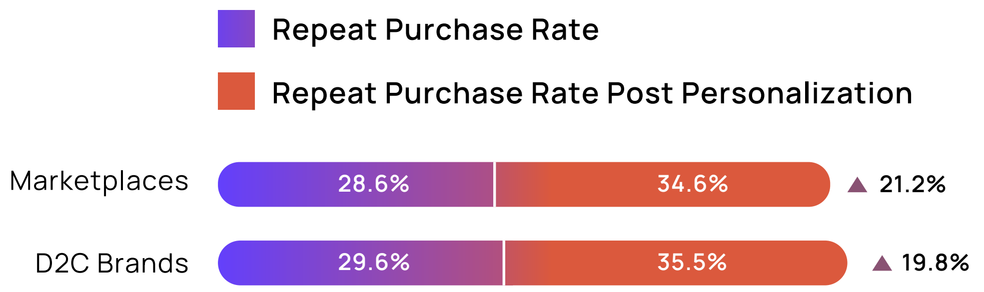
Mobile app and website conversion rates hover around 2%. However, brands embracing personalization saw remarkable improvements of up to 31%, significantly boosting sales and revenue. **Marketplaces typically see better conversion rates due to their neutral stance; they showcase reviews, facilitate easy comparisons, and have a better understanding of customer preferences than standalone brands. However, D2C brands are quickly catching up.** Surprisingly, verticals like furniture and appliances, jewelry, and electronics—despite their high AOV—have the highest conversion rates.

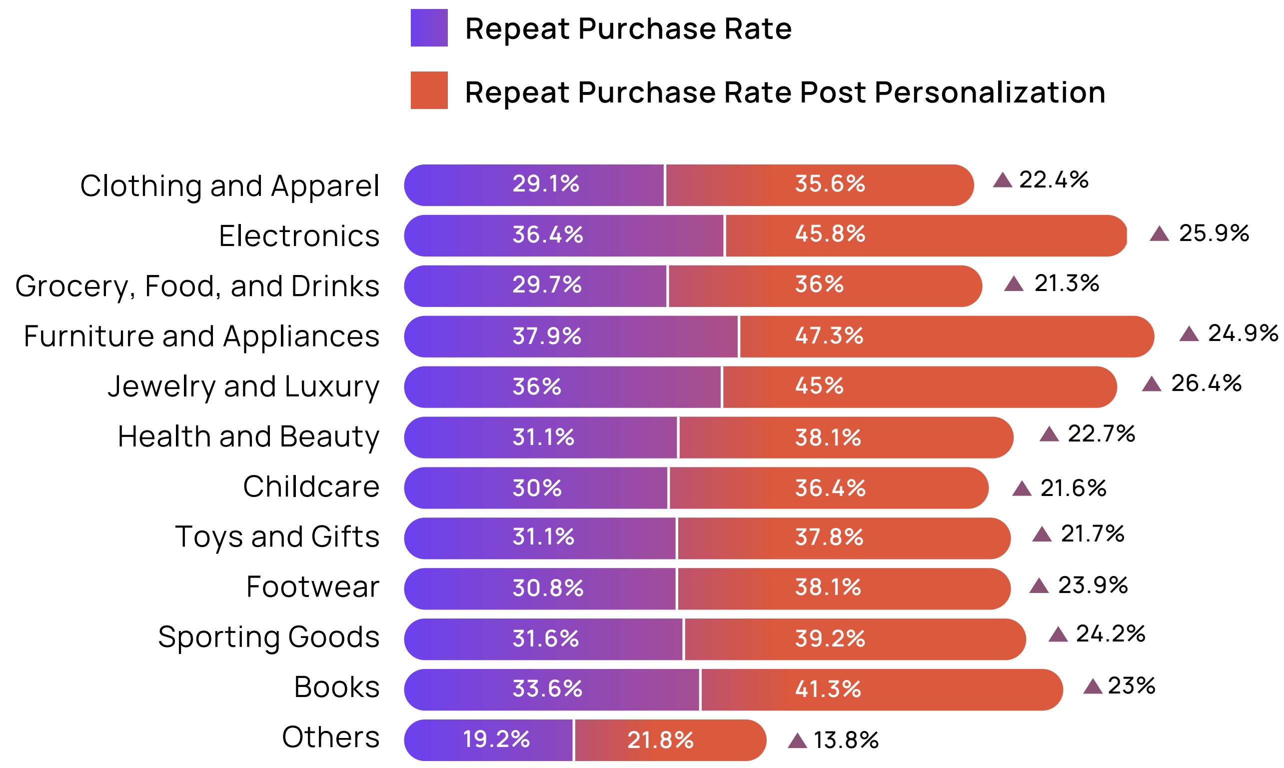




Repeat Purchase Rate

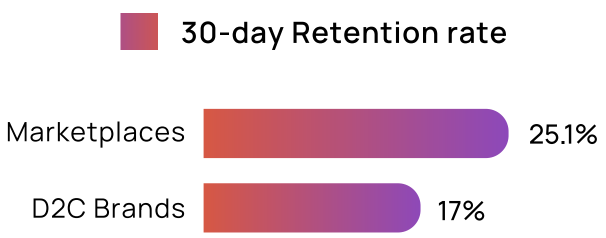
The average repeat purchase rate is about 29%, but brands saw up to a 26% increase in this metric after implementing personalization strategies. **Interestingly, the repeat purchase rate between marketplaces and D2C brands is similar. This means if you provide a great experience, 29% of users will return, regardless of the platform.**

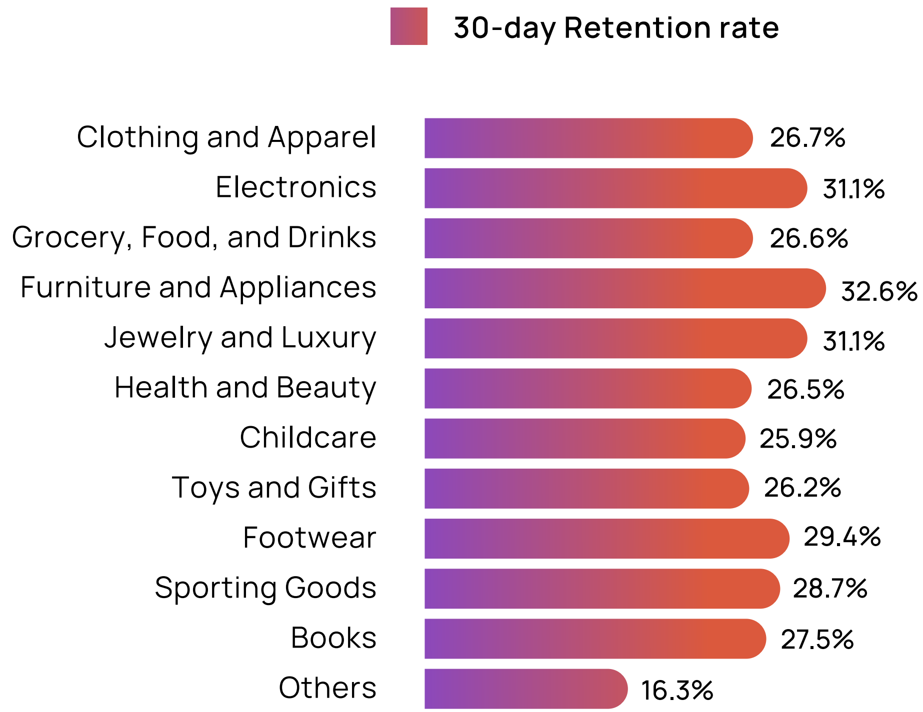




Retention Rate

The current 30-day retention rate for marketers averages 25%. **D2C brands must build their own apps, but users won't retain them without reasons beyond transactions, resulting in retention rates as low as 17%. To improve retention, brands should create utilities that add value to users' everyday lives.**





Cheat Sheet

Personalization Boosts Key Metrics

Next Steps

- Don't limit personalization and recommendations to the website; power them on channels like WhatsApp, emails, and notifications.
- Foster Bonds: Create utilities aligned with your business—notify jewelry customers of gold price drops, assist wellness clients with medicine refills, and alert gifting customers about special occasions.

> Grasping the nuances of industry benchmarks is pivotal for strategically positioning our brand within the competitive marketplace. It empowers us in setting realistic goals, optimizing our campaign strategies, and staying ahead of the curve.

Vrinda Aggarwal
VP - Marketing | igp

Why is My CAC Going Through the Roof?

Rising CACs keep every marketer up at night. **Fierce competition for consumer attention drives up marketing costs and complicates customer acquisition and retention. While over 50% of marketers stick to budgets under 20 million INR annually, others spend between 20 and 800 million INR, showcasing diverse financial strategies.**

CACs are rapidly growing at the rate of about 30% to 40% year-over-year, with **an alarming 58% of marketers highlighting its negative impact on their businesses, prompting a quest for cost-effective alternatives.**

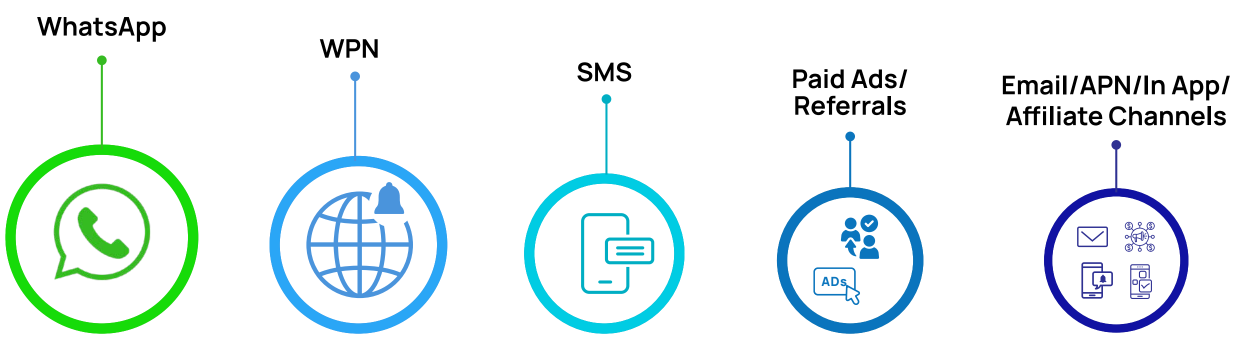
Though extremely popular, paid ads come with a hefty price tag. Half of marketers limit their spending on them to under 30%. Meanwhile, channels like WhatsApp and emails yield higher ROI, fostering profitability.

ROI Effectiveness as Compared to Paid Ads

92%	80%	74%	72%
WhatsApp	APN	Email	SMS

From a reachability and top-of-the-mind recall standpoint, email is a preferred, cost-effective channel, especially given the reachability challenges on channels like notifications and WhatsApp. While last-click attribution is commonly followed, brands witness a jump in organic traffic on the website and app on days you send across campaigns.

Channel Ranking Basis Revenue Effectiveness



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CAC Can Be Controlled with Diversification

Savvy Channel Use Boosts Profits

Next Steps

- Invest in CRM to cut remarketing ad spends for existing customers by 2X, as 35% to 40% are currently won back through these ads.

- Ensure CRM contributes 10% to 12% of overall revenues, aiming for 18% to 20% by the end of 2024 with a 5X ROI or higher.

Rising CACs demand strategy optimization with a focus on better channels and retention. Targeting valued customers and offering personalized experiences is an excellent way to boost ROI.

Arijit Gorai
Head of D2C & Marketplace Business

zivame

Will Retention and Repeat Sales Protect Profits?

Loyalty and repeat orders hinge on giving customers what they want, when, and how they want it. Personalization makes it happen. However, over 75% of marketers highlight three major challenges in achieving it: **poor data quality, inaccurate performance measurement, and budget constraints.**

Moreover, only 34% of marketers fully trust their ability to anticipate shopper intent from collected data. To deliver contextual information to shoppers, it's important to identify the appropriate data types and segment customers.

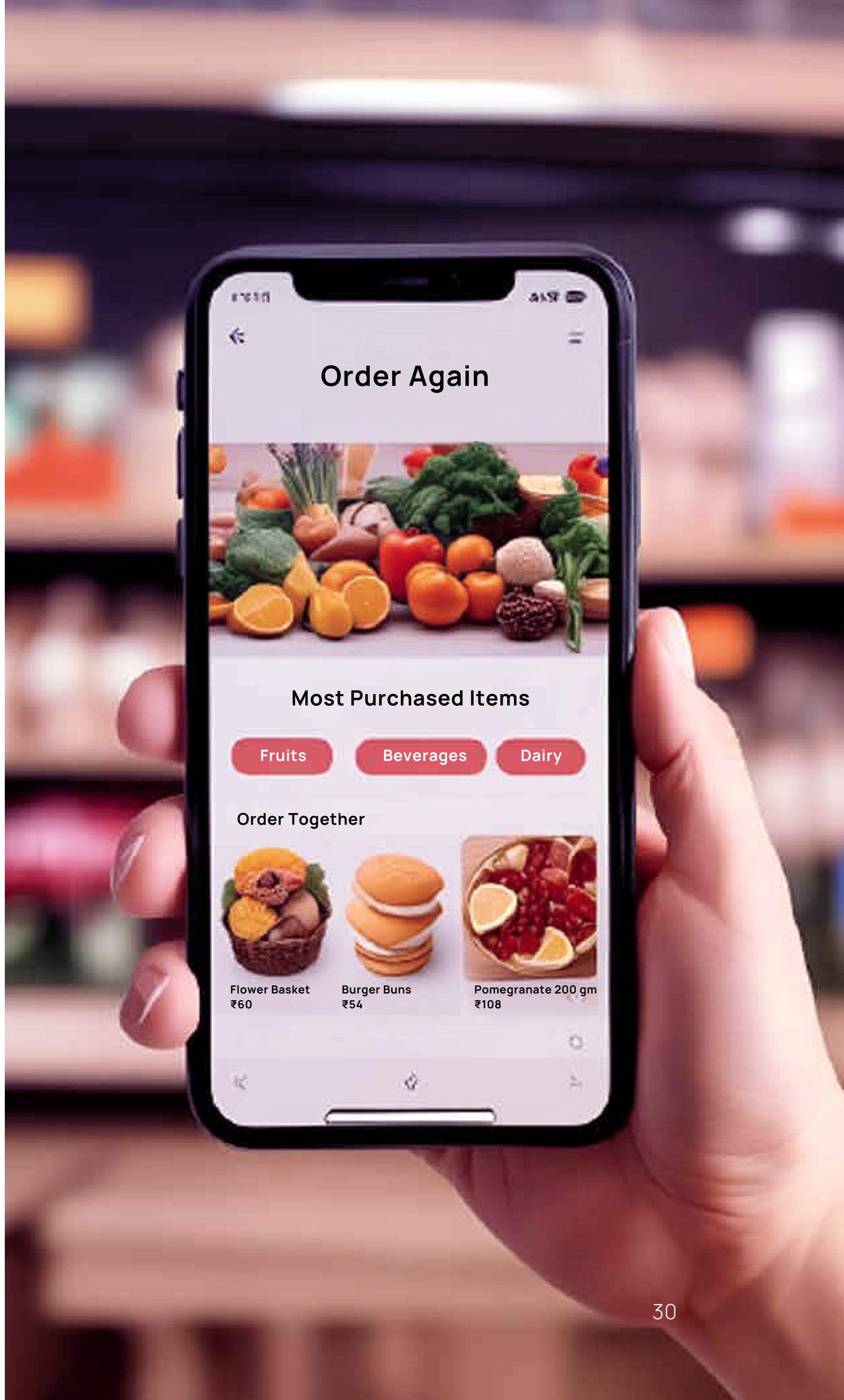
Top 3
Data Types Currently Utilized by Marketers

68%
Transactional Data

62%
Demographic, Geographical, and Device data

60%
Product Context data

Amid growing privacy concerns, prioritizing zero-party and first-party data collection via apps/channels is inevitable. Predictive data further aids market forecasting, pattern decoding, inventory optimization, and logistics planning.



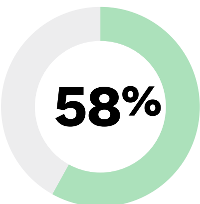
Achieving Profitability

Retention and repeat purchases are key for sustained, profitable growth. Every brand should aim for a minimum 50% repeat purchase rate.

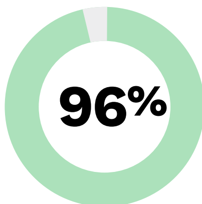
It's crucial to seriously treat blocking app notifications, WhatsApp messages, and unsubscribing from emails, aiming to minimize them. Respect users' preferences by sending personalized messages that genuinely add value.

Once initial purchases establish value, implement a paid loyalty program, similar to Amazon Prime, to exceed customer expectations. Also consider customized SKUs, exclusive discounts, robust loyalty programs, gamification, and incentivization.

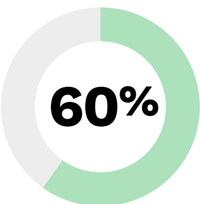
Using personalization to boost conversions and repeat purchases



reported over **10X ROI** from personalized shopping experiences.



saw at least a twofold ROI from personalized shopping experiences.



noted a significant boost in on-site search conversion rates after using vendor-provided solutions.

Cheat Sheet

Relevance Captivates Shoppers

Neglecting Personalization Forfeits Revenue

Next Steps

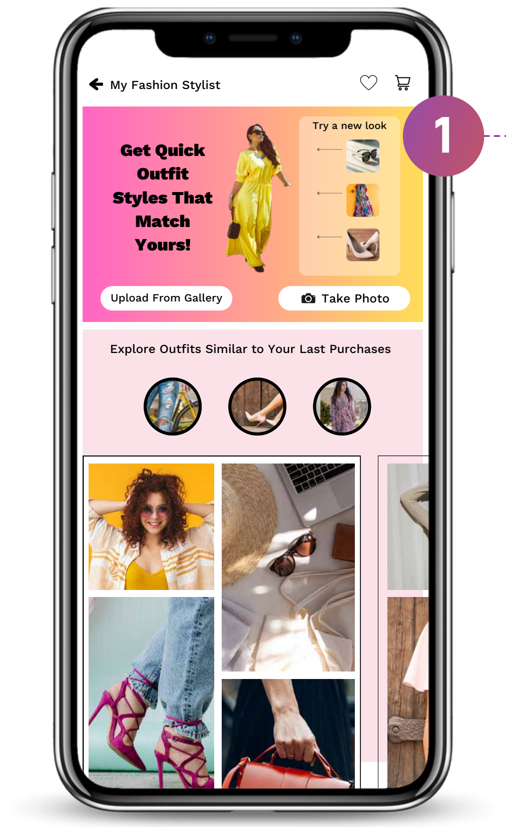
- Communicate with users only when delivering clear value to boost ROI.
- Offer loyal users more than just discounts, such as 24/7 fashion stylist services or free dental, skin, or hair checkups.

By 2029, India's e-commerce users will surpass 500 Million, with a significant portion coming from non-urban areas. Brands must prepare to adapt to diverse user needs, including languages, tastes, and logistics.

Harshna Dadu
Head of Marketing

BLUESTONE

Gen AI in Ecommerce and Retail



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Advanced Virtual Assistants

Gen AI enhances virtual assistants, making interactions more human-like and intuitive. These assistants grasp context and preferences, outperforming traditional chatbots. For instance, while browsing a shirt, the AI seamlessly suggests matching pants and shoes, akin to a personal fashion stylist.

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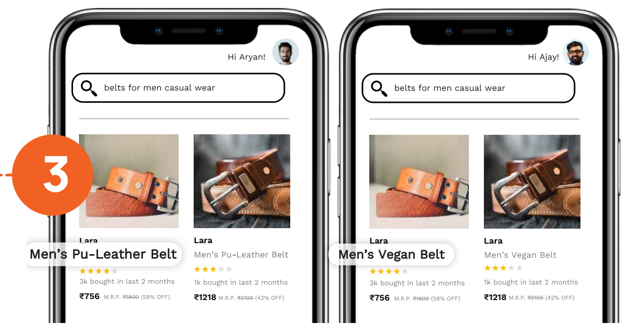
Swift Search Capabilities

Gen AI revolutionizes search with image/voice options, favored by over 30% of consumers from tier 2 and tier 3 cities. Users can easily locate products via photo uploads or voice commands, which support localization and customization.



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On-demand Product Descriptions

Using Gen AI, every visitor can be delivered a unique product description based on user data. This personalized touch enhances engagement and increases buying likelihood, setting a new standard for customer interaction.

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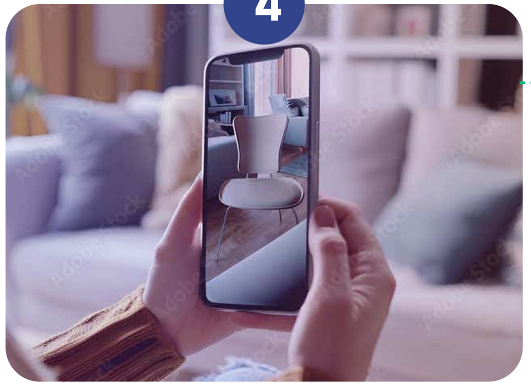

Visual Merchandising and Augmented Reality

Gen AI makes AR and VR more powerful and allows them to adapt to exact body shapes, better understand context, and build unique experiences in real time. This immersive shopping experience helps reduce return rates.

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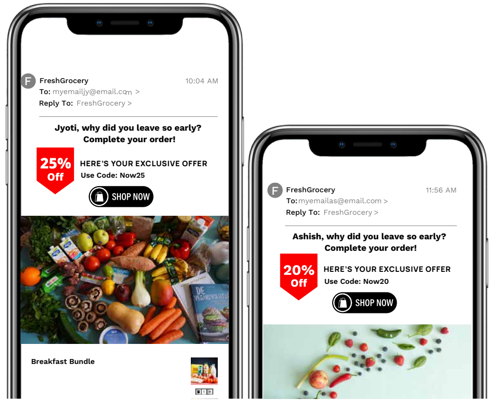
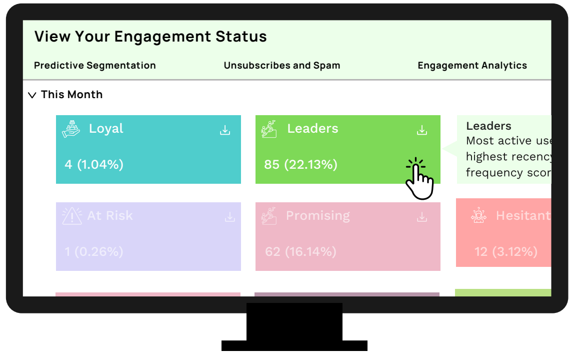


Personalized Journey Optimization

Drawing from browsing and purchase history, Gen AI tailors emails and ads to individual profiles. A simple cart abandonment message can now feature different offers for each user. For some, it's triggered within minutes; for others, it takes a few hours.

Predictive Analytics for Marketing Strategies

Gen AI empowers marketers with predictive analytics, allowing them to forecast market trends and campaign outcomes. For instance, it predicts the next products a customer will likely buy and recommends frequently bought-together items.



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Customer Retention and Loyalty Programs

AI enhances loyalty initiatives by identifying at-risk customers and tailoring rewards, reducing churn, and fostering long-term customer relationships.

Epilogue

In today's digitally interconnected world, seamless transitions between online and offline shopping necessitate a robust omnichannel approach for D2C brands to cater to diverse consumer preferences. By embracing click-to-mortar strategies, brands can expand their presence and offer consumers flexible access to their products and services.

An effective omnichannel strategy revolves around creating consistent and captivating experiences across all touchpoints, focusing on storytelling, building connections, and sustaining engagement beyond purchases.

Catching micro-moments is crucial, shaping the consumer journey from discovery to purchase. Real-time updates tailored to individual needs can effectively engage consumers and influence their decisions. Gen AI tools analyze data to create personalized experiences, fostering loyalty.

Ultimately, it's about infusing magic into every interaction. By fostering loyalty and keeping customers engaged, brands can ensure that their customers keep coming back for more.

Harshna Dadu
Head of Marketing
BLUESTONE

About Netcore

One platform. Multiple Channels.

25+ years I 6500+ Global Brands

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. Ecommerce and D2C marketers trust Netcore's AI-driven solutions to deliver exceptional customer experiences across email, mobile, web, and more.

In 2024, Netcore Unbxd ranked highest in Gartner's Critical Capabilities for Search and Product Discovery. Additionally, we secured 150+ badges and have been recognized as Leaders in 16 categories in G2's Spring report.

We are 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.

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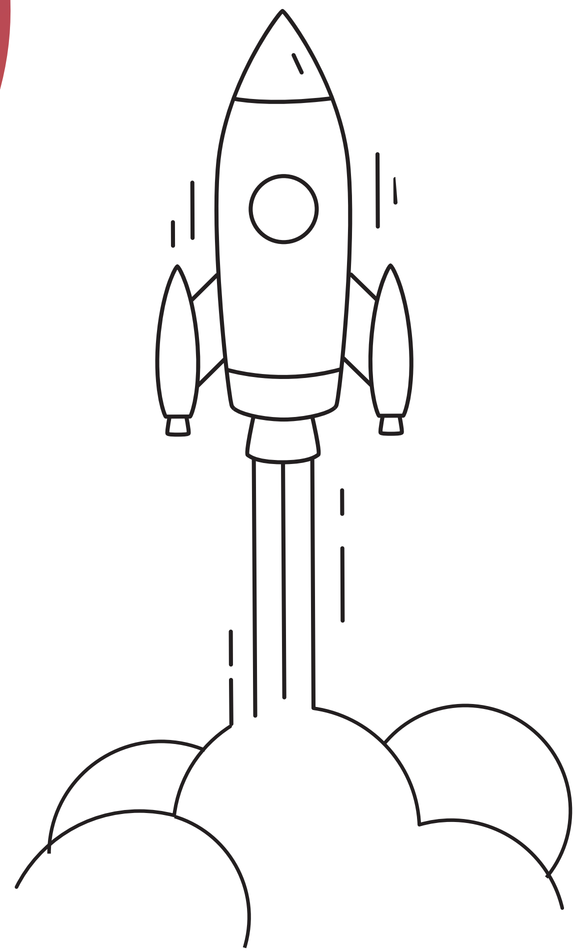
Stay in touch with your customers throughout their lifecycle



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