Ecommerce Mindscape

SEA 2024

Gen AI as the Success Catalyst for D2C and Marketplaces

Netcore

Executive Summary

Growth, once it gains momentum, often accelerates exponentially—exactly what we're witnessing in the Southeast Asian ecommerce market. With a projected CAGR of >10%, the region is rapidly emerging as one of the world's fastest-growing ecommerce hubs.

Rising internet penetration, the dominance of tech-savvy Gen Z, an influx of Gen AI tools, and a strong push to bridge the gap between urban and rural areas are factors driving this surge.

While the region's fragmented nature presents logistical challenges, the growing adoption of digitization and AI technology is steadily enhancing the delivery experiences.

Shoppers in Southeast Asia (SEA) prioritize convenience, outstanding experiences, and sustainability. They gravitate towards quick product discovery on marketplaces and social media. Experiences like audio and image search are gaining popularity, while diverse payment options enhance satisfaction.

Our research reveals a market shift towards leveraging Generative AI (Gen AI) to elevate virtual assistants, enable granular personalization, facilitate real-time adaptation, and optimize customer journeys through predictive analytics.

Mobile apps remain the preferred platform for shoppers, who expect swift product discovery, relevant recommendations, minimal marketing intrusions, and fast checkouts.

Marketers should focus on repeat purchases and retention to address rising customer acquisition costs (CACs). Personalization enhances key metrics by 20%. Embracing Gen AI, Customer Data Platforms (CDPs), and Customer Relationship Management (CRM) systems is crucial for perfecting personalization and customer experiences.

As we chart this course, let's turn challenges into opportunities and craft a future where every experience stands out, and every journey becomes unforgettable.

Contents

Foreword

The ecommerce landscape in Southeast Asia is evolving at breakneck speed, driven by a young, digital-savvy population and rapid mobile penetration. This vibrant region offers a mix of unique opportunities and challenges, demanding a keen understanding of diverse markets and consumer behaviors. To stay ahead, businesses must adopt dynamic strategies, merging cutting-edge technology with deep cultural insights.

Gen AI is leading the charge in today's tech revolution, changing how we connect with customers. It drives hyper-personalization, creating products and experiences that feel truly personalized for each individual. But Gen AI's impact doesn't stop there—it's also transforming customer service, optimizing supply chains, and boosting operational efficiency. Gen AI elevates every aspect of operations at its core, turning interactions into meaningful engagements.

To succeed in Southeast Asia, where some regions are advancing faster in the ecommerce landscape than others, agility is key. Being first to adapt to rapidly shifting trends and consumer expectations is more crucial than ever. Harness data-driven insights to craft personalized, seamless experiences at every touchpoint. Prioritize mobile-first strategies and integrate conversational AI to engage consumers right where they are.

This report offers actionable insights and strategies to navigate the complexities of Southeast Asia's ecommerce market. The future is unfolding rapidly—ensure your brand is ready to thrive in this dynamic environment.

Rajesh Grover
Group VP - AI, Digital and Omnichannel
KANMO

Report at a Glance

Gen AI Elevating User Experiences

77% 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 quick discovery, instant purchases, and checkouts via social platforms, email, or WhatsApp.

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.

Gen 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

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.** For more information, visit Netcore/Dynata.

Netcore | dynata

Ecom Buzz 2024:

Gen AI meets Gen Z Trends

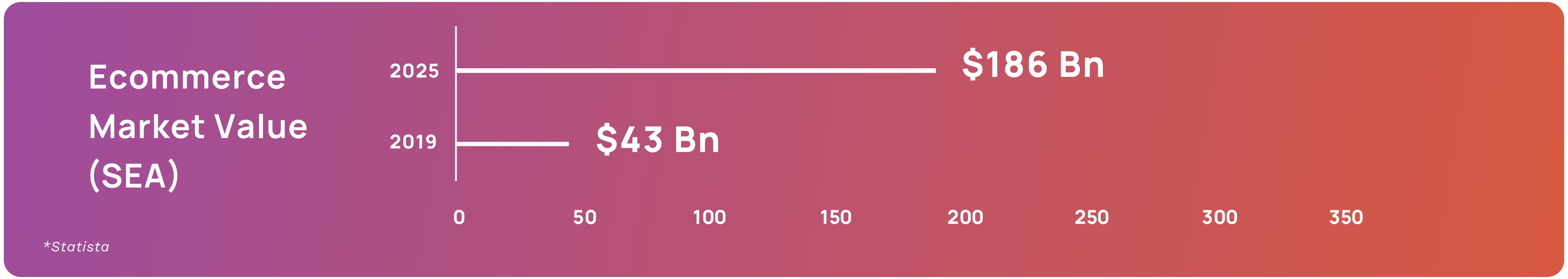
Netcore

Ecommerce in SEA - 2024

The Southeast Asian ecommerce market is no longer just catching up—it's surging ahead.

It's forecasted to more than quadruple between 2019 and 2025, reaching a value of $186 billion.

This digital boom is outstripping traditional market growth in many countries, redefining the region's economic landscape.



The current landscape is primarily dominated by marketplaces such as Shopee, Lazada, Tokopedia, Zalora, and others. However, Direct-to-Consumer (D2C) brands are also gaining traction. While marketplaces offer convenience and access to a wide range of products, D2C brands offer innovative, specialized solutions and personalized interactions.

As consumers increasingly seek convenience and unique offerings, the competition within the ecommerce sphere intensifies.

Standing out requires a blend of innovative tools and strategies, a deep understanding of the latest trends, and a relentless drive to stay ahead of the evolving consumer needs.

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, highlight reviews, enable predictive analytics, and deliver 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.

About 80%* of marketers foresee their companies utilizing intelligent automation in retail and consumer products by 2025.

**Shopify*

Joining this trend now is imperative; further delay risks leaving your company in perpetual catch-up mode.

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

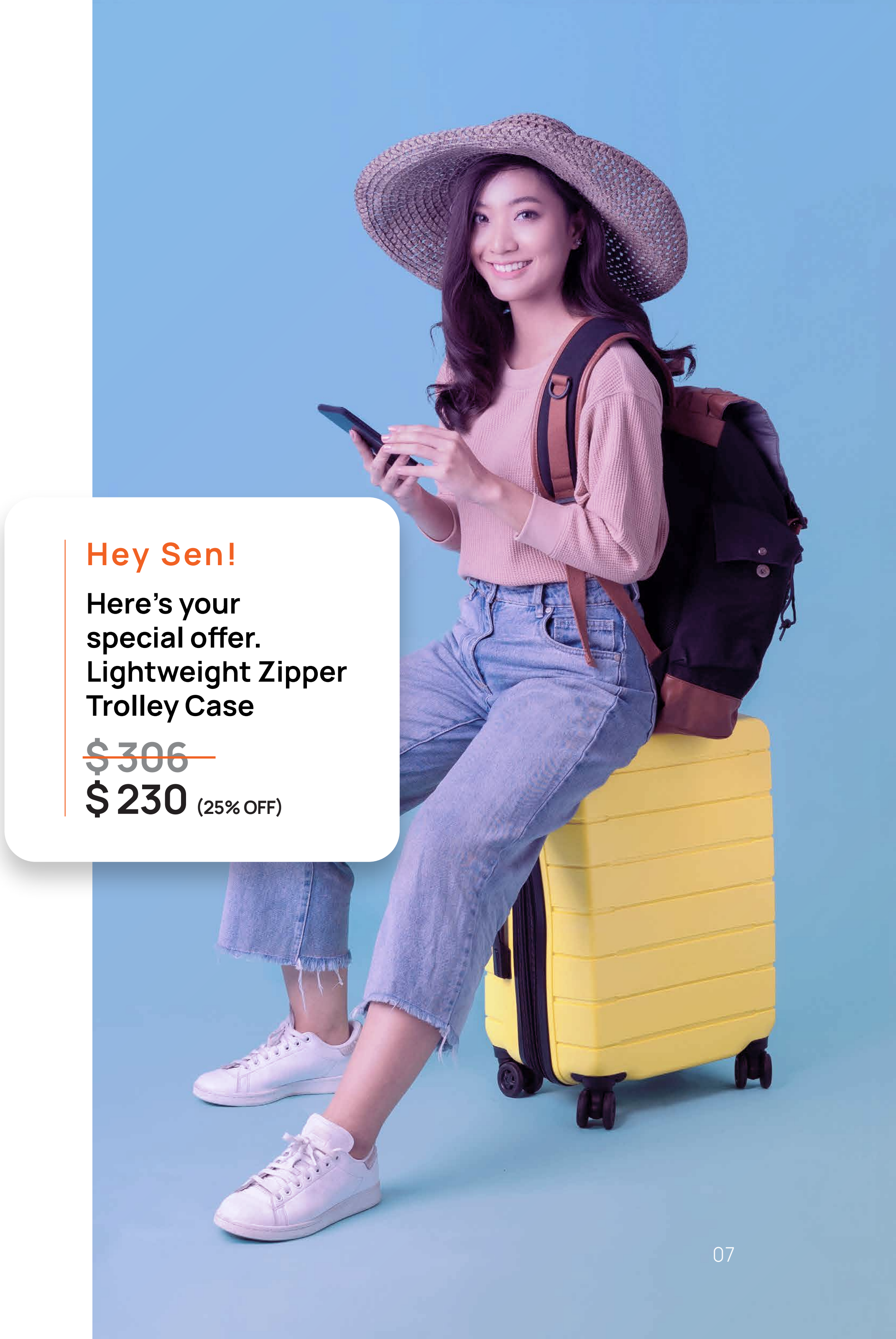
When pursuing hyper-personalization, offering a unique journey from discovery to purchase is crucial. Even if your product stands out, you'll fade into the background without tailoring the experience for each user.

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 Gen AI is Gearing Up to Match Influencer Marketing's Reach

Influencer marketing continues to thrive in Southeast Asia, driven by the power of trust and resonance with consumer needs. Whether big or small, influencers with genuine audience ties see eager consumer follow-through.

With Millennials and Gen Z dominating engagement on platforms like TikTok and Instagram and making up over 70% of many brands' target markets, trends dictate sales.

Vs

Gen AI is now stepping into this spotlight, ready to revolutionize consumer experiences. Beyond generating AI influencers, instant content, and predictive analytics, this technology supercharges innovations like AR and VR, turning everyday shopping into dynamic, immersive experiences.

Gen AI's impact extends beyond sales—it creates deep connections and builds lasting customer loyalty. As this trend continues to grow, embracing Gen AI has to be a key priority for every ecommerce brand.

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 and WhatsApp, 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 **Customer Data Platforms (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 Gen AI is Amplifying the Experiences 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 and shortlisting products to making purchases, consumers can now do it all directly within their emails or WhatsApp messages. **However, to fully enrich shoppers' experiences, building strong loyalty programs, incorporating gamification strategies, and providing upfront value is essential. Gen AI is pivotal in this process, analyzing and predicting consumer preferences and curating content that drives hyper-personalization across these avenues.**

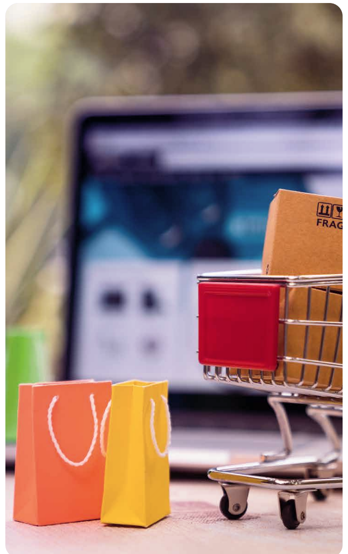
Gen AI is fast becoming a must-have tool for transforming and elevating the entire customer experience, from social media and communication channels to traditional storefronts.

***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 SEA, with consumers prioritizing environmental and health concerns and favoring brands aligned with these values through sustainability initiatives—a potential trend every brand must consider.*

Voice of SEA marketers

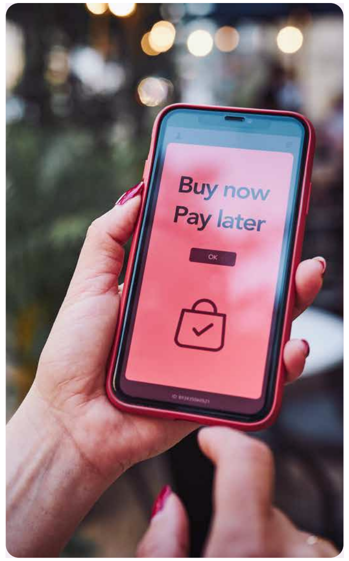
What Trends Will Shape The Retail Industry in Future?

65%



Hyper-Mobile Ecommerce

59%



Buy Now Pay Later Plans

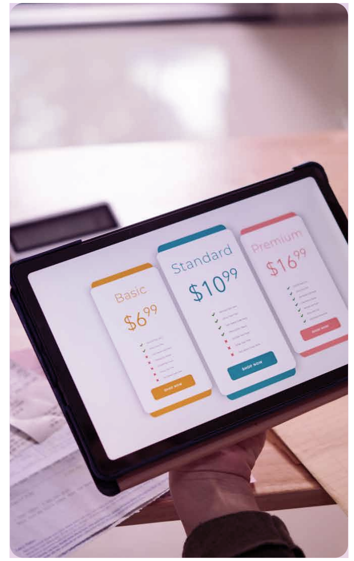
56%

Virtual and Augmented Reality

54%

Generative AI

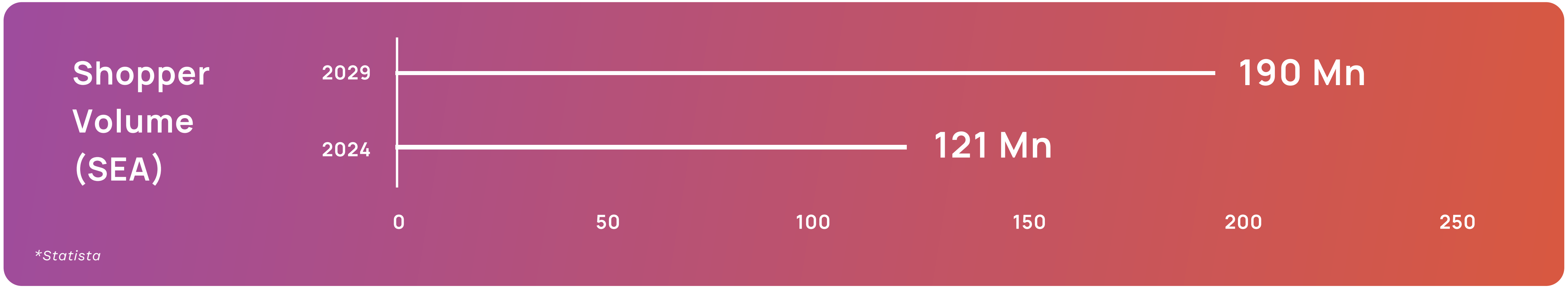
54%



Subscription- based Business Models

Understanding Southeast Asian Consumers:

From Thoughts to Transactions



With such a broad and culturally varied consumer base, it's vital to understand their preferences and motivations to engage with brands.

Via the survey, we found that easy product discovery, value for money, and the convenience of online shopping are key drivers behind the surge in online spending among SEA shoppers.

Additionally, diverse payment options and attractive e-wallet offers draw in numerous non-urban shoppers.

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

Everyone's Hopping and Shopping on Screens

Tier 2 and Tier 3 cities are experiencing an online shopping boom, with every 8 in 10 consumers embracing ecommerce. While 77% prefer to shop on apps, mobile websites and desktops also maintain significant traction. Meanwhile, about 21% of shoppers take the Research Online, Purchase Offline (ROPO) path, intensifying the online vs. offline retail debate for marketers.

TikTok Shops remain an average shopper's delight; however, a new trend is catching on—**a whopping 88.5 % of consumers rave about how online stores on platforms like Instagram and WhatsApp are transforming their shopping experiences.** In fact, **about 64% also showed eagerness when asked if they'd buy directly inside their email or WhatsApp inbox.**

Most Popular

88.5% Showing Interest

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

66.5%	Website/ App Browsing
44.6%	Social Channels
31.8%	Promotional Emails
29%	Review Boards
28.8%	WhatsApp

Cheat Sheet

Shoppers are Getting Tech-Savvy

Shoppers Crave Value for Money

Next Steps

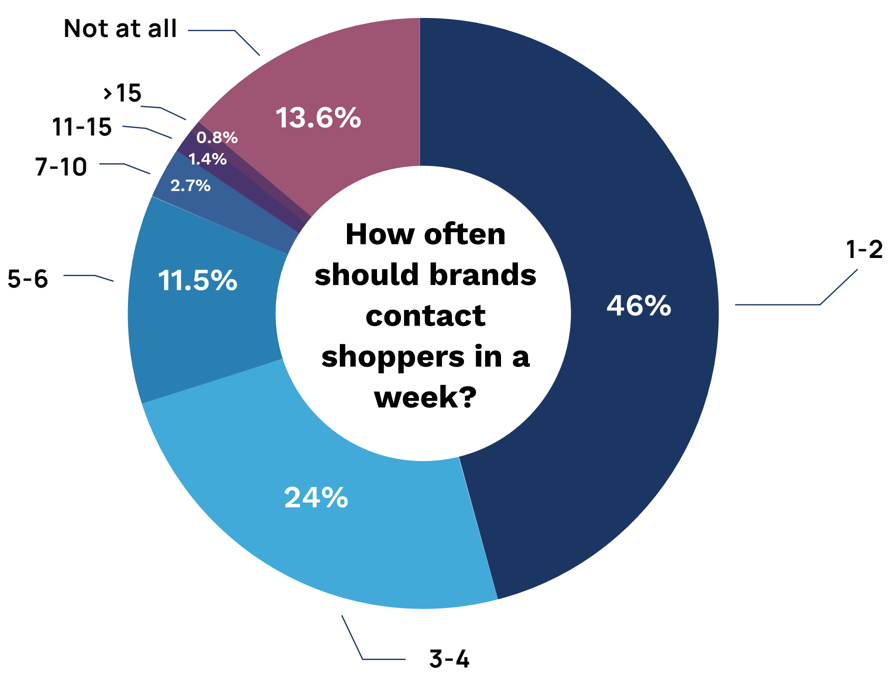
- To increase adoption, your mobile app must have a few exclusive elements, such as discounts or some collections available only on the app.
- Use Gen AI analytics to understand user preferences precisely; use Gen AI content generation tools to build personalized offers and loyalty programs.

AI and Gen AI are critical for delivering superior customer experiences, providing personalized recommendations and round-the-clock support. Ecommerce brands must adopt these technologies to avoid significant competitive disadvantage.

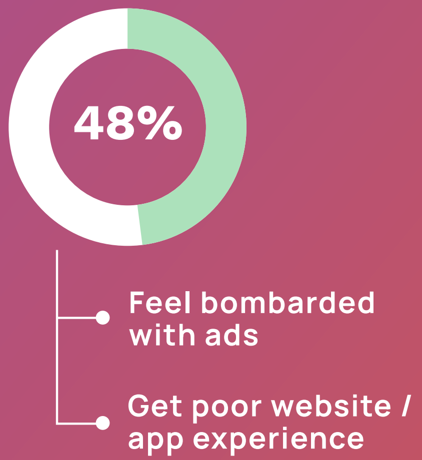
Emylia Anwar Diallo
VP - Marketing | Photobook Worldwide

But There's a Lot That's Irking Them

A significant number of users get annoyed by excessive brand communication. **Roughly 77% 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, **60% of shoppers feel that brands only partially understand their shopping preferences.**



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

- **93%** feel that the online buying experience involves too many steps.
- **87%** express concern over paid ads being excessively personalized, bordering on feeling intrusive.
- **86%** readily abandon their carts if they get subpar shopping experiences.
- **78%** respond negatively and reject a brand when shown incorrect search results.
- **39%** cite irrelevant offers and discounts as a key reason for a negative brand image.

Cheat Sheet

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.

Southeast Asia is diverse with multiple languages and dialects. It is important to have a search solution that understands these nuances and is able to use language models that use AI to convert the queries to showcase relevant products from your product feed. Netcore is helping us do that.

Ankit Madhogaria
Senior Head of Ecommerce,
South East Asia

PUMA

What will Win Their Hearts Instead?

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

Top 3 experiences consumers will pay extra for

50.1%	48.5%	39.6%
More Frequent Offers/Dicounts	Generous Loyalty Programs	Shipping Discounts

Top 3 consumer expectations from brands

78.6%	70.6%	66.9%
Free Delivery	Relevant Offers and Discounts	One Shopper, One Experience, Online and Offline

More than 50% of shoppers view easy product discovery and frequent offers as the key factors differentiating a brand. Over **60% of shoppers meticulously evaluate up to 5 brands before purchasing,** placing immense pressure on marketers to differentiate themselves.

Top 3 factors influencing repeat purchases

71.5%	56.3%	54.6%
Frequency of Offers/Discounts	Easy Product Discovery on Website/App	Paid Loyalty Programs

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.

Mastering e-commerce, especially in the dynamic Southeast Asian market, necessitates a cohesive integration of omnichannel strategies with a relentless focus on customer-centric innovation. AI-powered tools facilitate the collection and analysis of unified customer insights, enabling the implementation of hyper-personalization across both online and offline touchpoints. This strategic approach is paramount in achieving not only initial success but also sustained growth and market leadership.

Hafiz Murat
Head - Product Development | SENHENG

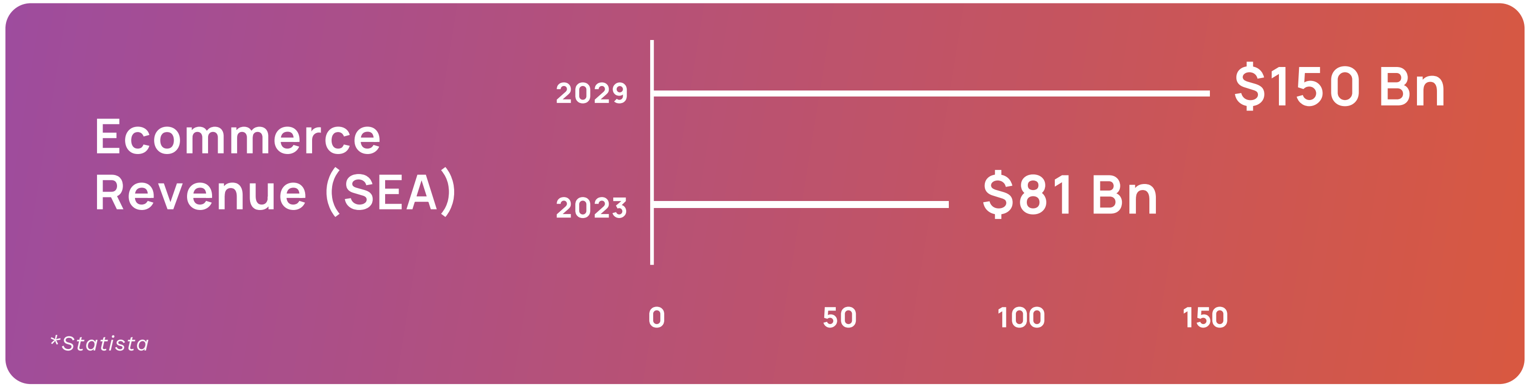
How to Drive Direct Website Sales Over Marketplaces?

- 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

Netcore



Southeast Asia's ecommerce market is on a rapid growth trajectory and is projected to nearly double its revenue to $150 billion by 2029. Now is the perfect time to assess your current standing and strategize for future success.

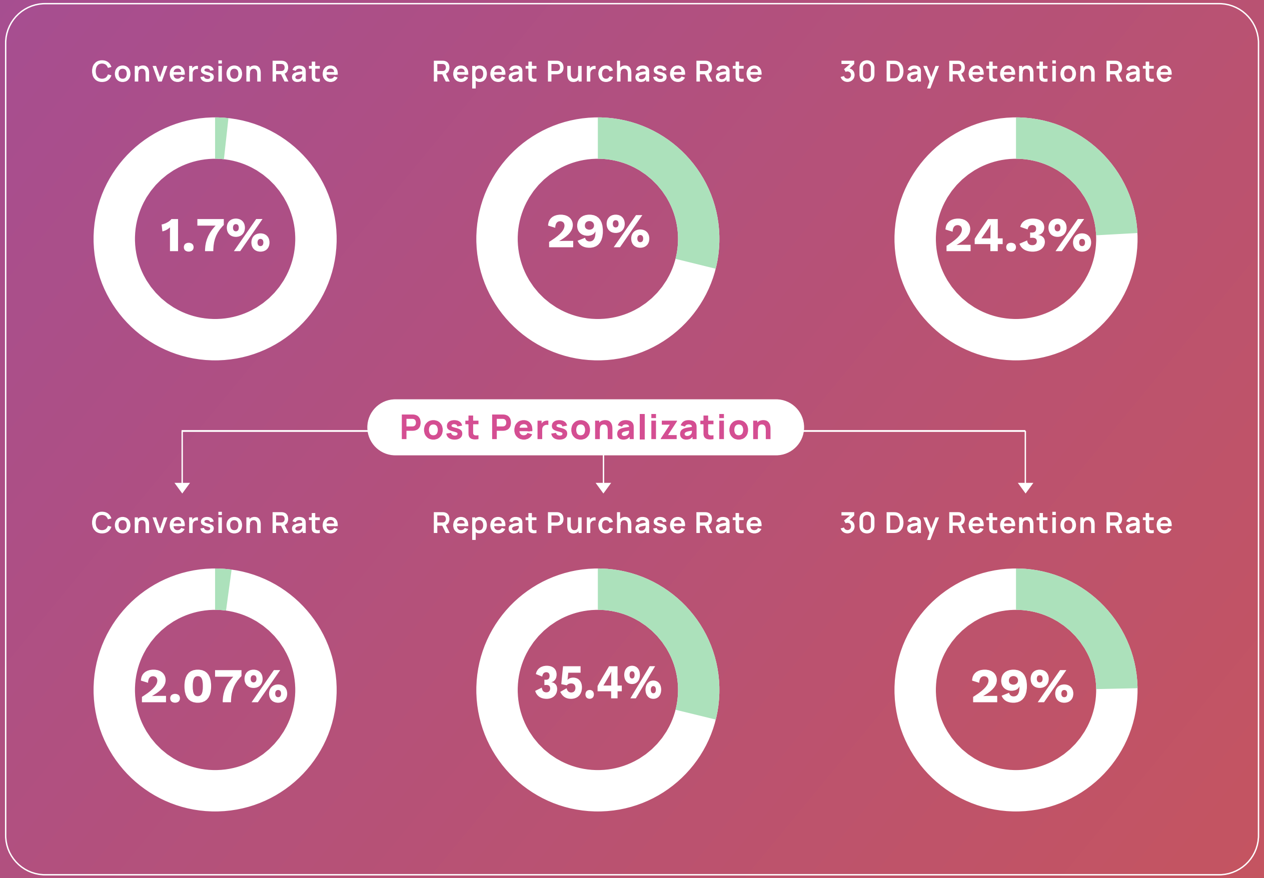
In 2024, infusing AI and Gen AI intelligence into user experiences will boost key marketing metrics such as conversion rates, average order values (AOV), retention rates, and customer loyalty.

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 Southeast Asia'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:



With personalization, the average conversion rate jumps from 1.7% to over 2%. If you're hitting close to this mark, you're on the right track.

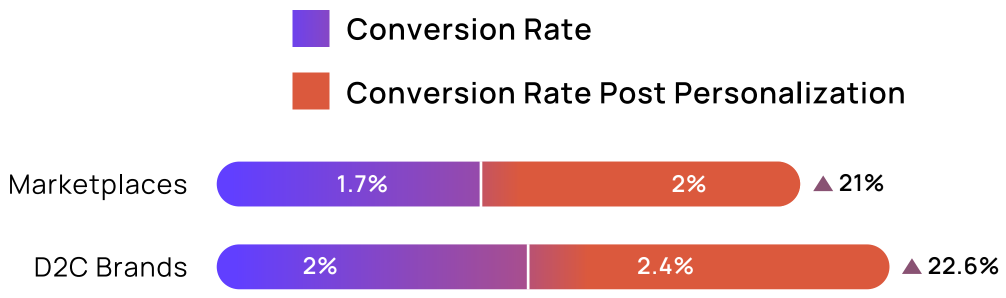
Investments in areas like search relevance, AI-powered product recommendations, live agents, virtual try-ons, and social proof through reviews and ratings are drivers of improvement. Brands excelling in personalization see conversion rates shoot up by 20%.

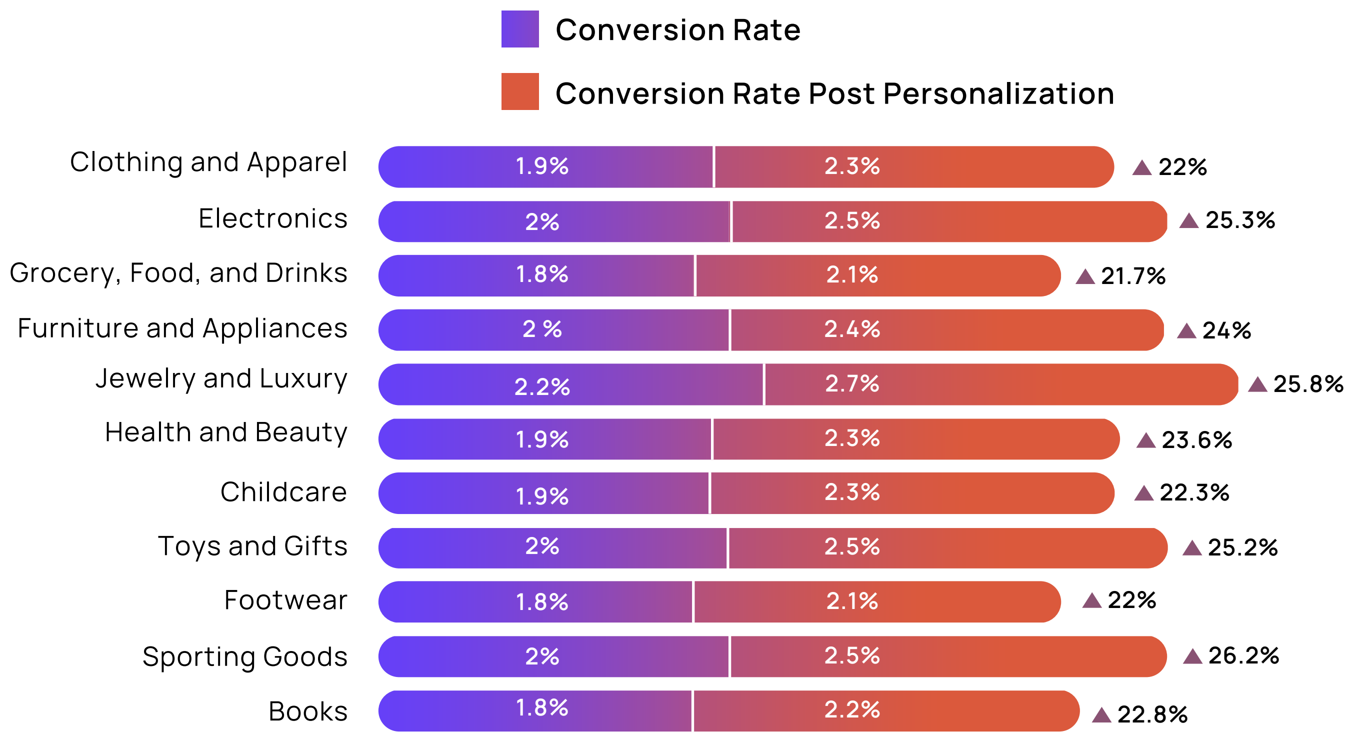
The repeat purchase rate is a crucial metric for brands, investors, shareholders, and marketers, as it reflects the true value of your product. The current average repeat purchase rate is 29%. A rate between 25%-40% is commendable, while over 50% indicates strong customer loyalty and brand connection.

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

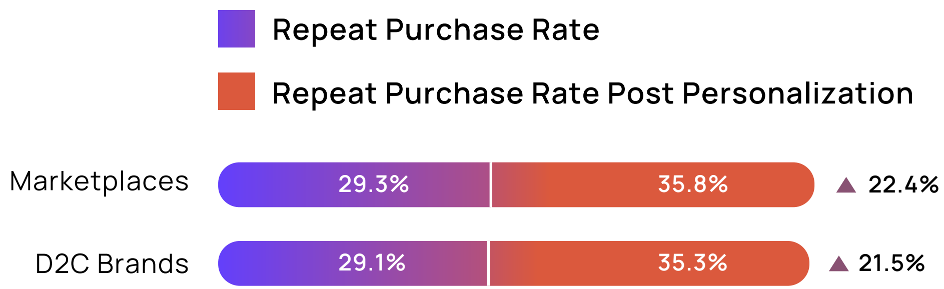
Mobile app and website conversion rates hover around 2%. However, brands embracing personalization saw remarkable improvements of up to 26%, significantly boosting sales and revenue. **Marketplaces typically see better conversion rates due to their neutral stance; they showcase reviews, facilitate easy comparisons, and have a better understanding of customer preferences than standalone brands. However, the data shows that D2C brands surprisingly outperform marketplaces in conversion rates.** Moreover, verticals like furniture and appliances, jewelry, and electronics—despite their high AOV—have the highest conversion rates.

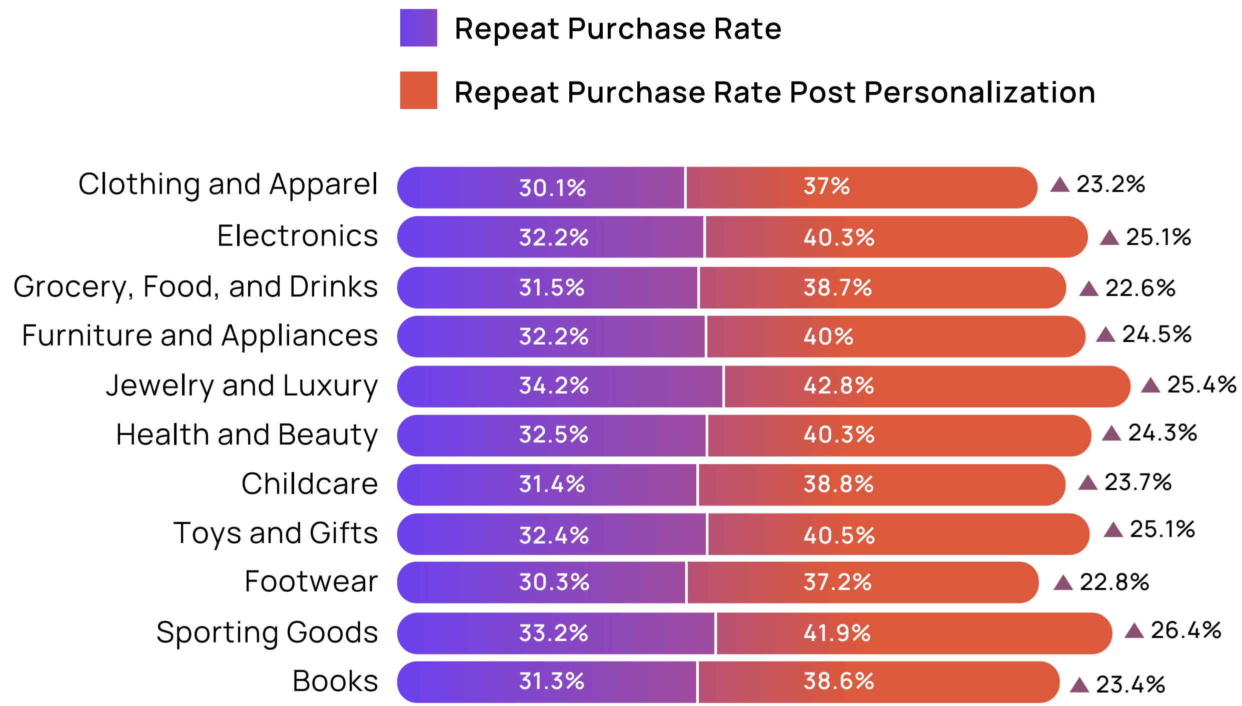




Repeat Purchase Rate

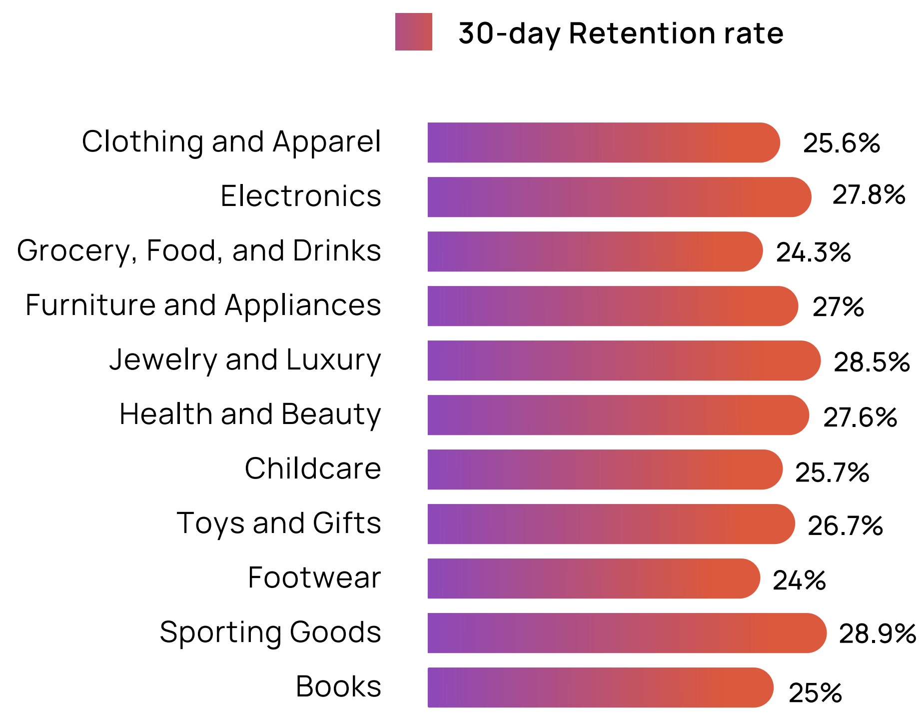
The average repeat purchase rate is about 29%, but brands saw up to a 26% increase in this metric after implementing personalization strategies. **Interestingly, the repeat purchase rate between marketplaces and D2C brands is similar. This means if you provide a great experience, 29% of users will return,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

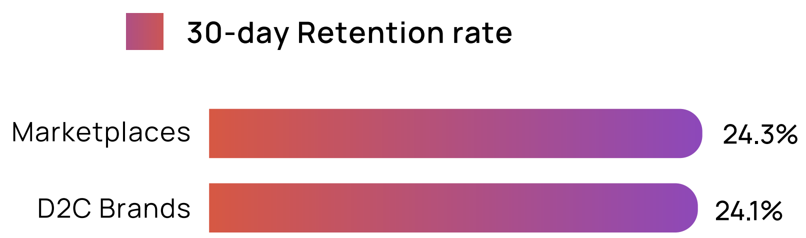




Retention Rate

The current 30-day retention rate for marketers averages 26%. **D2C brands must build their own apps, but users won't retain them without reasons beyond transactions. 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.

To drive growth and profitability, marketers must master consumer behavior, trends, and performance against industry benchmarks. Gen AI sharpens these insights, empowering faster, smarter decisions. Adapt swiftly to stay ahead.

Tin Tran
Digital Marketing Manager

vietjetAir.com

Why is My CAC Going Through the Roof?

Rising customer acquisition costs (CACs) keep every marketer up at night. **Fierce competition for consumer attention drives up marketing costs and complicates customer acquisition and retention. While about 46% of marketers stick to budgets under $500k annually, others spend between $100k and $20 million, showcasing diverse financial strategies.**

CACs are rapidly growing at about 30% to 40% year-over-year, with **an alarming 53% of marketers highlighting its negative impact on their businesses, prompting a quest for cost-effective alternatives.**

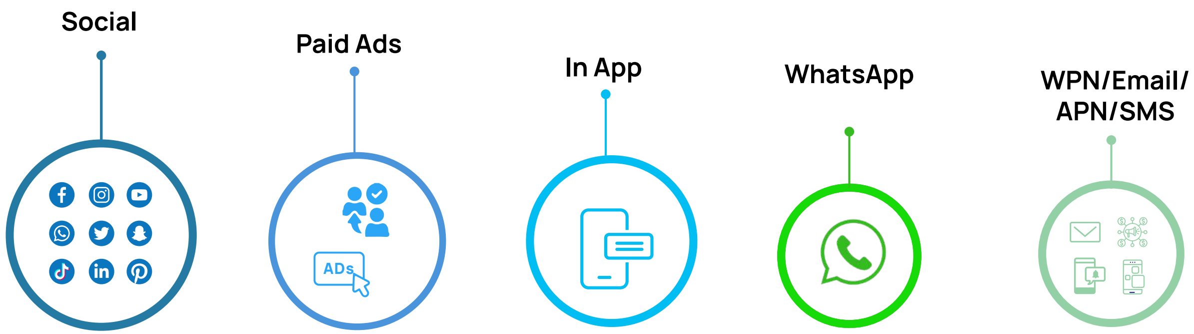
Though extremely popular, paid ads come with a hefty price tag. About half of marketers limit their spending on them to under 30%. Meanwhile, channels like Social Media, WhatsApp, and emails yield excellent ROI, fostering profitability.

ROI effectiveness as compared to Paid Ads

72.6%	69.7%	65%	56.3%
WhatsApp	APN	Email	SMS

From a reachability and top-of-the-mind recall standpoint, email is a 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.

AR/VR experiences are global sensations, transforming customer engagement. Brands must consider integrating these immersive technologies into their platforms to stay relevant and elevate shopping experiences.

Seeraj Ahmad
Global Vice President for Technology

Pomelo.

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 70% of marketers highlight three major challenges in achieving it: **poor data quality, inaccurate performance measurement, and inadequate solutions partners.**

More than 45% of marketers struggle 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.

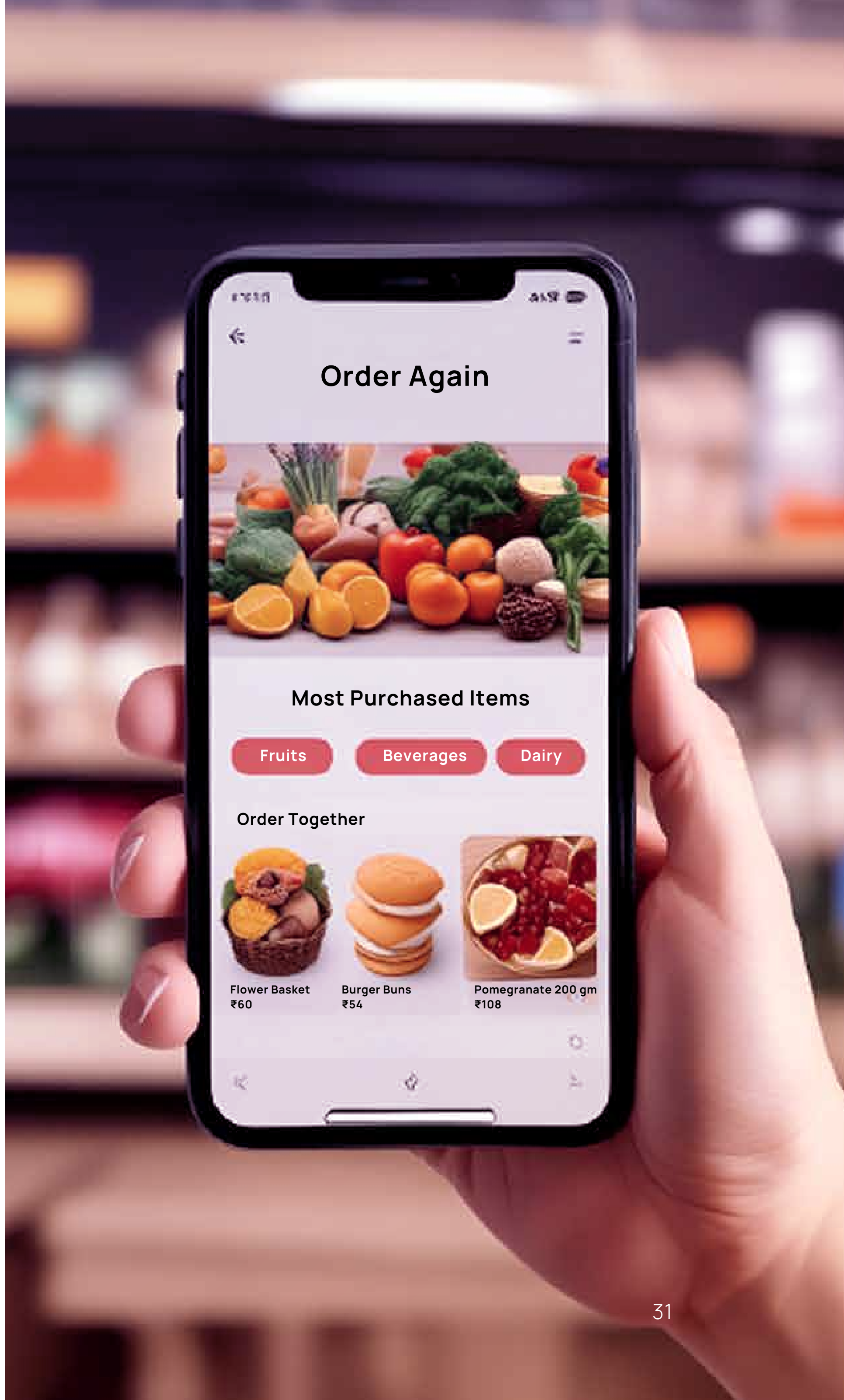
Top 3
Data Types Currently Utilized by Marketers

68.6% Transactional Data

58.5% Behavioral Data

49.1% 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.



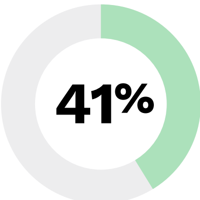
Achieving profitability

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

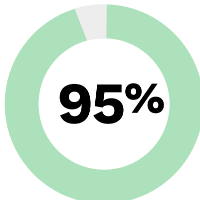
It's crucial to seriously treat blocking app notifications, WhatsApp messages, and unsubscribing from emails, aiming to minimize them. Respect users' preferences by sending personalized messages that genuinely add value.

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.

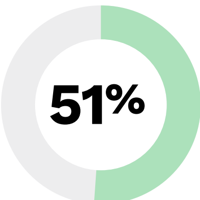
Using personalization to boost conversions and repeat purchases



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



saw at least a twofold **ROI** from personalized shopping experiences



noted more than a **1.2X boost** in on-site search conversion rates after using vendor-provided solutions.

Cheat Sheet

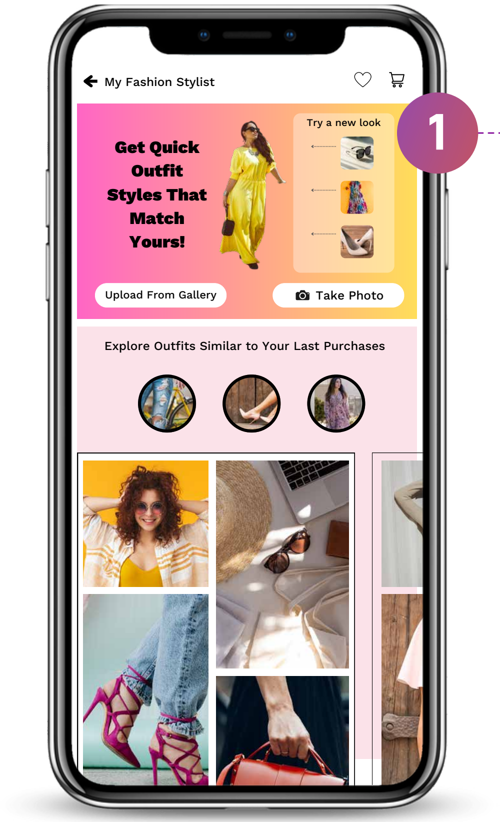
Relevance Captivates Shoppers

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.

Gen AI in Ecommerce and Retail



1

Advanced Virtual Assistants

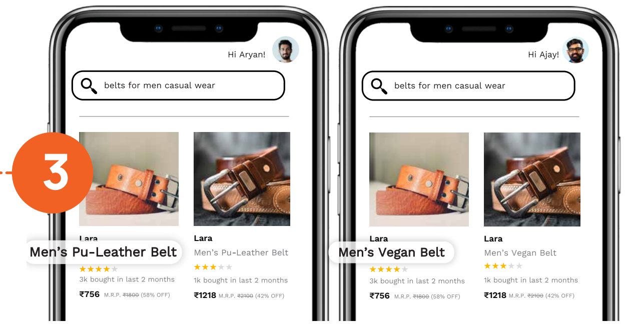
Gen AI enhances virtual assistants, making interactions more human-like and intuitive. These assistants grasp context and preferences, outperforming traditional chatbots. For instance, while browsing a shirt, the AI seamlessly suggests matching pants and shoes, akin to a personal fashion stylist.

2

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.

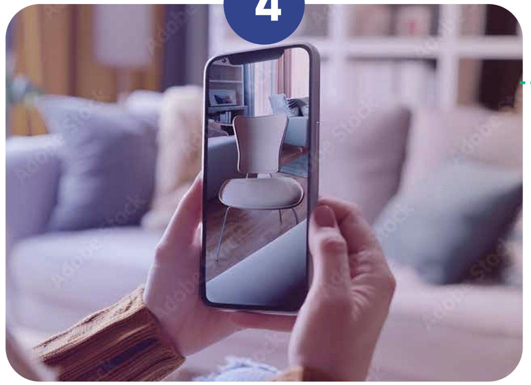
3



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.

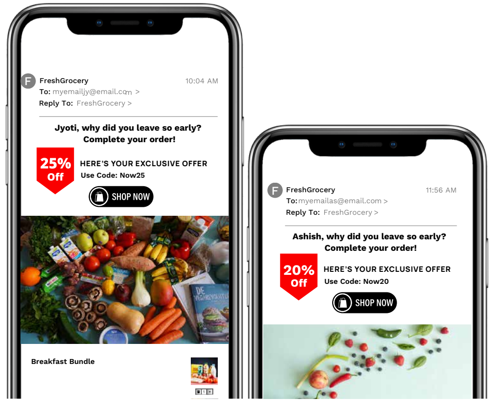
4



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.

5

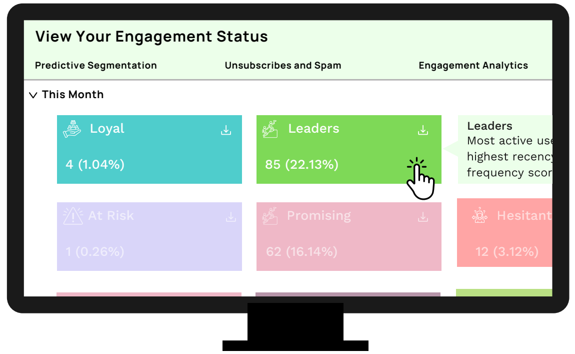


Personalized Journey Optimization

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

It won't be long before ecommerce experiences and Gen AI become inseparable. The global surge in Gen AI is already reshaping how product descriptions are personalized, enabling real-time bundling of products or offers, and customizing loyalty program offerings to drive maximum conversion.

The next wave will be all about Agentic AI, which focuses on creating autonomous agents that make decisions and interact with the environment independently. One of the most exciting outcomes is the creation of AI twins—digital replicas of customers. Brands can test their campaigns and offers on these AI twins, fine-tuning strategies before reaching actual customers.

Marketing budgets are also moving towards customer retention and digital experiences, contributing to rising conversion rates over the past 2 years. By the end of this year, CRM channels are expected to account for more than 15% of total revenues.

For ecommerce and retail brands, the broad focus is on profitability. The key? Reducing ad waste and delivering WoW experiences to the most loyal customers.

Shaun Xavier
Regional Head of CRM
ZALORA

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.

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.

Stay in touch with your customers throughout their lifecycle

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