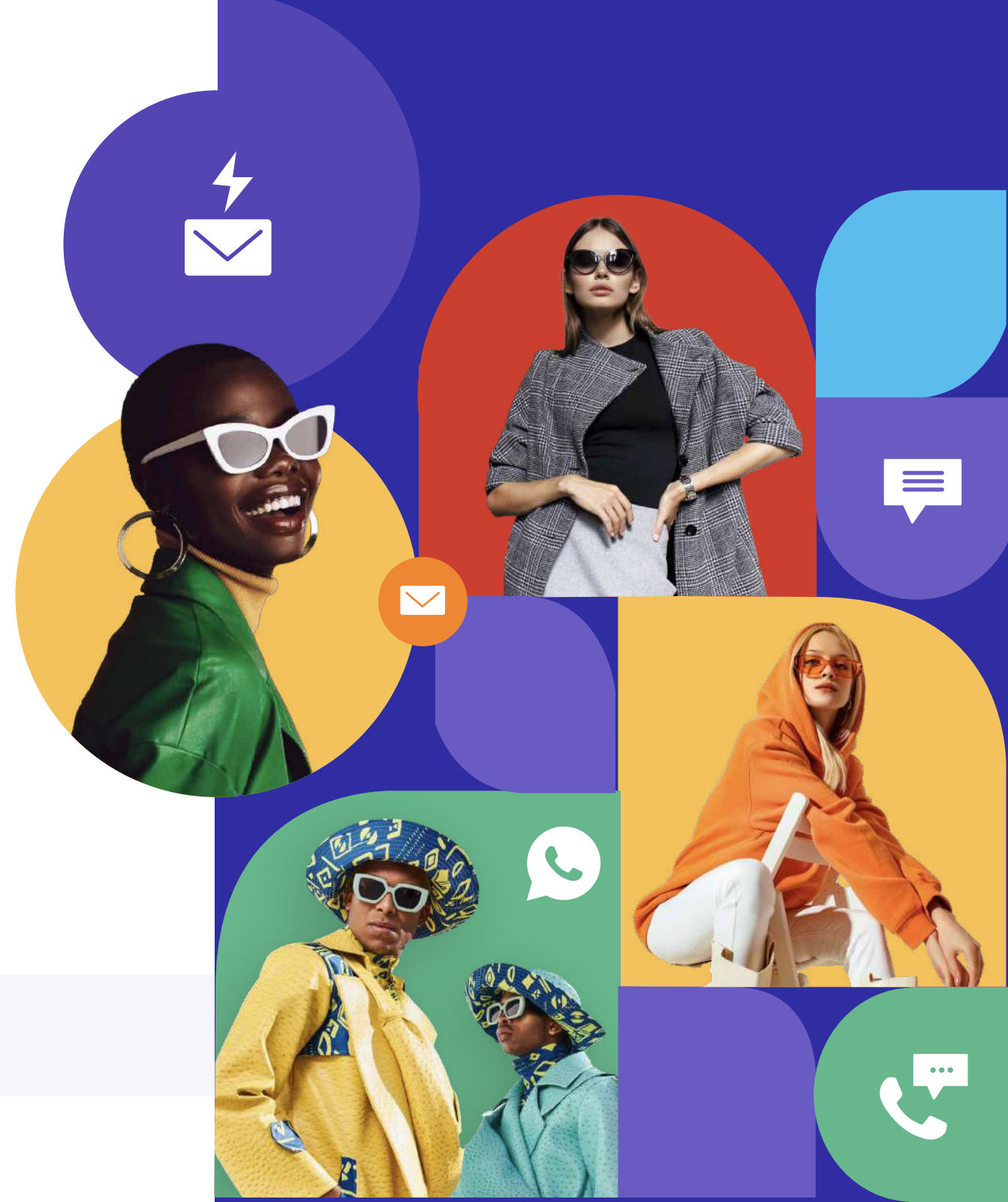


Fashion & Apparel Solutions Guide

Marketing Strategies that Engage Convert & Retain



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From Scroll to Sold

How Fashion Brands Win in the Era of Instant Desire



Pratik Bhadra

CEO North America
Netcore Cloud

In fashion, timing is everything — and in 2025, personalization isn't just a tool, it's a runway to revenue. Today's shopper doesn't browse; they expect. They expect moments that feel **hand-picked**, styles that sense their **intent**, and journeys that evolve in real time. One delay, one generic touchpoint — and they're gone.

But here's the shift: we've moved beyond passive personalization. We're entering the age of **Agentic Intelligence** — where AI doesn't just recommend, it responds, adapts, and acts. With Agentic AI and Gen AI shaping dynamic, autonomous shopping experiences, the future of fashion is no longer reactive.

It's Predictive, Immersive, and Self-Orchestrated.

Forget the funnel. Think instant gratification. Think AI-powered stylists that learn from individual behavior, real-time nudges tailored by emotion and context, and shoppable surfaces that convert curiosity into checkout instantly.

This isn't marketing as we know it. It's a new era of commerce — hyper-relevant, context-aware, and powered by AI agents that think like your most dedicated brand rep. They don't just wait for triggers; they proactively create moments designed to turn fleeting desire to loyal behavior.



Modern Shopper Lifecycle

The modern shopper journey spans Awareness to Retention, with each stage needing tailored, timely tactics. From nudges to upsells and loyalty messages, this framework helps drive conversions and build lasting relationships.

Awareness

Marketing Tactics

- Personalization for Anonymous Visitors
- Autosuggest in Search
- Product Search Abandonment
- Product View Abandonment
- Events/Sales Campaigns (Flash sales)
- Preference Collection
- Welcome Series

Consideration

Marketing Tactics

- Visual Search
- Facets & Filtering
- Gamified Emails
- Save/Wishlist Reminder
- Exit Intent Pop-ups
- New Arrivals
- Trending Products
- Bestsellers
- Viewed Also Viewed

Purchase

Marketing Tactics

- Cart Abandonment
- Price Drops
- Back in Stock
- Affinity Campaigns Based On Discount, Brand & Category
- Predictive Campaigns Based on Purchase History
- Next Best Campaigns
- Recommended for You
- Complete the Look
- Replenishment Campaigns

Retention

Marketing Tactics

- Loyalty Campaigns
- Cross-Sell/Up-Sell Recommendations
- Bought Also Bought
- Feedback Surveys
- Cart Updates
- Service Chatbots
- Winback Campaigns





Search

Awareness

Consideration

Purchase

Retention

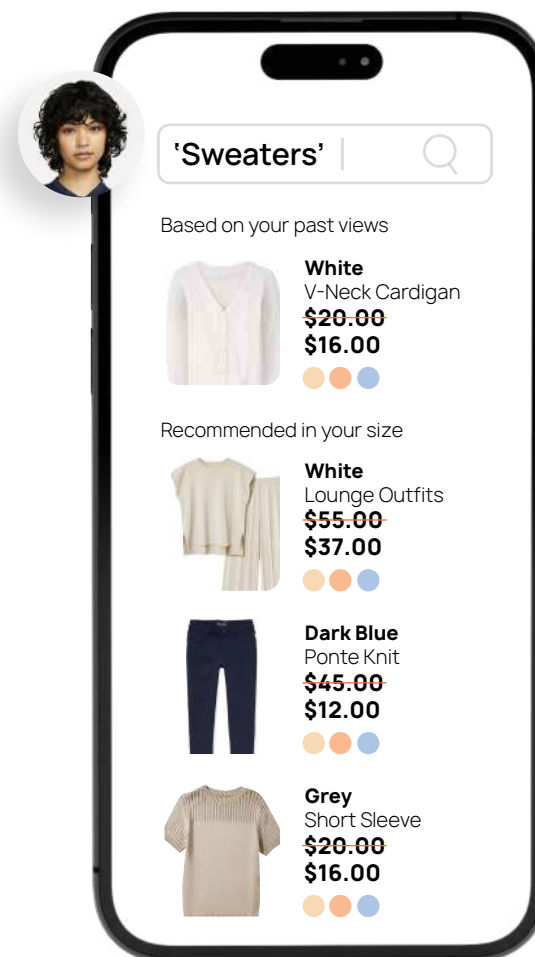


1:1 Personalization

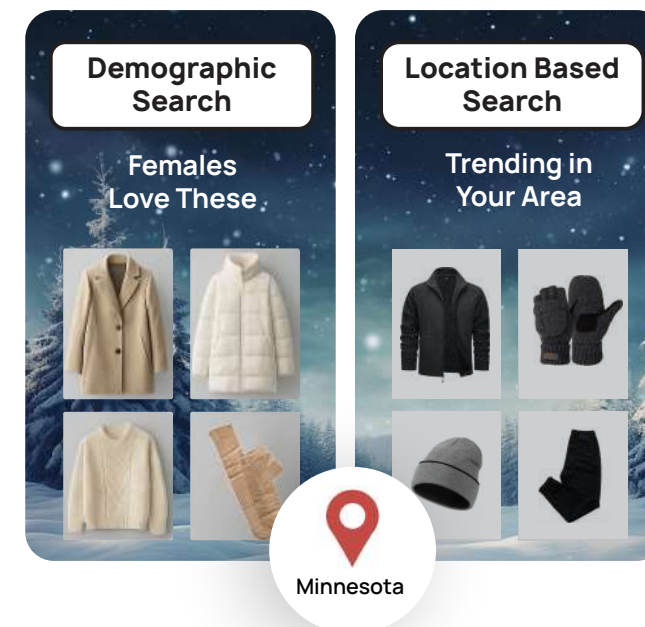
Showcase fashion shoppers search results tailored to their style, size, and preferences—based on past behavior and context

Demographic & Location-Based Personalization

Show winter wear to resort-town visitors, swimwear to beachgoers—plus tailor search results by age, gender, and more such cohorts



Personalized Recommendations



Demographic/Location Based Recommendations



Awareness

Consideration

Purchase

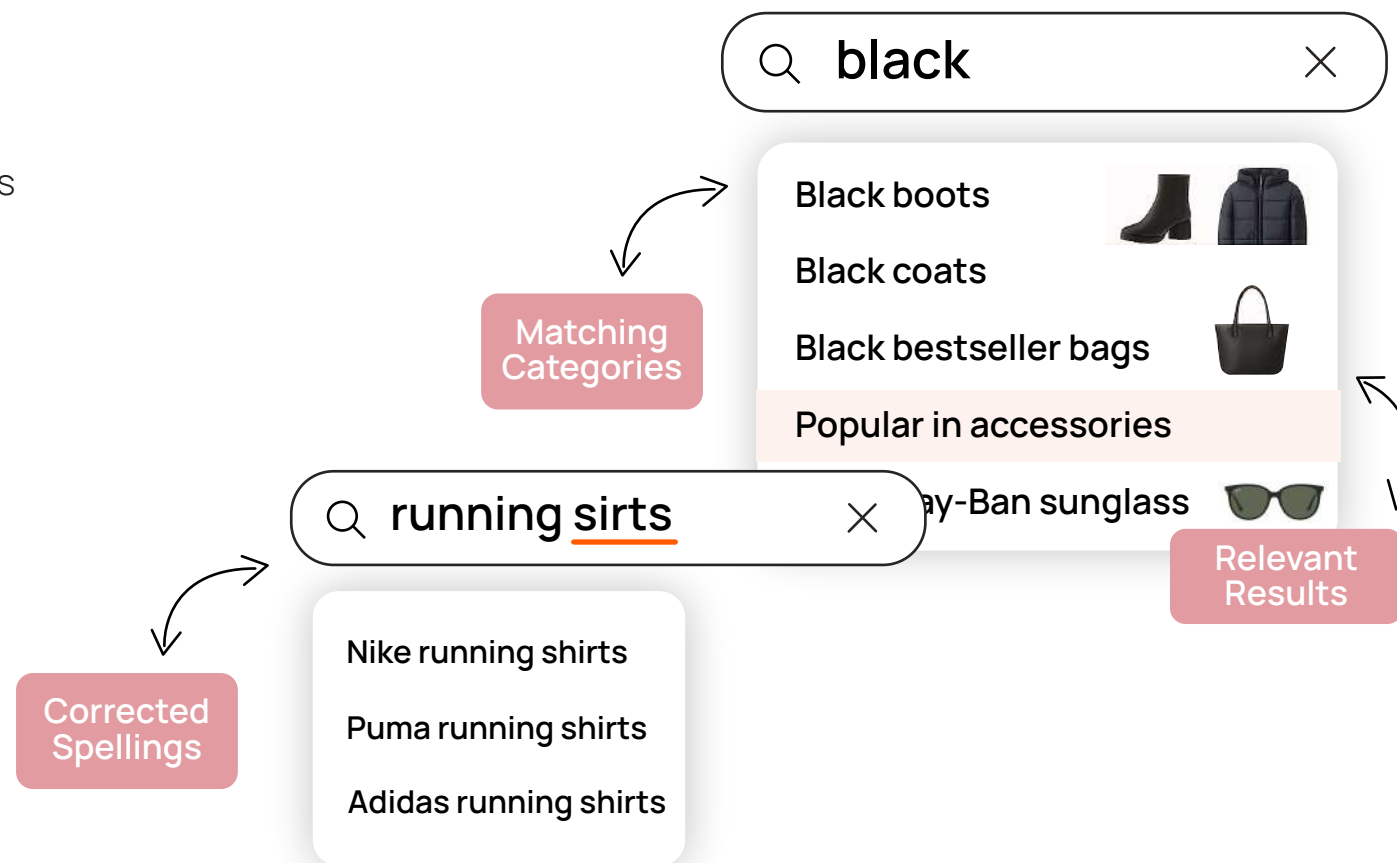
Retention

Autosuggest Recommendations

Auto-complete search queries to enhance the shopper experience—pair them with category and brand's best-selling products from the same domain and make sure the search experience resonates

Spell-Checks

Understand the intent and semantics behind product searches and correct any errors in verbatim



Autosuggest with Spell-Checks

Search

Awareness

Consideration

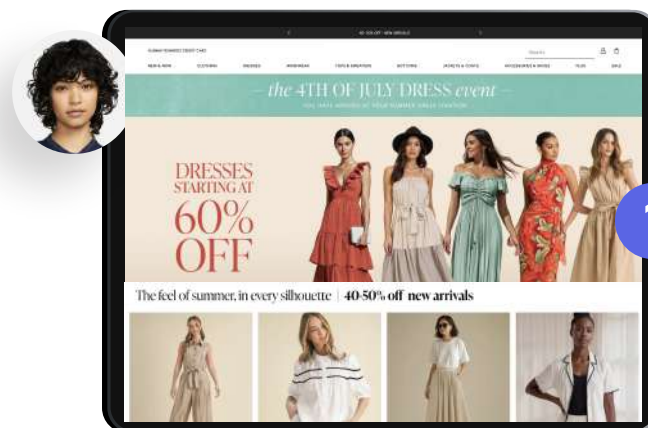
Purchase

Retention

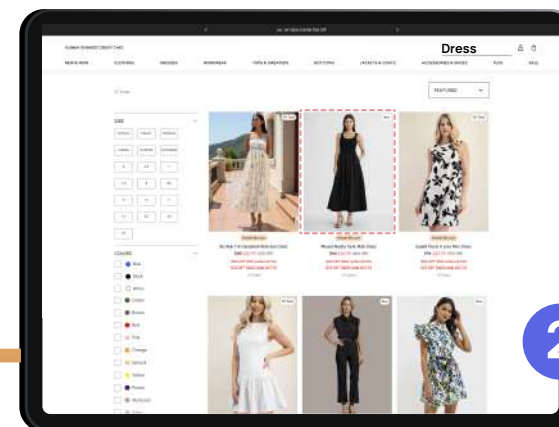
In-Session Personalization for Anonymous Visitors.

Analyze real-time behavior (like product searches, or categories browsed) to predict intent and re-rank products instantly

How it Works

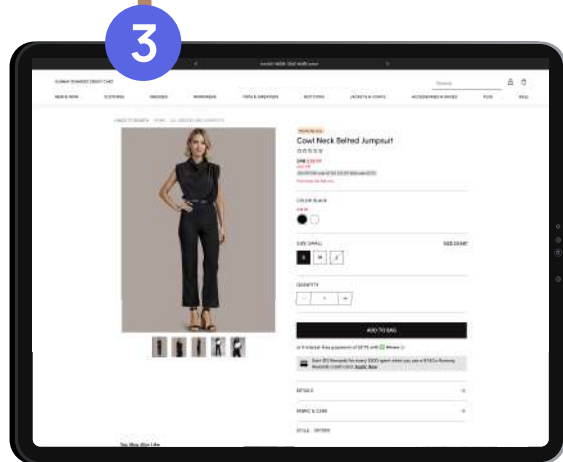


Sophie lands on an ecommerce site with the intent to buy a new dress



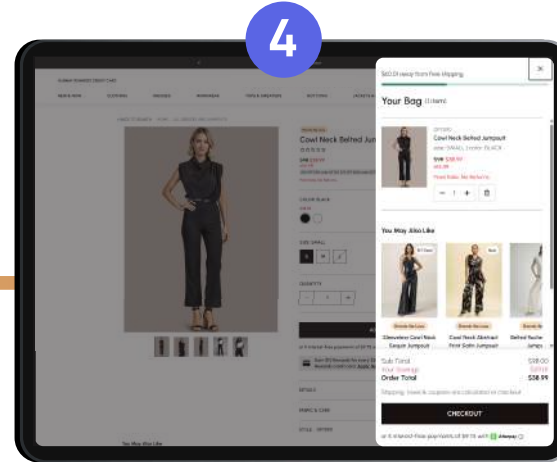
She puts in the query 'dress' and is presented with numerous options



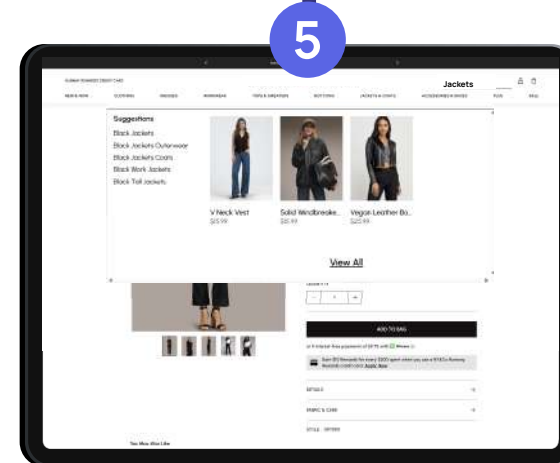


She selects a size and adds the item to her cart

MITRE 10 leveraged self-learning recommendations and Unbx'd search and increased their AOV by 17%



She is now presented with various similar products, because she has shown affinity for black dresses



Since she has shown interest in black dresses, so when she types 'Jackets,' the engine shows her matching black jackets in real-time

Welcome Series

From the very first touchpoint, showcase best-selling products from brands and categories based on browsing behavior or declared preferences in an email

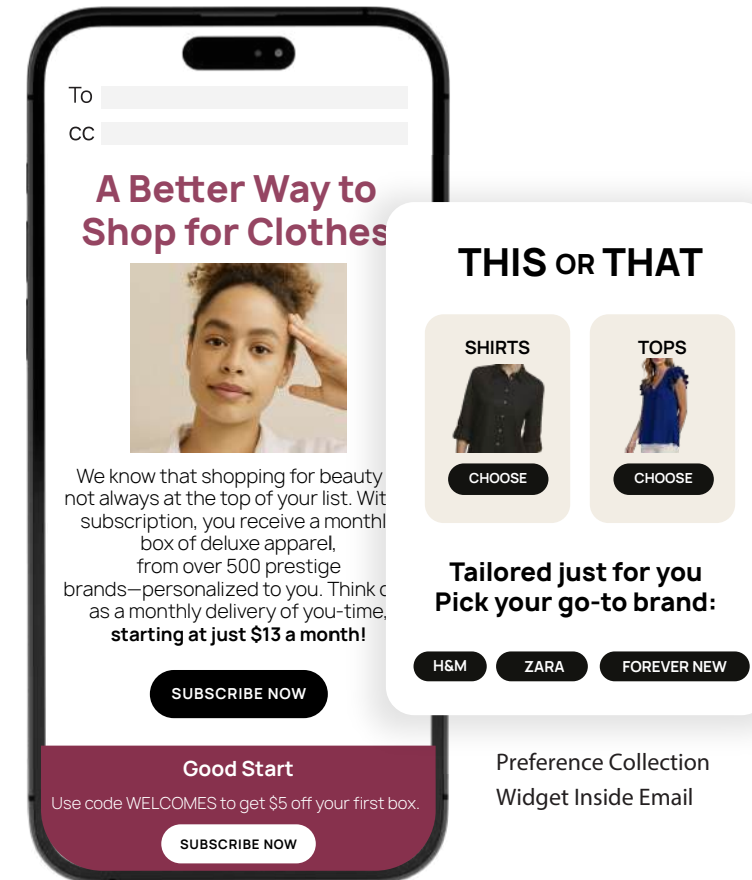
Interactive Preference Collection

Turn passive readers into active participants with engaging “this-or-that” style polls, and quick quizzes. These interactive elements help you collect valuable preference data (zero-party data) that feeds smarter future campaigns

A leading gifting brand  leveraged the power of preference collection via Shoppable Emails and increased its ROI by 400%

Did you know?

Welcome series emails are opened 4-5 times more than other emails—especially when paired with a limited-time discount



Welcome Series Email

Preference Collection
Widget Inside Email



Web and App

Awareness

Consideration

Purchase

Retention

Welcome Banners and Messages

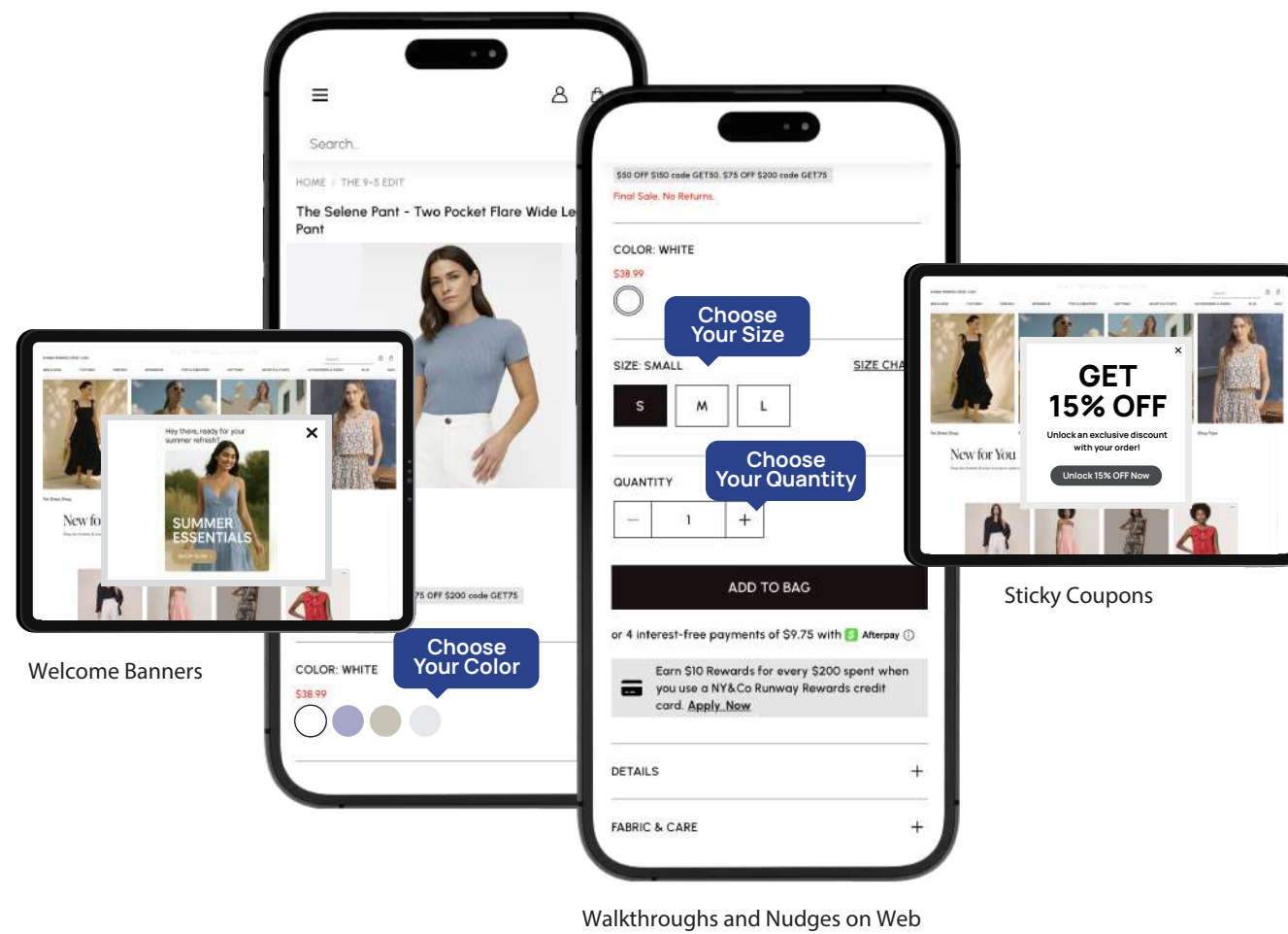
Grab new visitors' attention with pop-ups and banners featuring seasonal promos and top sellers—like summer dresses or fall jackets—for max impact

Behavioral Triggers and Sticky Coupon Drawers

Offer behavior-triggered pop-ups with exclusive discounts. Ensure those incentives remain accessible throughout the session with a persistent coupon drawer

Walkthroughs

Create and deploy contextual personalized walkthroughs on your website and app to guide users to their favorite fashion sections on your website and App





Web and App

Curated Fashion Feeds

Use AI to dynamically sort products based on each shopper's browsing behavior, affinities, and real-time intent—surfacing relevant styles on website and app

Recommendations on Pages

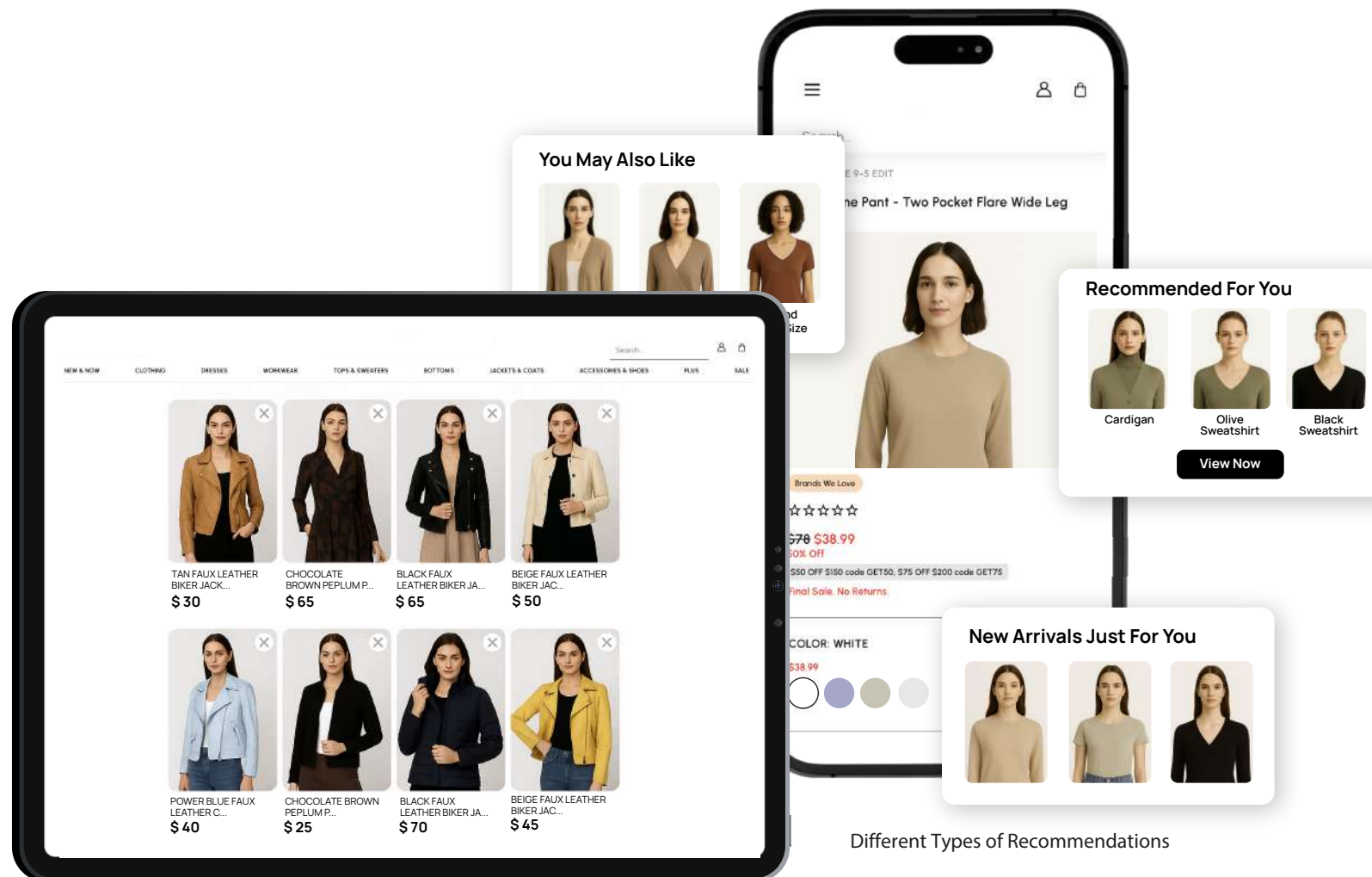
Leverage personalized recommendations in PDPs, PLPs, popups and more like: New Arrivals

Awareness

Consideration

Purchase

Retention



Personalized Boutiques

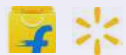
Different Types of Recommendations

Polls and Quizzes

Run style polls, outfit quizzes, or “this-or-that” choices to collect preference data while keeping the conversation fun and interactive

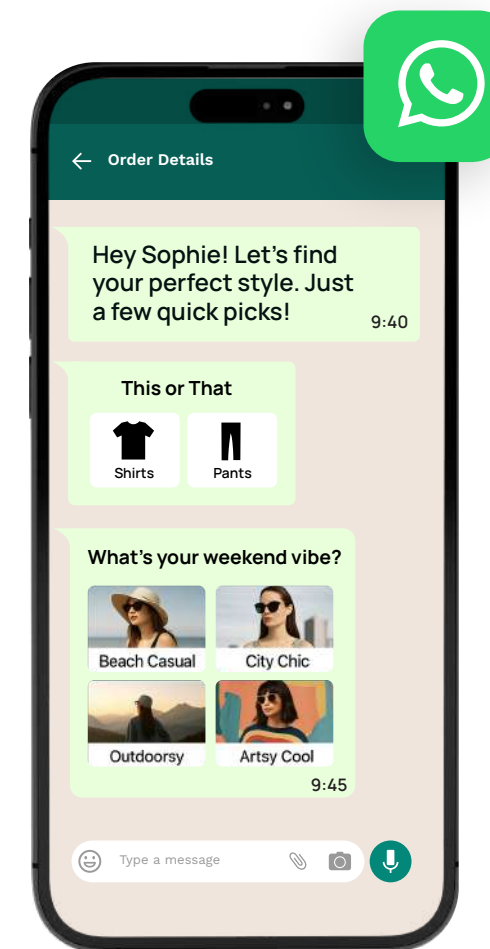
Interactive Catalog

Let shoppers browse collections, explore lookbooks, and shop top picks directly within WhatsApp. Combine product images, catalog links, and action buttons to create a seamless end-to-end buying experience—without ever leaving the chat

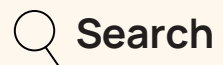
 , India’s largest DTC ecommerce platform leveraged these functionalities to 3.5x their conversion rate

Did you know?

Every day, 175 million people message a business on WhatsApp—these are active, high-intent interactions where people are asking, browsing, or buying. Additionally, there are around 530 million daily active users on WhatsApp Business, meaning more than half a billion users engage with businesses on the platform each day



Preference Collections on WhatsApp
(Configurable on RCS too)



Awareness

Consideration

Purchase

Retention

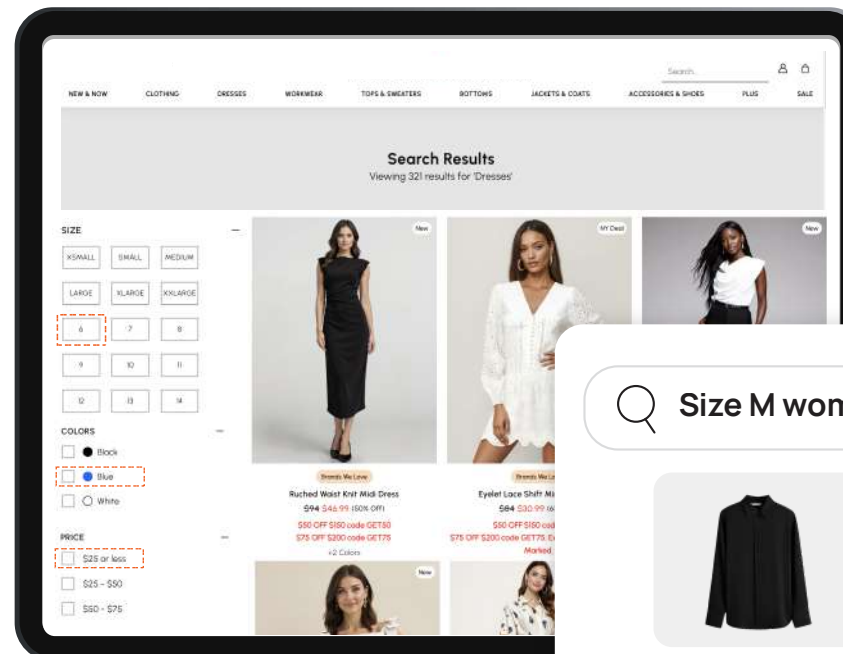
Facets and Filters

Help shoppers interact with variations and options of products like materials and colors with beautiful facets and filters that update in real time

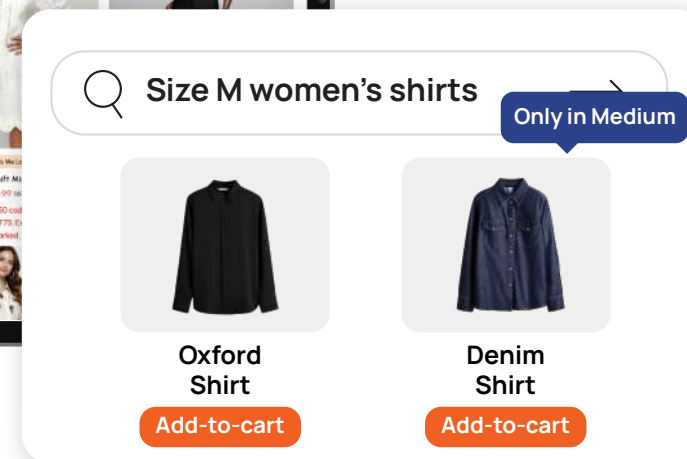
Dimension-Based Search

Empower shoppers to enter quantities like - "4 pair of socks", measurements like sizes, new/old stock to make the search experience even more intuitive

A leading luxury accessory manufacturer included this technology in their tech stack and improved their AOV by almost 39%



Facets and Filters



Dimension-Based Search

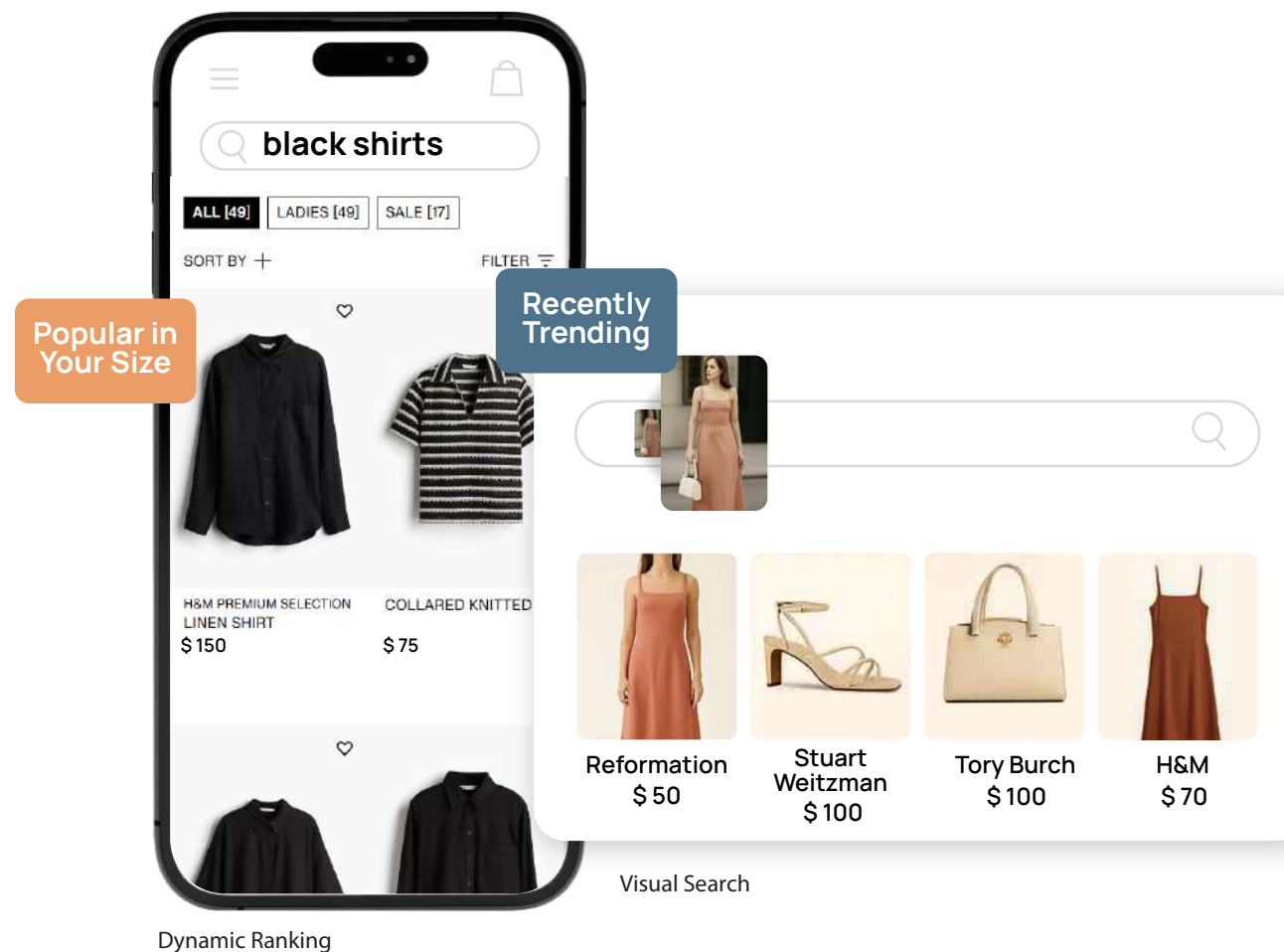
Visual Search

Optimize search bars with image compatibility, enabling shoppers to upload images of fashion items such as dresses, shoes as queries and obtain precise results matching their visual search intent

Dynamic Ranking

Take account of product attribute, user behavior and more to dynamically rank and adjust the order of search results to reflect changing user needs and preferences

deborah lippmann utilized 1:1 personalized search to increase the number of orders by 45%.

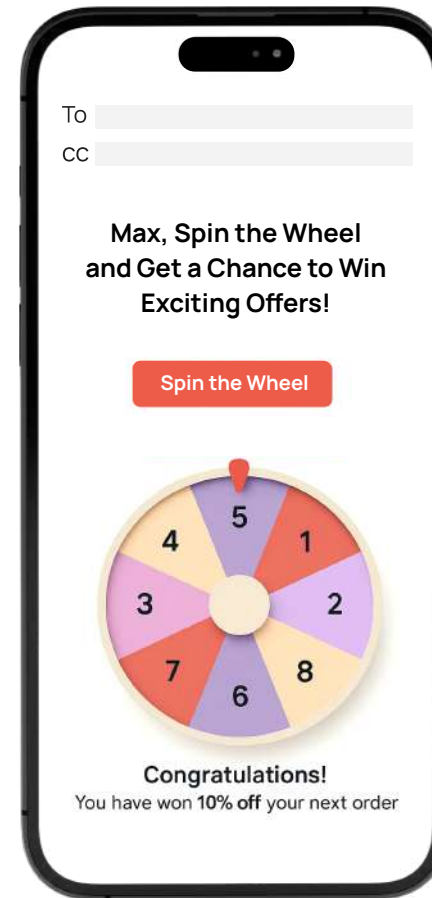


Interactive Product Showcase

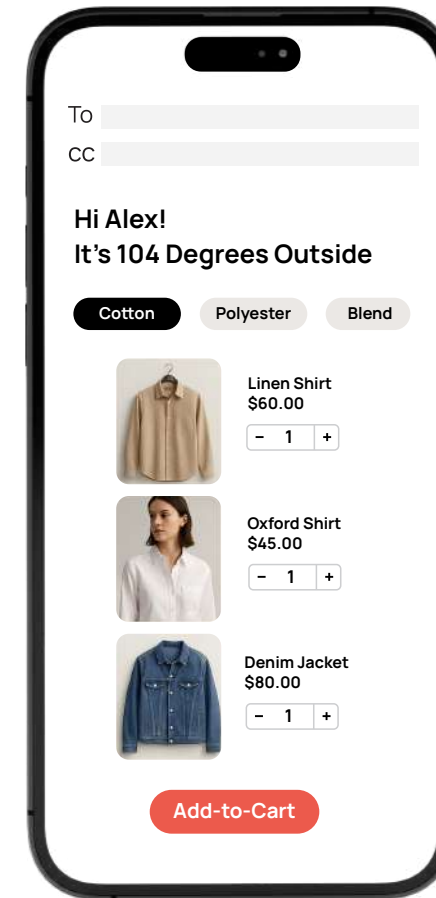
Use shoppable carousels, accordions, and embedded fashion products in them to let shoppers explore curated collections—and even add to cart—without leaving the inbox

In-Email Gamification

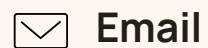
Keep consideration fun and interactive. Add spin the wheel discounts, scratch cards, and “pick your offer” games to boost engagement and give shoppers a reason to click, explore, and convert



Spin the Wheel in Email



Product Showcase in Email



Email

Awareness

Consideration

Purchase

Retention

Smart Recommendations

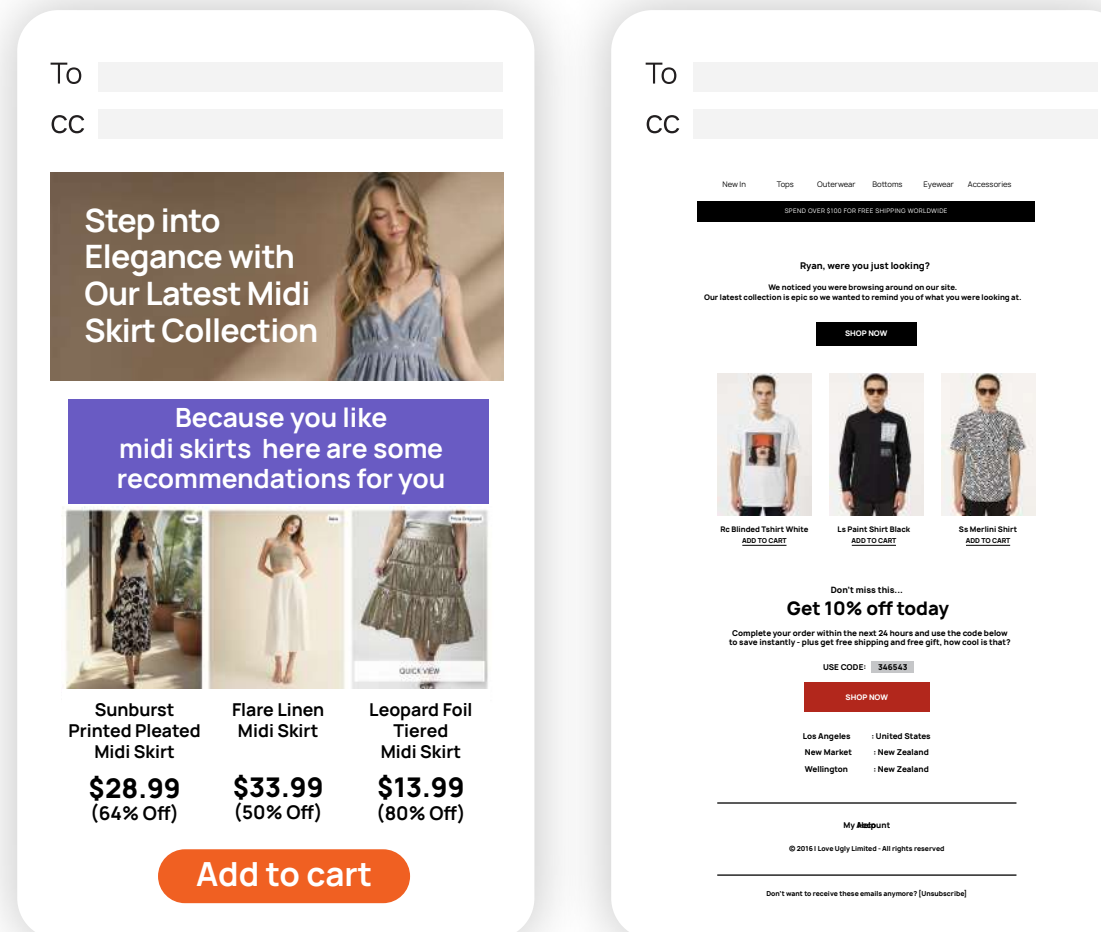
Fuel consideration with product recommendations blocks like:

- Recently Viewed
- Viewed Also Viewed
- More Like This
- Top Sellers
- Low Inventory

Proactive Triggers

Don't miss a moment. Trigger emails based on shopper behavior or affinity to re-engage at just the right time:

- Product View Abandonment
- Product Search Abandonment
- Back-in-Stock Notifications
- New Arrival Drops



Triggers & Recommendations on Email





Web and App

Awareness

Consideration

Purchase

Retention

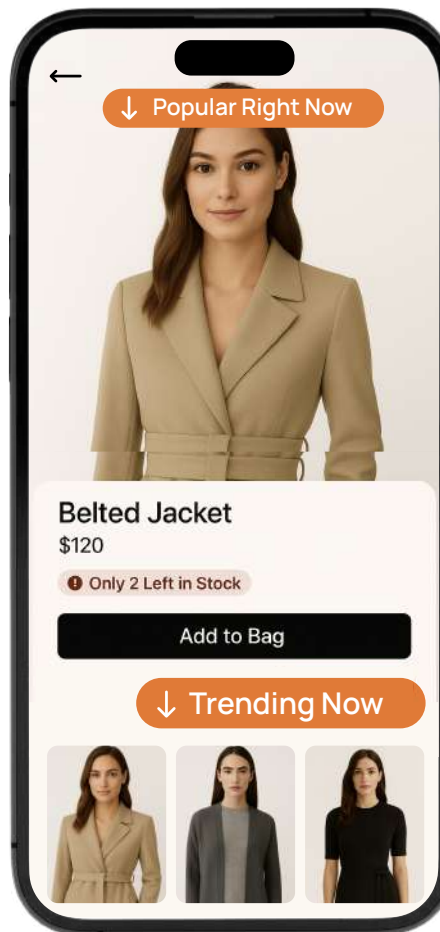


Smart Nudges for High-Intent Moments

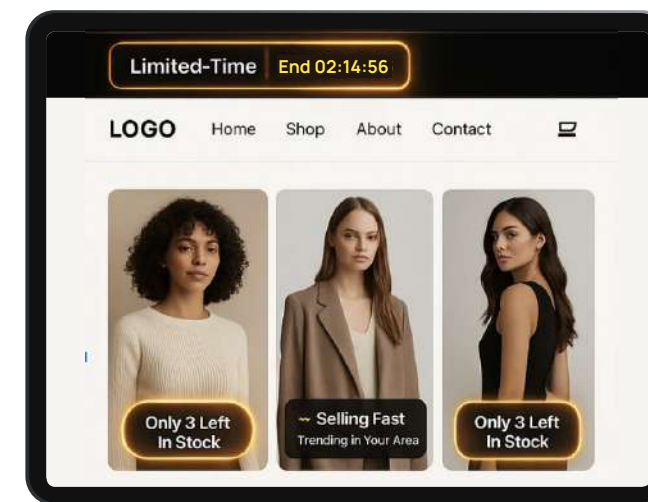
On your website/app, use real-time nudges to spotlight bestsellers, trending styles, and new arrivals. "Popular right now," "Only 2 left," or "Seen 500 times today". You can also send - Recently Viewed and Viewed also Viewed recommendations to make the experience stronger.

Urgency-Based Notifications

Drive faster decisions with dynamic urgency cues like: Low Stock Alerts ("Only 3 left!"), Limited-Time Offers (countdowns, banners), Selling Fast nudges based on real-time trends



Nudges for High Intent Moments



Countdown Timers



Web and App

Awareness

Consideration

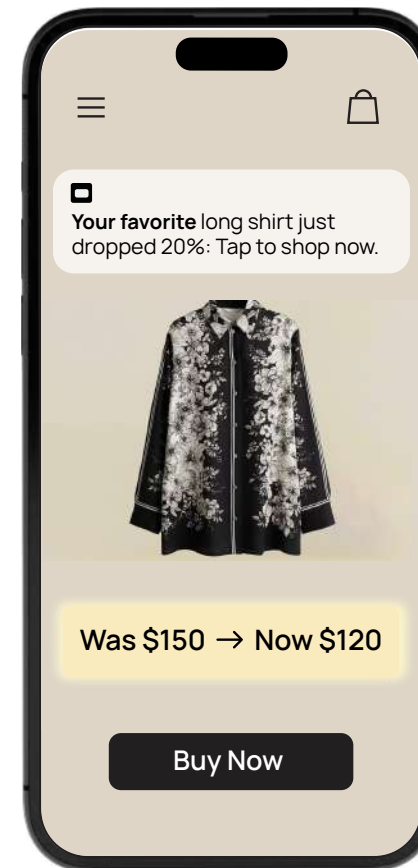
Purchase

Retention

Price Drops and Back-in-Stock Messages

Automatically highlight price drops and back-in-stock items directly via push notifications and popups. These high-intent triggers catch attention and create a frictionless path to purchase—especially during the consideration phase

VERO MODA® leveraged the power of personalized PDPs and PLPs and increased add-to-cart rate by 159%



Price Drops & Back-in-Stock Messages



Whatsapp and RCS

Awareness

Consideration

Purchase

Retention

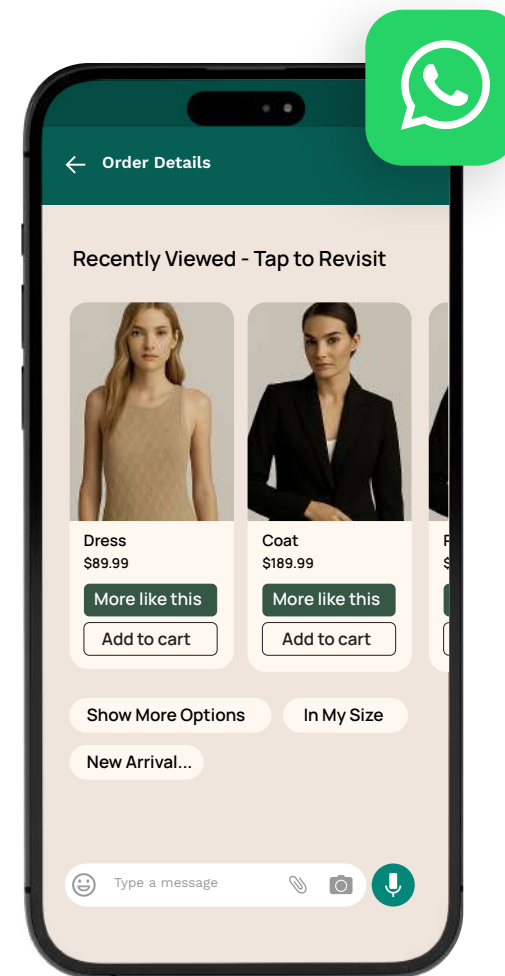
Recommendations on WhatsApp and RCS

Showcase Viewed Also Viewed, Recently Viewed and More like this recommendations in a sleek, scrollable format with rich content blocks and images

Guided Buttons and Quick Replies

Every tap opens up a personalized fashion path—add buttons to complete crucial tasks like add items to cart, also offer automated replies and updates on messaging channels so that your shopping experience remains impeccable

A leading gifting platform included this functionality in their stack and got a 80% of order share from WhatsApp only



Recommendations with Buttons on WhatsApp
(Configurable with RCS to)

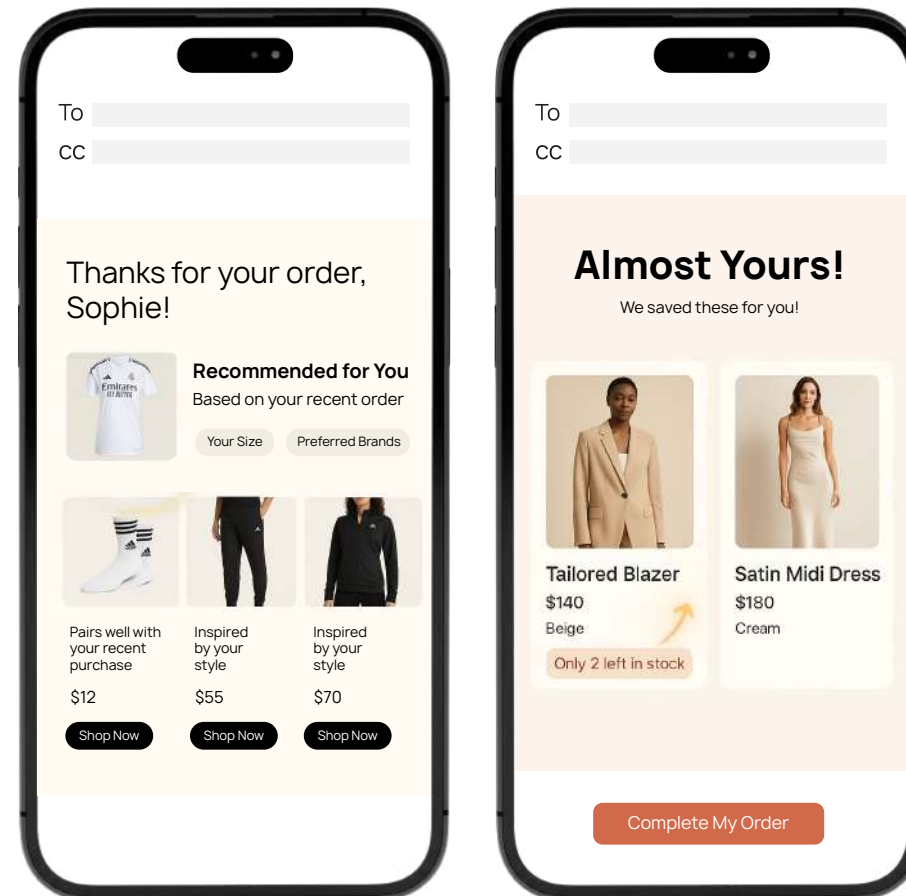
Triggers Based On Shopper Affinity

Use dynamic triggers to send personalized product or category recommendations in the form of

- Recommended for you
- Bought also bought

Cart Abandonment Messages

Don't let filled carts go cold. Send cart abandonment emails with product visuals, personalized nudges like "Still Interested?" or "Almost Yours!", and frictionless CTAs to resume the journey in one click



Email Triggers & Cart Abandonment

Back-in-Stock Alerts

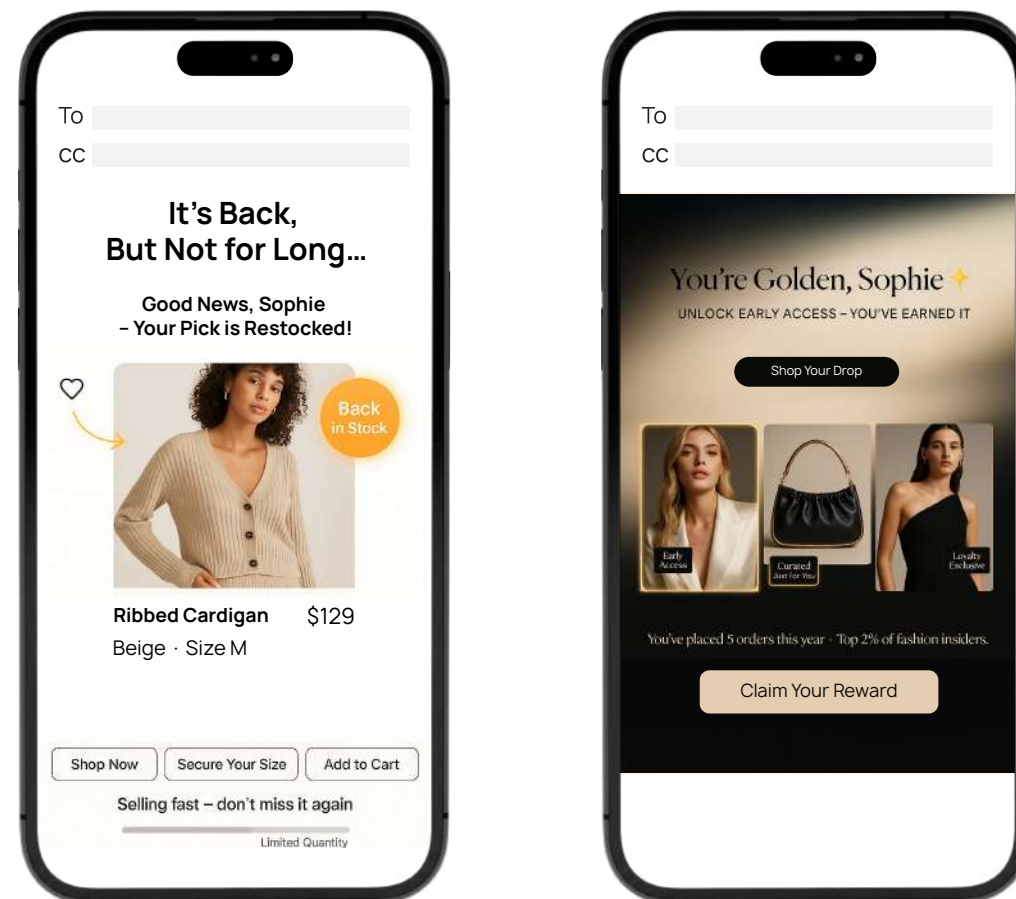
Reignite interest with back-in-stock notifications for previously viewed or wishlisted items. Add a "Back, but Not for Long" tag to increase click-through and conversions

Price Drop Updates and Inventory Alerts

Use dynamic content blocks to show low inventory messages like "Only 2 Left in Your Size!" or "Trending Fast." These subtle cues push undecided shoppers to act now

Milestone Celebrations

Offer special perks or curated style drops. Give loyal shoppers early access to new styles



Back-in-Stock, Price Drop and Milestone Based Emails

Email

Awareness

Consideration

Purchase

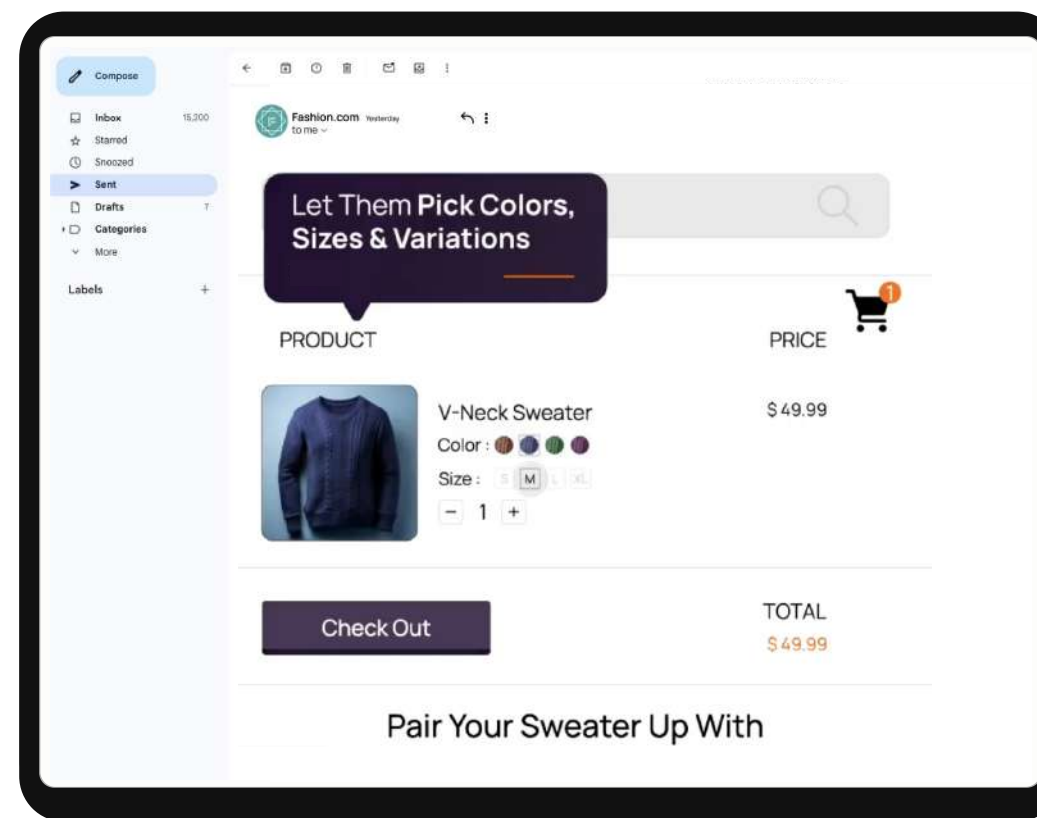
Retention

Add-to-Cart

Boost conversion by enabling interactive cart controls inside the email. Let users add, remove, or adjust products directly—no extra clicks, no lost momentum

AJIO Leveraged the power of email personalization to improve their ROI by 2.5X

Moreover, **Pepe Jeans** leveraged this functionality to increase engagement by 19x



Full Scale Cart Manipulation on Email



Web and App

Awareness

Consideration

Purchase

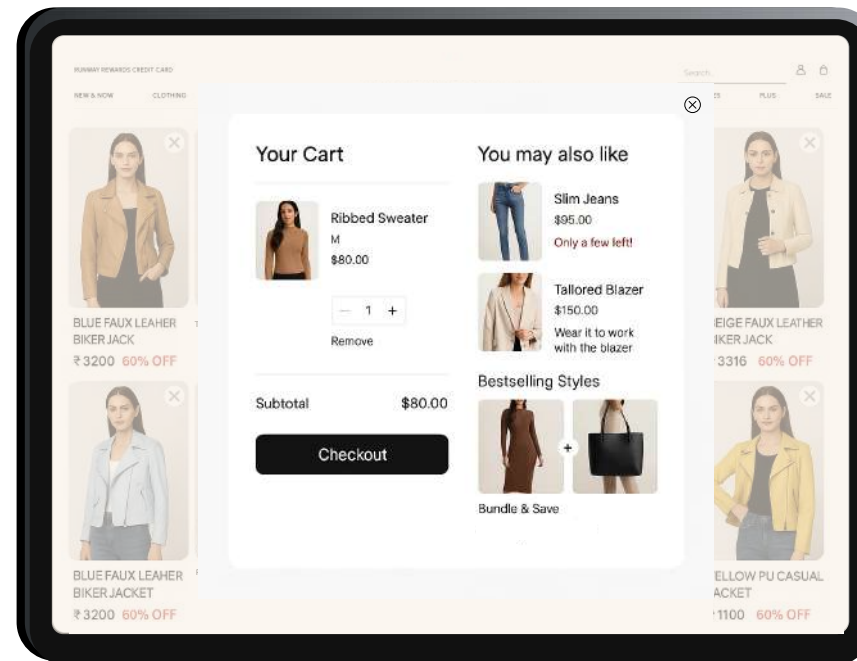
Retention

Exit Intent Popups

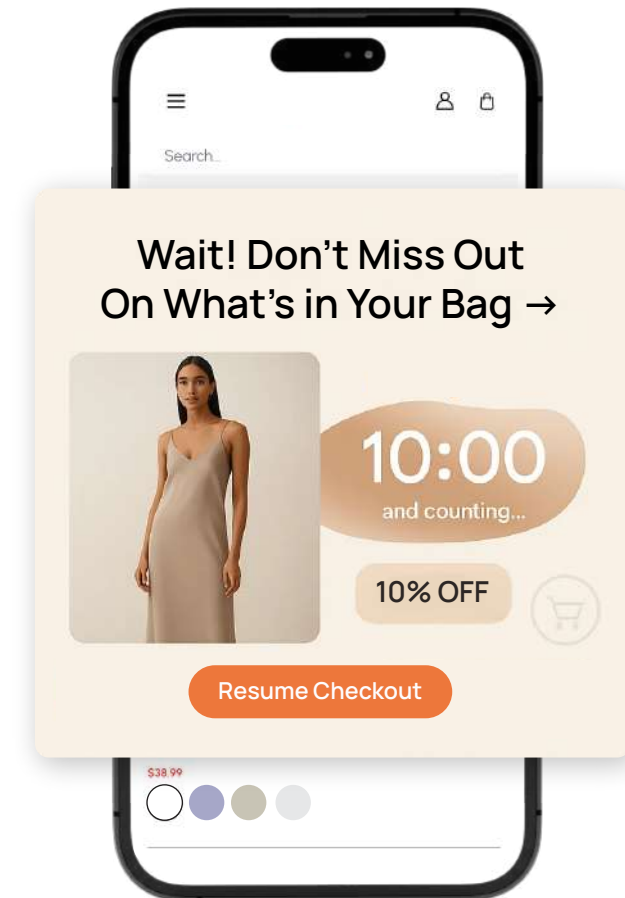
Offer limited-time discounts or reminders of items in cart. Moreover, add a countdown timer to heat things up

Cart Page Personalization

Personalize the cart page with complementary product suggestions, styling tips, or even low-in-stock alerts—making the cart feel like a curated closet, not just a checkout screen. You can also bundle best sellers and limited time deals



Cart Page Personalization



Exit Intent Popup



Web and App

Awareness

Consideration

Purchase

Retention

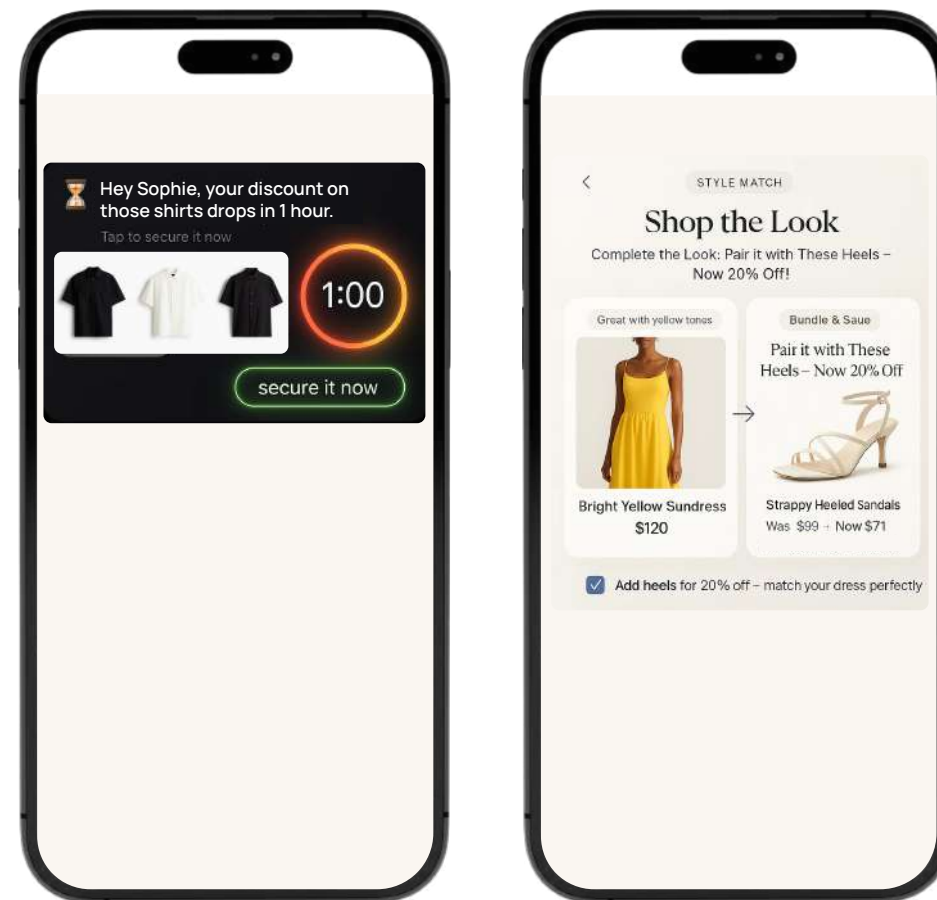
Expiring Discounts Notifications

Send notifications around discounts that are going to diminish in the future to increase intent amongst shoppers

Bundled Discounts

Offer products in pairs on both web and app, if a shopper is searching for a bright yellow sun-dress offer them matching heels at a discounted price

Clavia - A leading intimate apparel brand utilized this functionality to improve their conversions by 200%



APNs & WPNs with Personalization



Whatsapp and RCS

Awareness

Consideration

Purchase

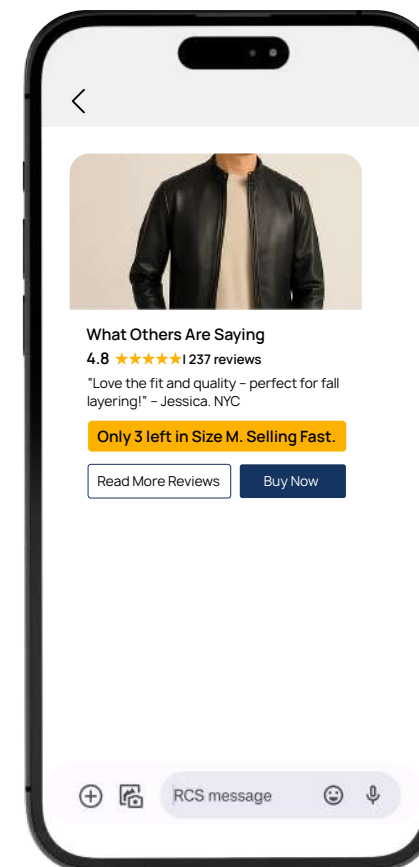
Retention

Embed Customer Reviews in RCS Messages

Embed customer reviews, testimonials around products, and real-time stock alerts to help shoppers feel confident about their choices

Limited-Time Deals

Create FOMO with limited-time offers and countdowns, all within a sleek, tappable interface that feels like a curated storefront in your messages



Reviews & Ratings with Offers on RCS
(Configurable on WhatsApp)





Whatsapp and RCS

Awareness

Consideration

Purchase

Retention

Add-to-Cart

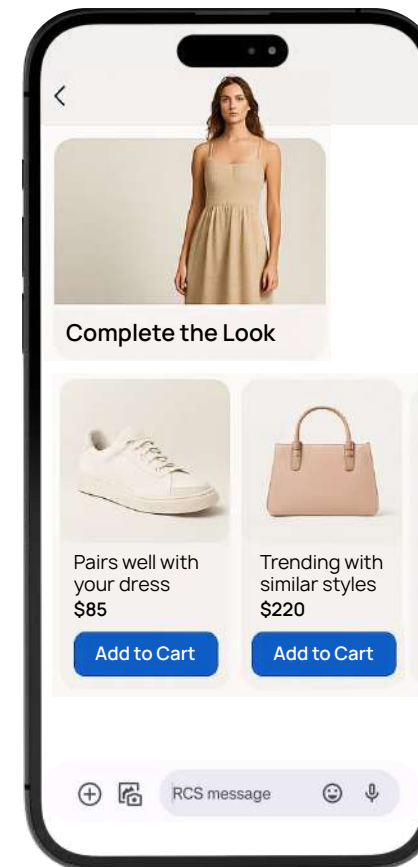
On WhatsApp, enable cart manipulation directly in the thread—so shoppers can review, edit, or complete their orders with zero friction. It's convenience that converts

Complete the Look and Smart Cross-sells

Turn casual interest into a complete outfit. Suggest complementary items based on browsing behavior or product affinity: Sneakers for the athleisure set, A bag to elevate the dress, Accessories that tie the look together



One of Asia's fastest-growing men's formal apparel brands included these solutions in their stack and improved their ROI by 7X



RCS Messages with Cross-Sells
(Configurable on WhatsApp)

Email

Awareness

Consideration

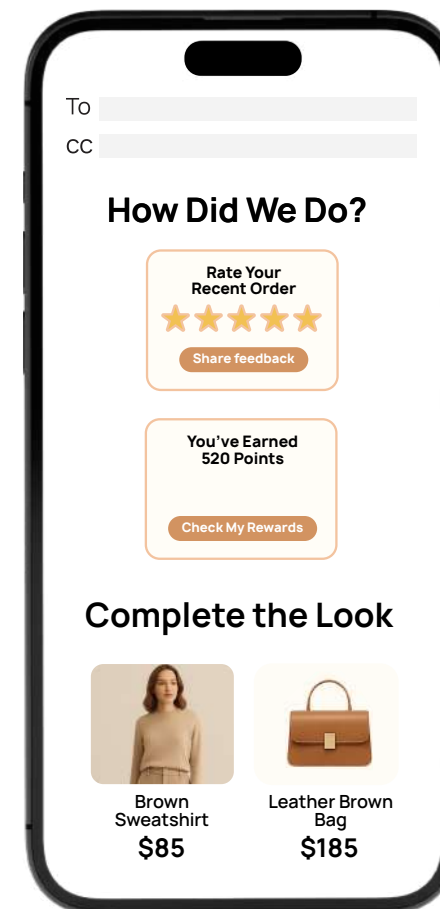
Purchase

Retention

Retention is about relevance, recognition, and rewarding every interaction. Use email to nurture loyal customers with value-packed experiences

- Gather feedback through quick ratings and post-purchase surveys
- Drive repeat engagement with loyalty program updates and “We Miss You” nudges
- Inspire outfit completion with smart complete the look - cross-sell modules

 utilized shoppable functionalities in globally recognized campaigns and garnered 140% uplift in conversions



Feedback Collection Emails



Web and App

Awareness

Consideration

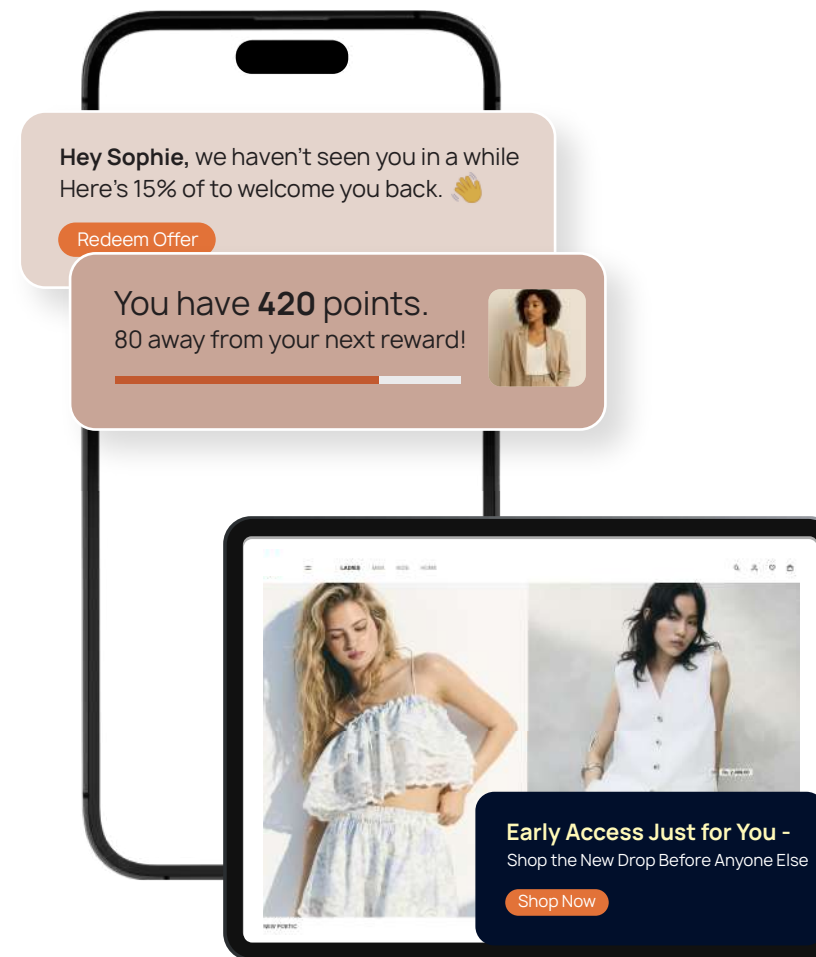
Purchase

Retention

Retention on web and app is all about smart, subtle reminders and rewarding experiences. Use contextual nudges and dynamic content to stay top-of-mind:

- Trigger “We Miss You” banners and push notifications to re-engage lapsed users with personalized messages
- Show loyalty point updates in-app or on homepage banners to spark reward-driven return visits
- Offer VIP-only perks like early access or bonus discounts via push to top-tier shoppers
- Make help accessible with a customer support chatbot for quick resolution

Pomelo. utilized this functionality to increase their conversion rate by 30% and boost repeat purchases



Various Retention Oriented APNs, WPNs & Popups





Whatsapp and RCS

Awareness

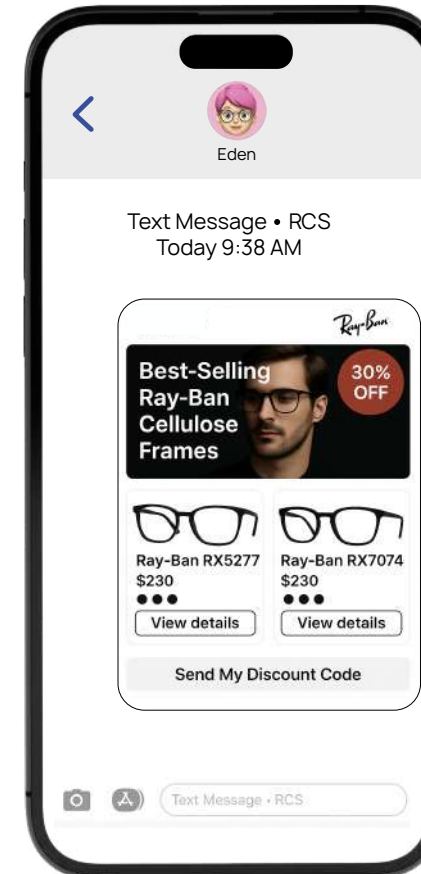
Consideration

Purchase

Retention

Use conversational, real-time messaging to turn occasional shoppers into loyal fans:

- Deliver VIP-only offers through RCS carousels or WhatsApp templates to make top-tier customers feel special
- Provide instant support via chatbots—helping with orders, returns, or style advice, 24/7
- Make help accessible with a customer support chatbot for quick resolution



RCS Carousels, Loyalty Based
(Configurable on WhatsApp)

What Powers Fashion Marketing at Netcore

With Netcore's **360-Degree Customer View**, you don't just see your shopper—you understand them completely.

Every touchpoint, every action—from app scrolls and web clicks to email opens and WhatsApp chats—is stitched into a **single, intelligent profile**. You get full visibility into preferences, purchase history, behavioral patterns, and real-time intent—all in one place.

This unified view powers personalization that feels effortless, predictive, and perfectly timed. Whether it's recommending a trending style, nudging at the right moment, or tailoring offers to loyalty tiers. The result? **Smarter segmentation - Stronger personalization - Seamless omnichannel journeys.**



What Powers Fashion Marketing at Netcore

Smarter Segmentation & Customer Intelligence: Target with Precision, Engage with Relevance

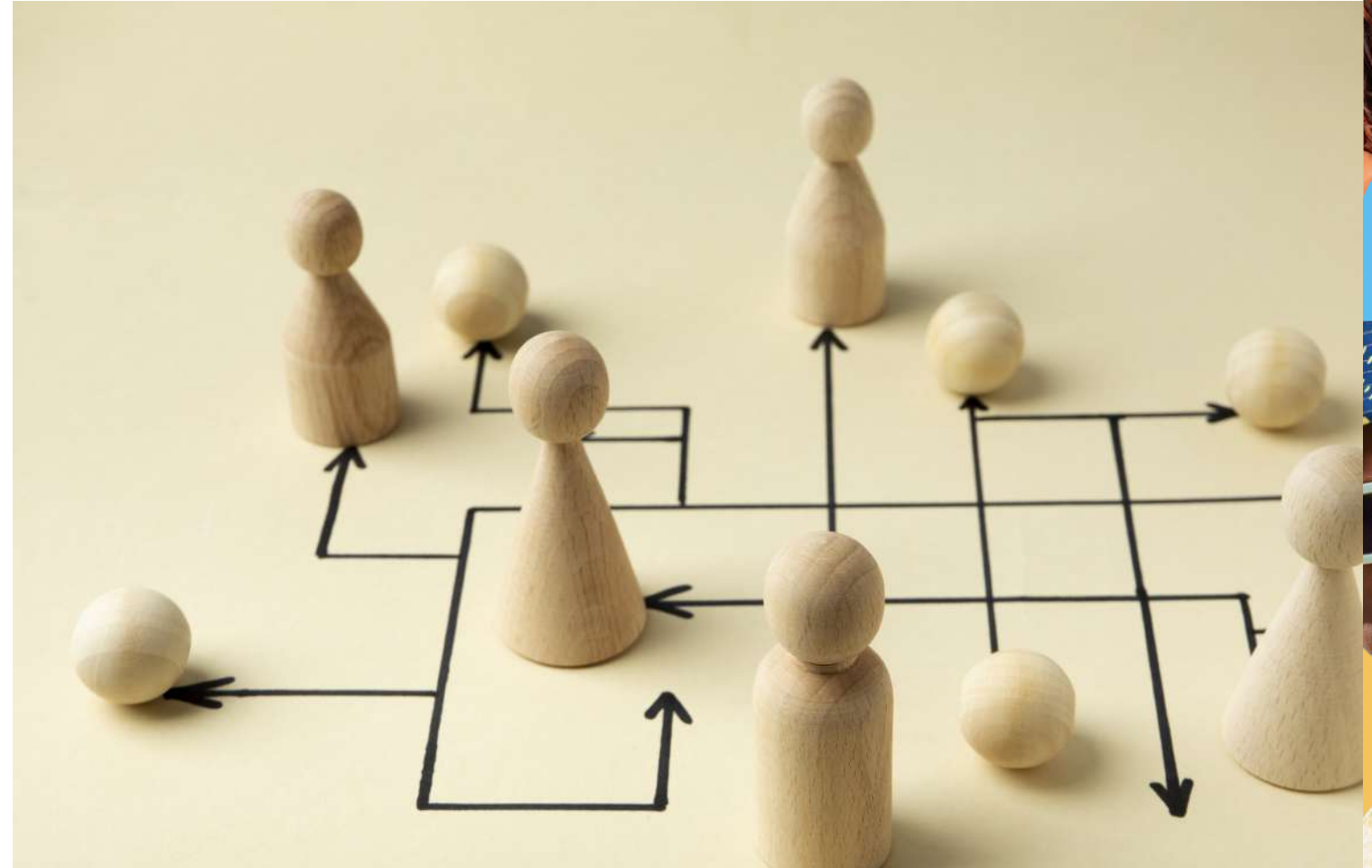
Netcore's advanced segmentation engine allows you to move beyond superficial filters and truly understand what drives each customer. The result? Hyper-targeted campaigns that feel one-on-one—at scale.

Affinity-Based Segmentation

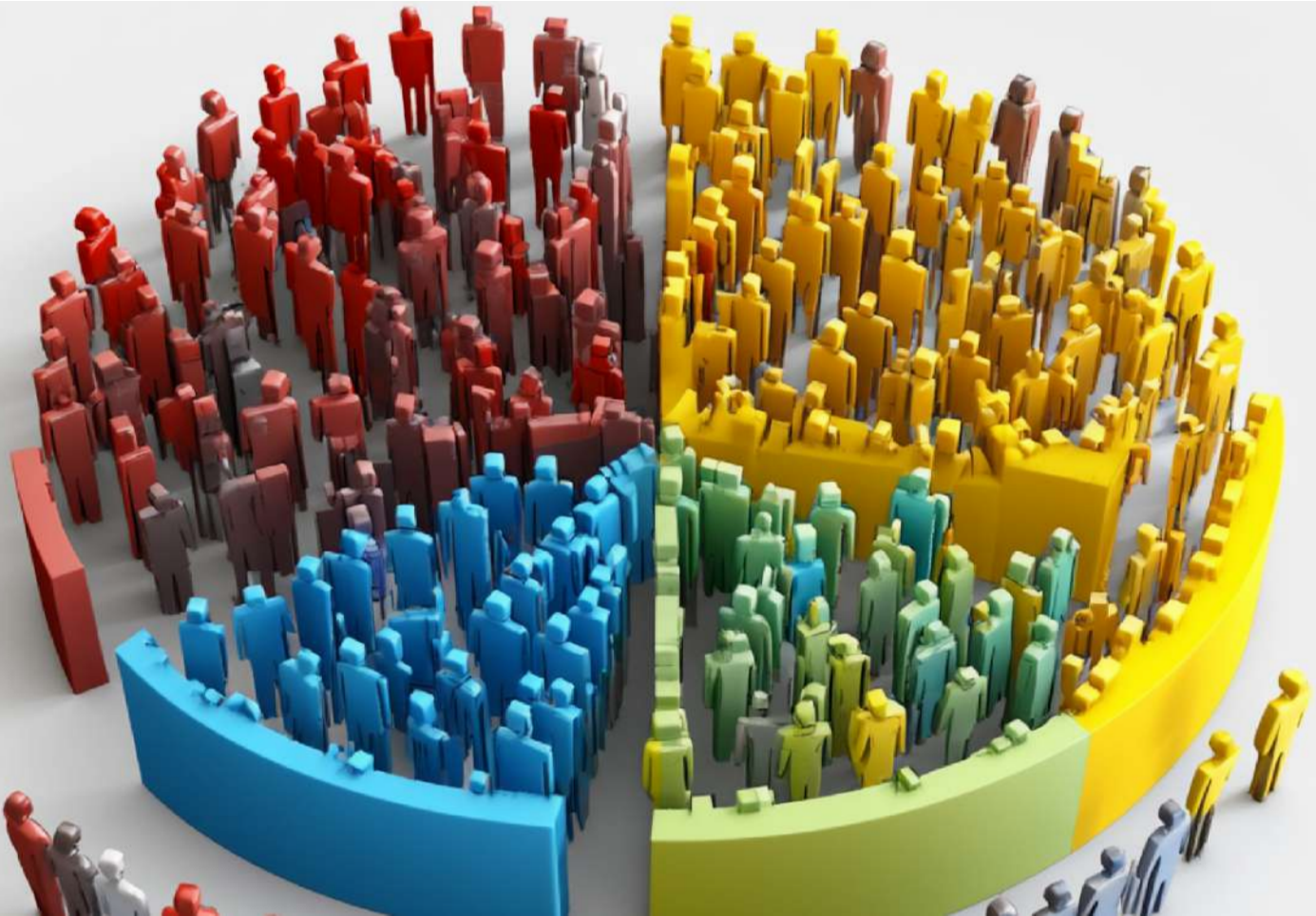
Identify what each shopper cares about most—be it product types, categories, or specific brands. Know who's loyal to high-end handbags, who's browsing streetwear, and who responds best to new arrivals.

Demographic and Contextual Targeting

Segment audiences by location, gender, age, device preferences, and even browsing times. Use this data to personalize creative, timing, and offers—so each message lands with relevance and intent.



What Powers Fashion Marketing at Netcore



Predictive Segmentation

Use AI models to move from reactive to proactive. Predict next-best actions, likely-to-convert customers, churn risk, and even who's primed for an upsell.

Propensity-Based Segmentation

Leverage behavioral signals to identify customers most likely to take specific actions—whether it's making a purchase, reordering a favorite item, or engaging with a new collection. Score users based on their likelihood to convert, and tailor journeys.

Activity-Based Segmentation

Track and segment users based on real-time and historical actions—like product views, cart additions, and email clicks. Re-engage window shoppers, reward active buyers, and retarget those who dropped off mid-funnel.



Customer Intelligence That Drives Strategy, Not Just Reports

RFM Analytics

Segment customers based on recency, frequency, and monetary value. Identify champions, new buyers, and at-risk segments to tailor engagement strategies and optimize lifecycle value.



Funnel and Journey Analytics

Track behavior across the entire shopper journey—where users browse, drop off, convert, and repeat. Gain insights into friction points and intent signals that allow for smarter orchestration and recovery strategies.



Agentic AI for Fashion Brands

Why Traditional AI Isn't Working— And How Agentic AI Fixes It

Despite the hype, traditional AI isn't delivering the efficiency marketers need. Only 15% of AI-generated content actually makes it into campaigns, largely because it fails to meet expectations for quality and relevance. Over 50% of marketers admit they don't even have a clear idea of how to effectively use AI. Meanwhile, 64% are still not integrating AI into their daily workflows, relying instead on fragmented, one-off automations.

The result? Overwhelmed teams, rising workloads, and an alarming 60% of time spent on routine tasks instead of strategic thinking (McKinsey).

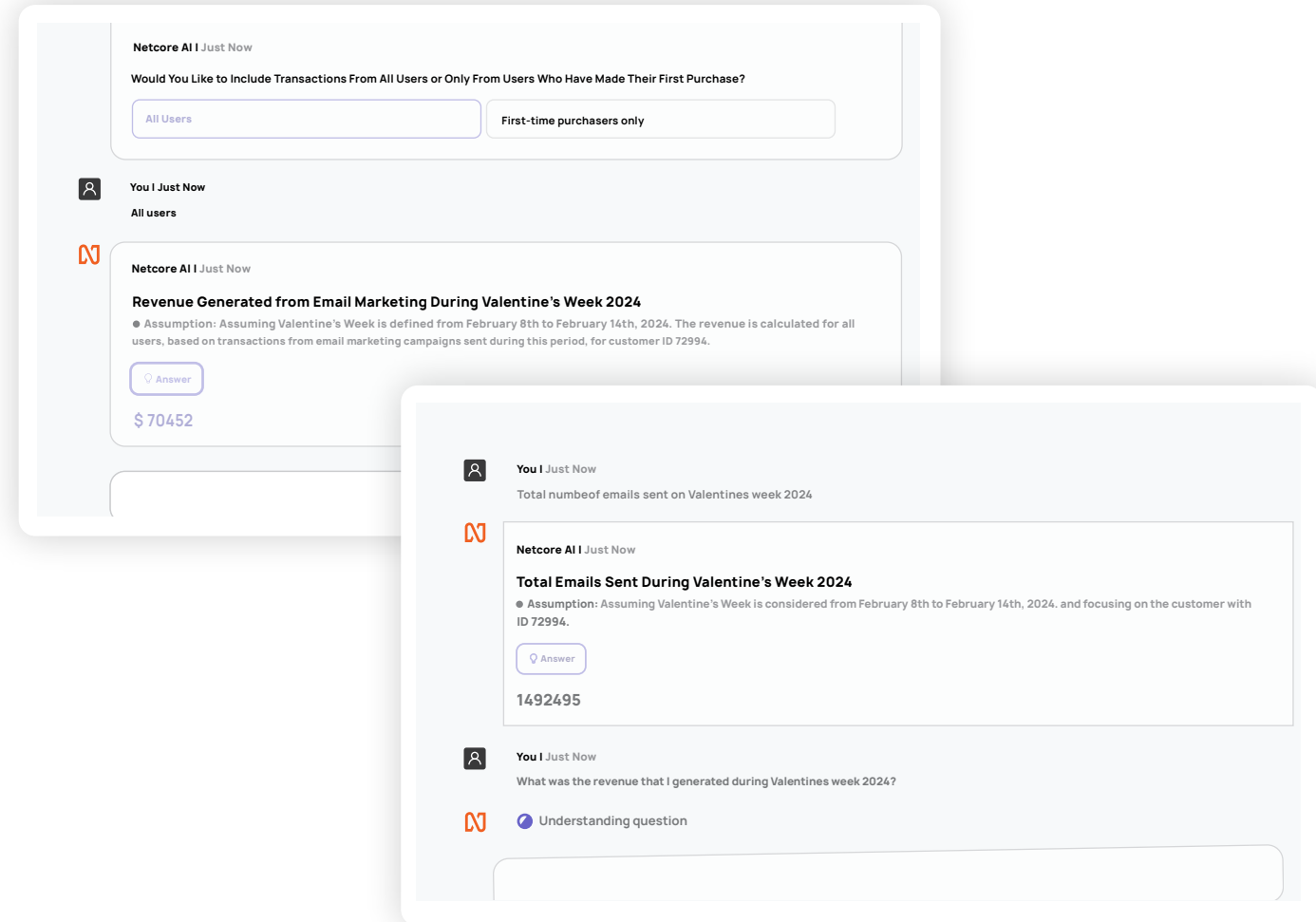
Agentic AI changes this. By embedding specialized AI agents directly into the marketing workflow—handling everything from audience segmentation to content creation and campaign orchestration—Agentic AI transforms isolated tasks into continuous, coordinated execution. The result is not just automation, but true operational intelligence that gives marketers their time, and strategic edge back.



Agentic AI for Fashion Brands

Insights Agent

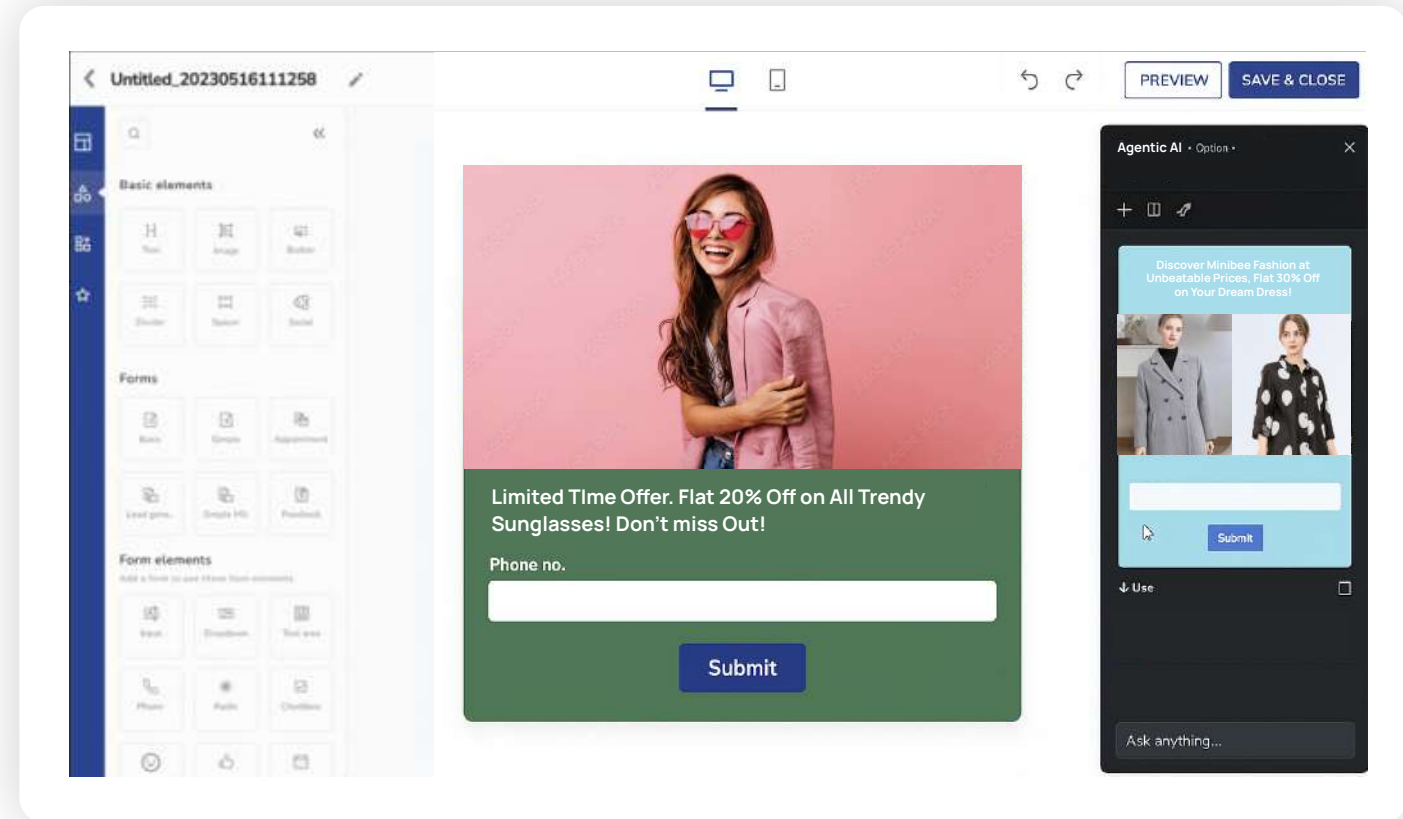
- Put in a query and leverage analytics to deliver actionable business intelligence you can implement immediately
- Uncover hidden patterns and anomalies in your customer journeys
- Automatically identify significant revenue changes and its contributing factors
- Receive concrete, strategic recommendations rather than just data dumps



Agentic AI for Fashion Brands

Content Agent

- Leverage streamlined creative and copy editing that lets you deploy across all platforms with a single click
- Craft campaign titles and descriptions that perfectly capture your unique brand voice
- Access our extensive collection of creative, engagement-focused templates
- Automatically adapt your content to the specific requirements and best practices of each distribution channel



Agentic AI for Fashion Brands

Segment Agent

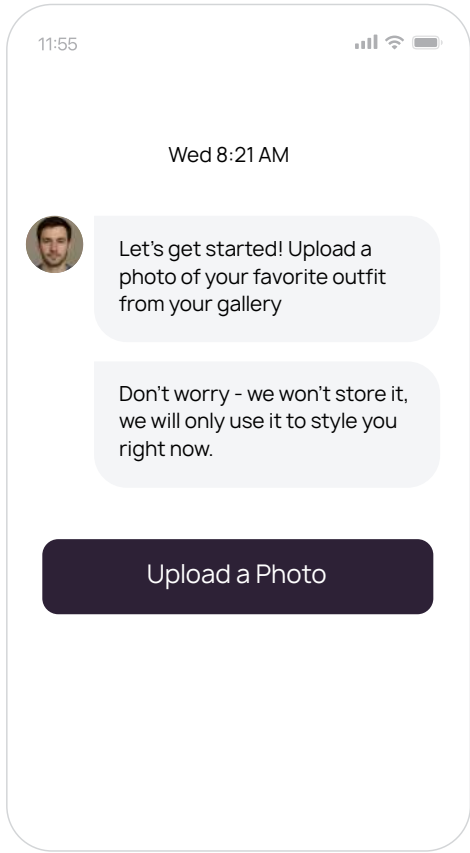
- Precisely segment your audience based on demonstrated preferences and behavior
- Leverage AI-powered propensity models to anticipate customer actions
- Create hyper-targeted customer groups aligned precisely with your business objectives
- Leverage more than 500+ data points for 100x deeper audience segments
- Group customers by personas, recognize that similar interests (like gaming) require different messaging for families, singles, and adult children

The screenshot displays the 'GenAI based Segments' interface. At the top, there's a header with a back arrow, the title 'GenAI based Segments', a 'Learn about segmentation' link, and a 'SAVE' button. Below the header, a text box contains a generated segment description: 'You're from New Jersey and recently clicked on a web message, added a product to your cart within the past 7 days, but haven't completed a purchase yet.' To the right of this text is a 'GENERATE' button. Below the text box, there's a vertical line with 'Or' in the center. Underneath, the 'Include users' section is visible. It contains a 'where' clause with a dropdown 'Select Attribute', a dropdown 'is', and a text input 'New Jersey'. To the right of this are icons for adding and removing conditions. Below this, there's an 'And' clause with a dropdown 'Did', a dropdown 'Web Message Clicked', a dropdown 'Total', a dropdown 'Any Website', a dropdown 'Any Message(s)', and a dropdown 'Any Link'. To the right of this are icons for adding and removing conditions. Below this, there's an 'In the past' clause with a dropdown 'In the past' and a text input '7'. Below this, there's an 'And' clause with a dropdown 'Did', a dropdown 'Add To Cart', a dropdown 'Number of occurrences', a dropdown 'is greater than or equal to', and a text input '1'. To the right of this are icons for adding and removing conditions. At the bottom, there's an 'Any Source' clause with a dropdown 'Any Source' and a dropdown 'In the past' with a text input '7'. To the right of this are icons for adding and removing conditions.

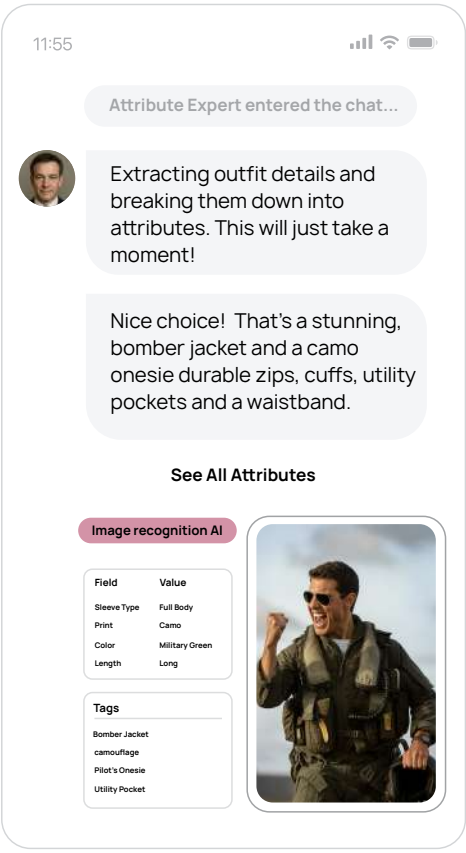


Agentic AI for Fashion Brands

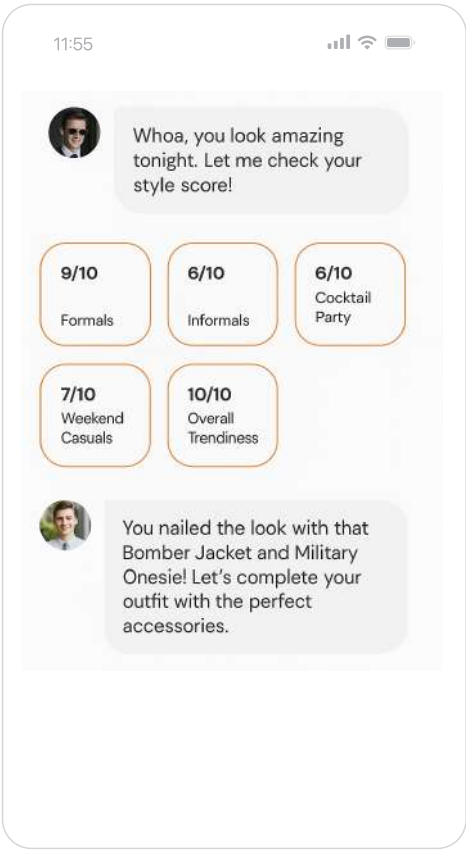
Merchandising Agent



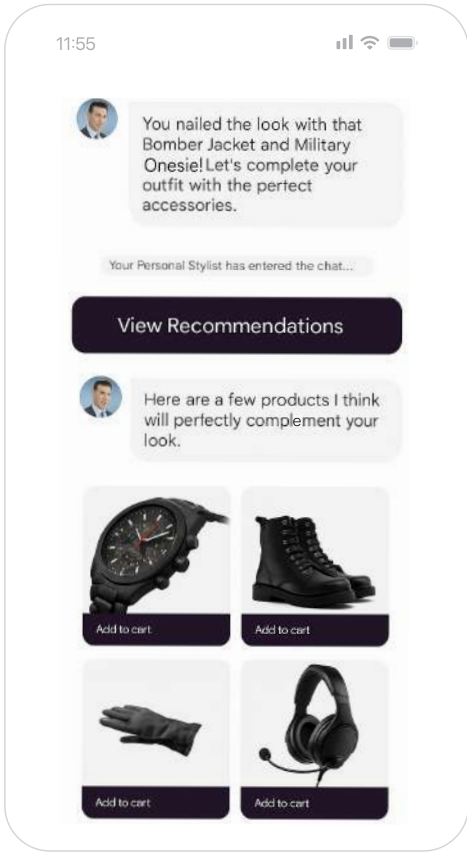
Just upload a photo that captures the vibe you're going for



Our platform instantly analyzes your photo and extracts key characteristics



Style scores are generated, and your vibe is decoded in detail



Suggestions appear based on your style vibe, allowing you to easily add them to your cart

Why Agentic AI by Netcore



Specific Tasks

Trained to do a specific marketing task



Domain Data

Precision trained on marketing data from your domain



Workflow

All in one place!
Seamlessly fits into your workflow

50X

Deeper
Segments

25X

Conversion at
10% Effort

10X

Faster
Campaign Launch

Why Choose Netcore? We Deliver

50B

Notifications/Month

35B

Emails/Month

30B

Unique Searches
Powered/Month

6B

SMS/Month

200M

WhatsApp
Messages/Month

> 95%

Inbox
Placement Rate



Results You Can Count On

42X

Marketing ROI

crocs™

40%

Increase in AOV

Jerome's
Furniture

140%

Increase in
conversions



4X

Increase in
click-through rates

OZ HAIR **AND** BEAUTY

159%

Add-To-Carts

VERO MODA

400%

Increase in ROI



25%

Add-To-Carts

JACK&JONES

94X

Increase in
engagement

TOBI

Brands That Trust Us

Healthy Planet

ELITE
SUPPLEMENTS

MARIO
BADESCU
SKIN CARE

OZ HAIR AND BEAUTY

FOREST ESSENTIALS™
LUXURIOUS AYURVEDA

MATTRESS FIRM®

BALLARD
DESIGNS

FRONTGATE

CITY
FURNITURE

Jerome's
Furniture®

Nebraska
Furniture Mart

THE CHILDREN'S
PLACE

NEW YORK
& COMPANY

Boscov's

Backcountry

PUMA®

CAMPER

Columbia
Sportswear Company®

TENNIS POINT
Advantage You

WORLDWIDE
GOLF

MITRE 10

Dan Murphy's

balanced body®

Unilever

ANGARA

SHOP LC

APMEX®
Investments You Hold™

K A Y
JEWELERS

ZALES
THE DIAMOND STORE®

Waitrose

MONOPRICE

wex
photo | video

HENRY'S™ | Photo
Centre.

PURCHASING
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Scale Your Marketing Program While Increasing Average Order Value, Purchase Frequency, and Revenue With Netcore



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