



7 real-life examples of how Netcore's Personalization Platform

is helping global brands boost
revenues and retention



experience the infinite

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AI-led Personalization

Personalization has been revolutionizing the way brands operate for several years now. However, due to the continued quarantine, lockdown, and social distancing measures, personalization has become even more prevalent in today's eCommerce user experiences.

As early adopters of this technology, eCommerce companies now rely primarily on personalization to help increase sales through relevant and accurate product recommendations, and personalized messaging and discounts. Many online retail brands, across verticals, have started using personalized product recommendations to craft memorable e-shopping experiences at scale.

In fact, more than [77%](#) eCommerce shoppers want a more personalized customer experience. An overwhelming [91%](#) of shoppers would abandon an online retailer if they feel that the shopping experience isn't up to the mark.

The responsibility is thus on you to delight your shoppers with a personalized customer experience.

Don't take our word for it.

Check out these 7 different success stories on how AI-led omnichannel personalization helped each of these companies increase revenues. We've curated these success stories so you can see the data for yourself and understand how these global brands were able to leverage Netcore's Personalization Platform, a solution at the frontier of AI technology.

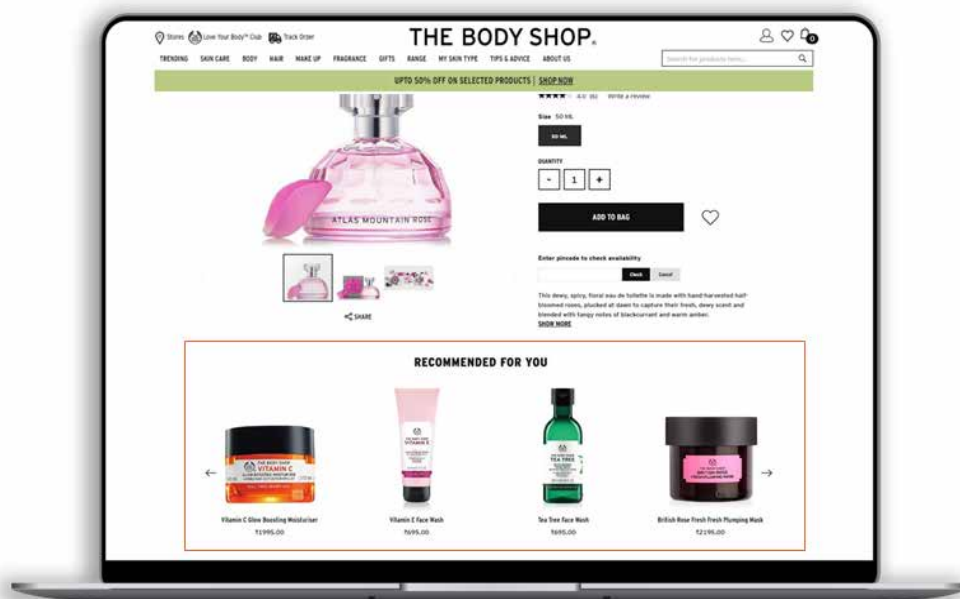


The Body Shop increases revenues by 13.2% with Netcore's personalized product recommendations

When The Body Shop, a popular, global skincare company faced falling website traffic and low customer engagement on their website, they knew it was time for a change. Low website traffic was leading to a loss in website conversions and increased cart abandonment, issues that were hurting their bottom line.

They also found that they were unable to accurately collect meaningful customer data including their shopping preferences and past purchase behavior. This led to inaccurate product recommendations and duplicate products showing up in customer's product feeds.

Tasked with the job to transform their customers' experiences, Netcore's Personalization Platform soon came into the picture. After careful analysis, Netcore's team has introduced personalized product recommendation widgets for both the Homepage and the Product Display Page of the brand's website.



With the “Personalized for You” recommendation widget on the Homepage, The Body Shop is now able to ensure that only the most relevant 1:1 products are displayed on high visibility pages, such as the Homepage. These dynamically curated recommendations highlight only those recommendations to the customers that they were most likely to click-on, add-to-cart, or purchase. This increased the click-through to purchase rate.

In addition, with the “Recommended for You” widget on the Product Display Page, their website is able to recommend products based on past and real-time, unique, customer-level website behavior. This opens up the possibility for cross and upselling opportunities.

Apart from these, Netcore has also introduced the exit-intent pop-ups (web messages) on different pages across the website to capture the attention of customers by showing the most relevant and personalized product recommendations. These are tailor-made to each individual customer.

After implementing Netcore’s Personalization Platform, The Body Shop was able to achieve a:

7.5% reduction in website bounce rate | **13.4%** increase in number of engagements

13.2% increase in overall eCommerce revenue

The Body Shop

*For Body Shop, it is very critical for us to ensure our customers have a **relevant and personalized experience** on our online store. To achieve this, we implemented personalized widgets that studied user preferences and shared product recommendations custom to each user. After a 14 day A/B test with Netcore's proprietary AI based Personalization, we observed a **13.2% uplift in overall revenue***



Atul Shivnani

Head of eCommerce and
Digital Marketing

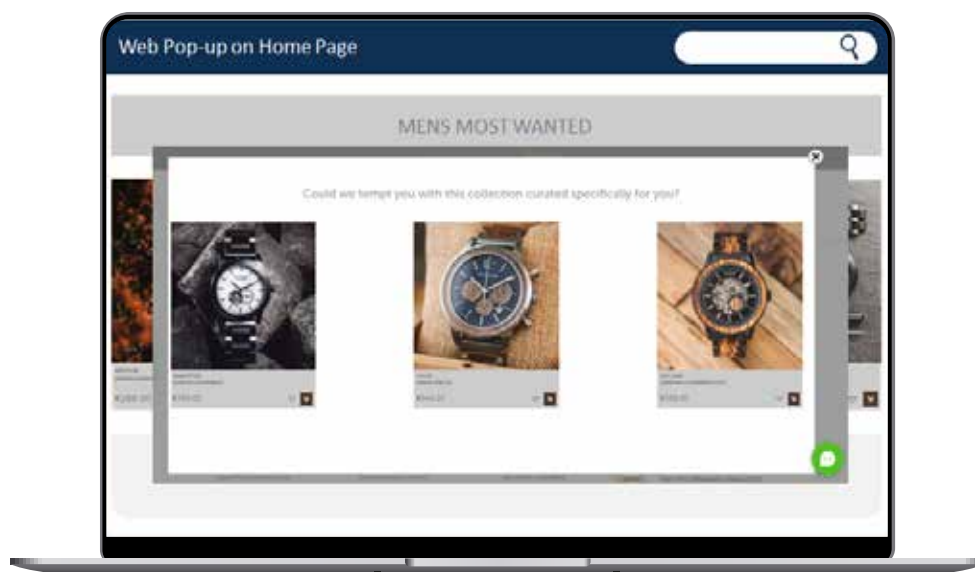
Read on to find out how [The Body Shop achieved success](#)

Netcore's AI-led 1:1 product recommendations help top European watchmaker increase eCommerce Conversions by 16%

When a top European watchmaker noticed the high drop-off rate on their website, they realized the need for more dynamic, relevant content. The brand also wasn't able to use the customer data available at their disposal to display products that matched their customers' tastes and preferences. Without 1:1 personalization, the brand was unable to deliver relevant personalized recommendations to their customers and led to frustrating shopping experiences.

Tasked with the challenge to introduce an AI-led website personalization strategy, Netcore proposed personalized widgets, 1:1 product recommendations, and de-duplication rules across all pages.

With personalized widgets on the Homepage and Product Listing Page, the brand can now analyze prior website interactions and other customer data to deliver 1:1 recommendations based on customer segments. Netcore has also implemented personalized widgets on the Product Display Page, providing customers suggestions in the form of "Recommended for You" and "You May Like."



Leveraging Personalized Product Boutique Pages, each customer can now see a specially curated catalog of products that they are most likely to click-on or purchase, leading to greater click-through rates and conversions.

Netcore has also introduced the exit-intent pop-ups (web messages) on different pages across the website to capture the attention of customers by showing the most relevant product recommendations. These are tailor-made to each individual customer.

Lastly, with de-duplication, Netcore has ensured that customers don't see the same product multiple times on the same page.

Using Netcore's AI-led personalization solution, this leading brand has been able to achieve:



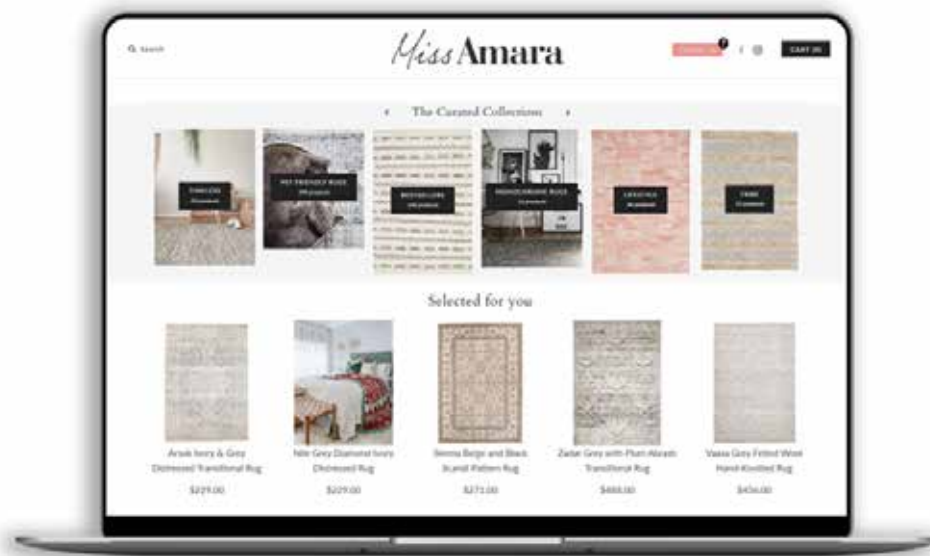
For more details, check out our [case study](#).

Online home decor retailer, Miss Amara, increases add-to-cart revenue by 5% with Netcore's personalized product recommendations

Miss Amara, a premium Australian online retailer of rugs, with an online presence in Hong Kong, New Zealand and US, was founded with one mission - to create the best possible experiences for customers shopping for rugs online. With that promise, Miss Amara was looking to further improve their current product recommendation engine with something even more powerful. They looked to Netcore to meet these goals.

Knowing that Miss Amara had already implemented an industry-leading personalization solution, Netcore rose to the challenge to further increase the conversion rates on their website.

To achieve this, Netcore introduced personalized widgets on the Homepage, Product Listing Page, and Product Display Page, delivering greater visibility of relevant products. This has increased the chances of customers adding relevant items to their carts and eventually completing transactions.



Measuring results through A/B testing, Netcore's personalization platform has been able to achieve (in comparison to their incumbent solution):

4.2% Increase the Add-to-Cart rate

5% Increase the Add-to-Cart Revenue

After going live post the A/B testing phase, Netcore was further able to help the team at Miss Amara through:

13.2% Contribution to all products added to cart

10% Contribution to the total website conversions

The Miss Amara team was elated with the results.

Miss Amara

We were already using a renowned recommendation engine and were getting good conversion rates, when we were introduced to Netcore through a co-marketer in Australia.

Netcore's personalization engine helped us further improve the accuracy of our product recommendations. Also, we were able to integrate these effectively at different touchpoints on the website.

With this, we were able to increase our Add-to-Cart Rates by 4-5% OVER & ABOVE the existing engine

Would recommend others to try them out!

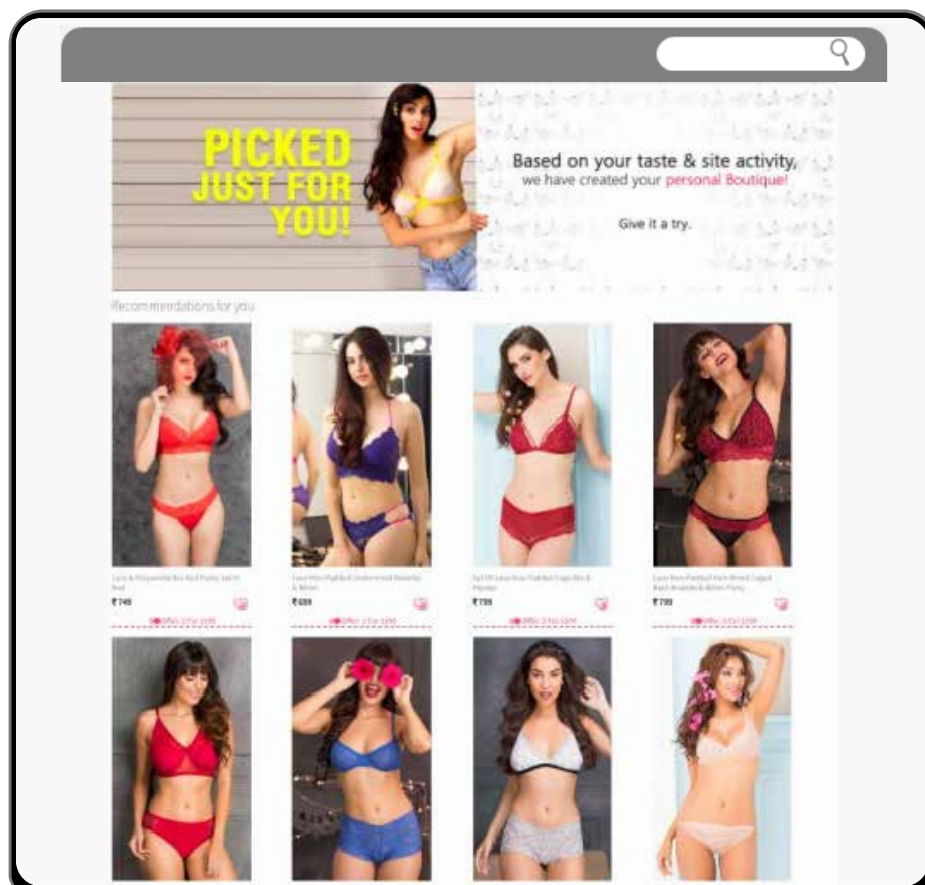


Jacob Dryer
Digital Marketing
Manager

For more on how Netcore has been able to transform Miss Amara's customer experience, check out the full [case study](#).

Lingerie retailer, Clovia, increases website conversions by 200% with Netcore's personalized boutique pages

Online retailer, Clovia, is one of India's fastest growing lingerie brands. With the growing demand for its products came the need for an overhaul of the shopping experiences they were offering their customers. Like many clothing eCommerce stores, Clovia faced the issue of converting their website visitors into paying customers.



Netcore was tasked with the challenge of helping Clovia serve the right products to the right customers at the right time. By implementing 1:1 personalization, Netcore was able to leverage customer data to create personalized boutique pages on Clovia’s website. Netcore’s AI engine was able to understand and predict customer behavior and recommend the ideal products by deploying the “Picked Just for You” product recommendation widget.

Using Netcore’s Personalization Platform, Clovia was able to achieve:

16X ROI achieved

65% increase in click-through rates on the Homepage

200% increase in website conversions

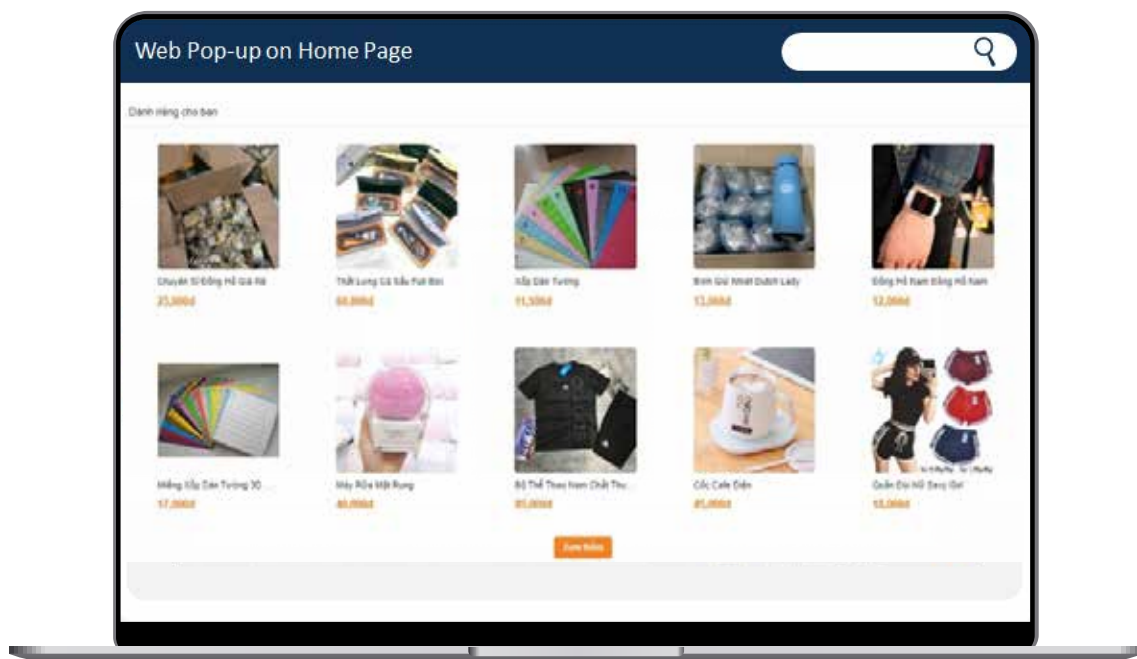
To learn how Clovia was able to deliver personalized customer experiences, read their [full story here](#).

Vietnam's largest wholesale retailer, Thi Truong Si, increases website conversions by 30% with Netcore

Thi Truong Si is Vietnam's largest online wholesale marketplace, with over 560,000 customers and growing. With their online products including a wide array of products, spanning agricultural, electrical, technology, and household goods, their huge product catalogue meant that product discovery was a challenge for customers.

It was easy for them to get lost or drop-off from the website. With an inability to provide relevant product recommendations, they suffered from low click-through rates, low conversion rates, and difficulty tracking website performance.

Up for the challenge, Netcore was able to configure its product recommendation widgets onto Thi Truong Si's website within just 5 days. By leveraging the personalized widgets on their Homepage, Product



Listing Page, and Product Display Page, they've been able to achieve a substantial increase in click-through rates and conversions.

With Netcore, Thi Truong Si has been able to achieve:

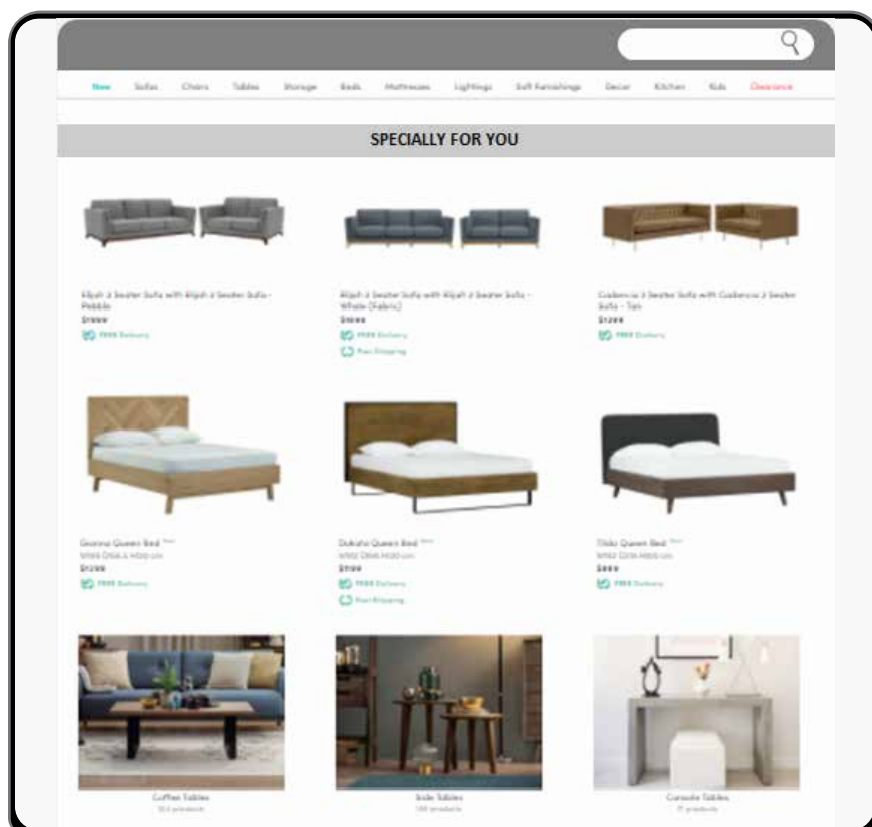


For more details on how Thi Truong Si was able to achieve success with Netcore's Personalization Platform, check out the [full story here](#).

Leading global home furniture store increases eCommerce Conversions by 8.5% using Netcore's AI-led personalized product recommendations

When Singapore's leading home furniture sought out Netcore, they were facing several challenges with the experiences they were delivering to their online customers. Without personalization, the store was unable to provide accurate product recommendations which led to high bounce rates and low conversion rates.

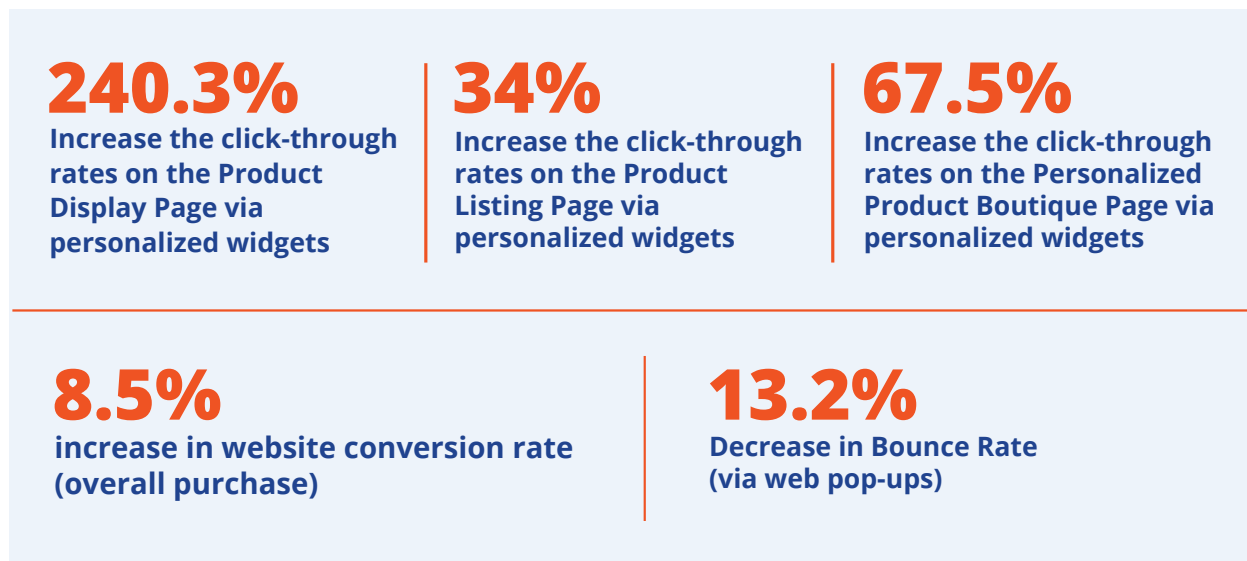
Netcore's solution for the online furniture giant included 1:1 product recommendations on several web pages including the Homepage,



Product Listing Page, and Product Display Page. With these 1:1 product recommendations, the furniture store is able to drive more customers toward purchase.

Netcore also implemented a Personalized Boutique Page which curates products that customers are most likely to click-on and purchase.

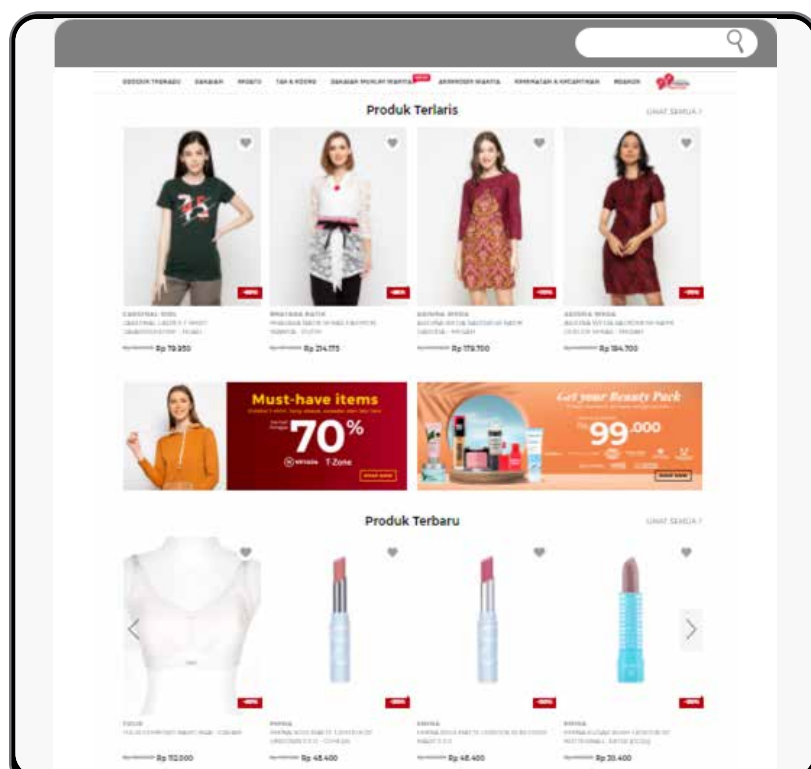
With all of these personalization features implemented, this eCommerce brand has been able to achieve:



For more details on how this Singapore-based home furniture store leverages AI-based personalization to increase their website conversions, [read more here](#).

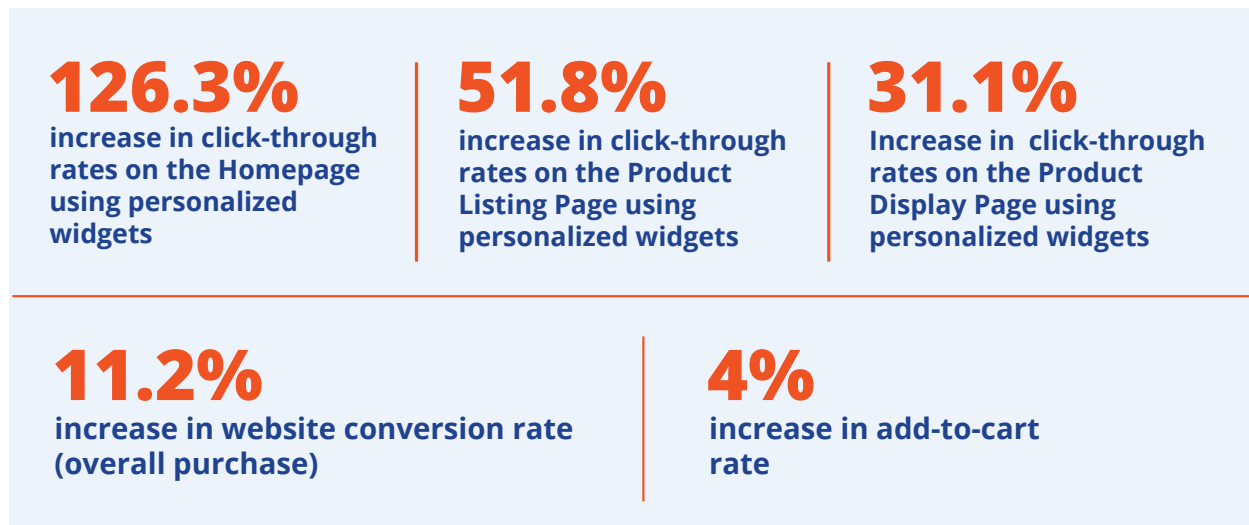
Netcore's AI-led product recommendations help top Indonesian retail brand increase eCommerce conversions by 11.2% and add-to-cart Rate by 4%

A leading Indonesian retail brand was struggling to generate high conversion rates despite the presence of a wide range of products in their catalog. This meant that customers were often faced with a product discovery problem. The absence of an AI-led personalization solution made it difficult to provide accurate recommendations based on the unique tastes and preferences of each customer. Thus, the brand saw low click-through rates on different pages across their website which in turn led to below expectation add-to-cart rates and conversion rates.



Once Netcore entered the picture, our AI engine has been able to understand the unique tastes, affinities, and interests of each customer to deliver relevant product recommendations. By designing and deploying product recommendation widgets across all stages of the customer lifecycle on their website, which included the Homepage, Product Listing Page, and Product Display Page, Netcore has enabled the brand to deliver personalized customer experiences for each and every website visitor.

Netcore's personalization platform has helped the brand achieve:



To learn how Netcore helped the brand elevate their personalization game, [check out this success story](#).

AI-led personalization is here to stay

Brands worldwide have adapted to the many changes and challenges that the past year has presented to us. While retailers were just getting used to the idea of leveraging personalization, the events of the past year have given brands greater incentive to transform the digital experiences of their customers to keep them engaged, instead of seeing them leave in search of other competitors.

The need to create more meaningful and personalized experiences with customers has not only helped to increase website transactions but also build long-term customer loyalty. With AI-powered personalization, you'll also be able to deliver hyper-personalized e-shopping experiences to your customers. At scale. Starting today.

You can kickstart your personalization journey by getting in touch with us right now.



Why Choose Netcore for Personalization



Patented AI-based model

Algorithms that improve your web & app conversions by predicting & sharing right products for each customer in real-time



Quick integration Quicker results

Taking less than fifteen minutes, the platform is built to integrate & scale-up quickly to help you jump right into business



Performance Reporting

Measure conversion uplifts with advanced A/B testing within 5 weeks of integration



Personalization beyond home-page

Make shopping easy for your customers by greeting them with personalized boutiques and communications using past data

Our Promise

10 - 13%

Increase in
Conversions

6 - 9%

Increase in
Add-to-Carts

30 - 60%

Increase in
CTRs

15

Minutes to
integrate

5

Days for going
online

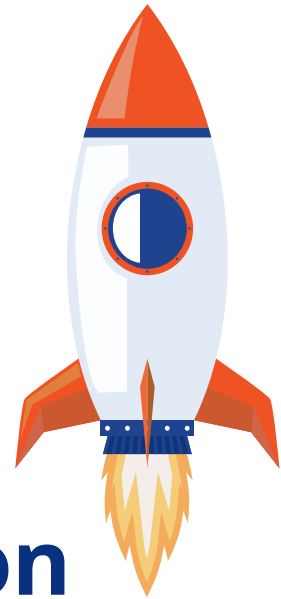
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Weeks to see
results

Our Ambassadors



Sky-Rocket your Conversions with AI-led Personalization



Product Recommendations That Deliver

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