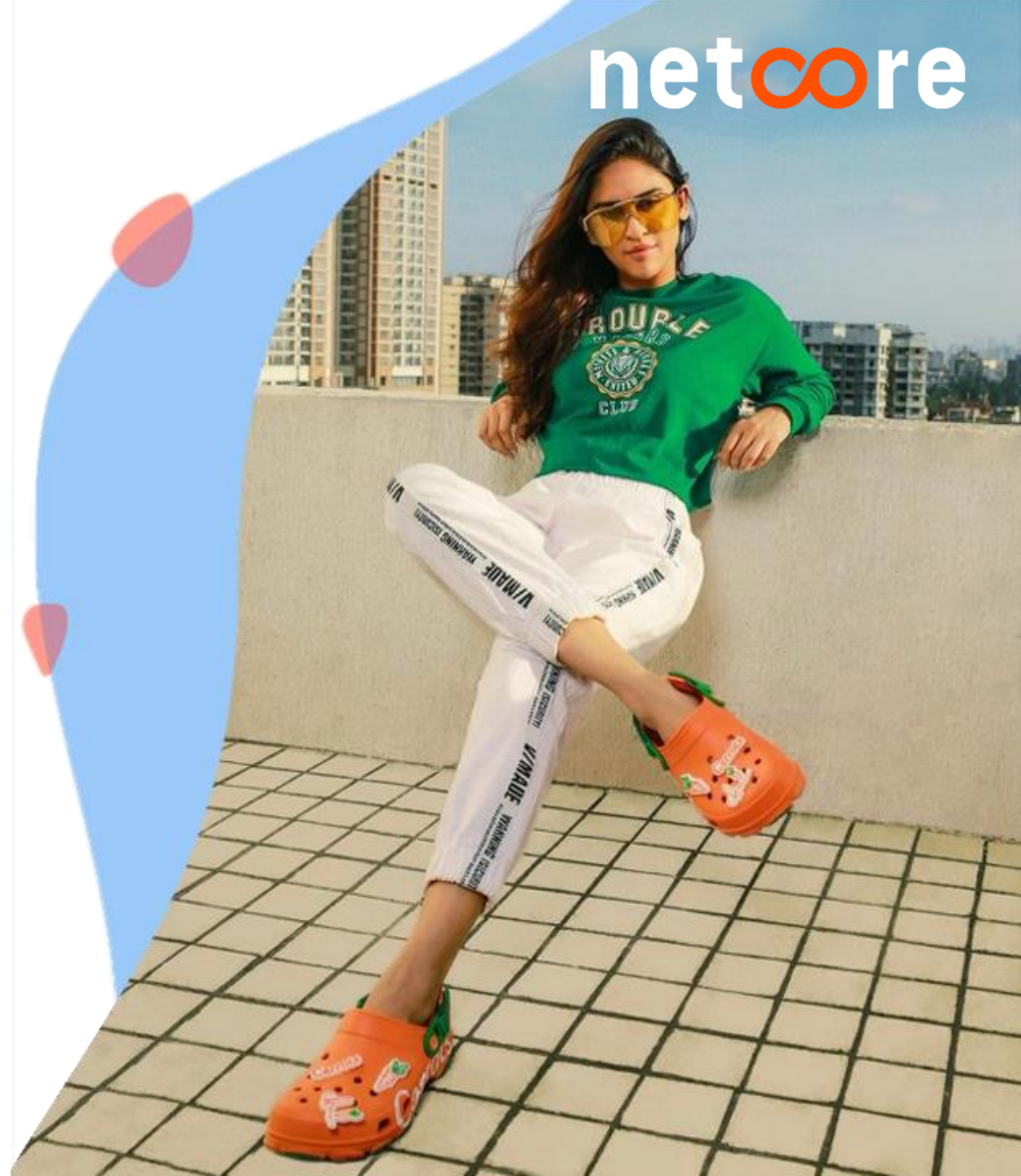




Crocs achieves **42X ROI**
from **Netcore Cloud's**
Customer Engagement
and Personalization Suite

netcore



About Crocs

- **Crocs** is a brand of unique clogs that became immensely popular among both men and women in the early 2000s.
- Crocs are sold in more than **40 countries**, with over **120 styles** for men, women, and children.
- The brand stands for **innovation, fun, and comfort** for people who want shoes that conform to their personalities and lifestyles, as well as to their feet.





Low customer engagement on website

Low user engagement on the website caused customers to leave the website without making a purchase. This resulted in lower conversion rates and revenues.



Reluctance to deliver relevant product recommendations

With over tens of thousands of products in various styles, showing accurate product recommendations was a challenge.



Building personalized customer journeys

Showing customers the right products, messages, offers, and engagements on the right touchpoint proved to be a challenge.



Low customer retention rate

Retaining customers and making them purchase more was a difficulty. Hence, Customer Lifetime Value was negatively impacted.

Netcore Cloud's **AI-led Customer Engagement** and **Personalization** suite helped **Crocs** by:



Ramping up customer engagement across multiple channels:

Automated campaigns triggered to engage with the right customer at the right time on the right touchpoint-

- Website
- Emails
- Web messages
- Web push notifications



Deployment of our AI engine, Raman and Neural Networks:

To understand customers in real-time and show them personalized product recommendations based on what they are most likely to buy

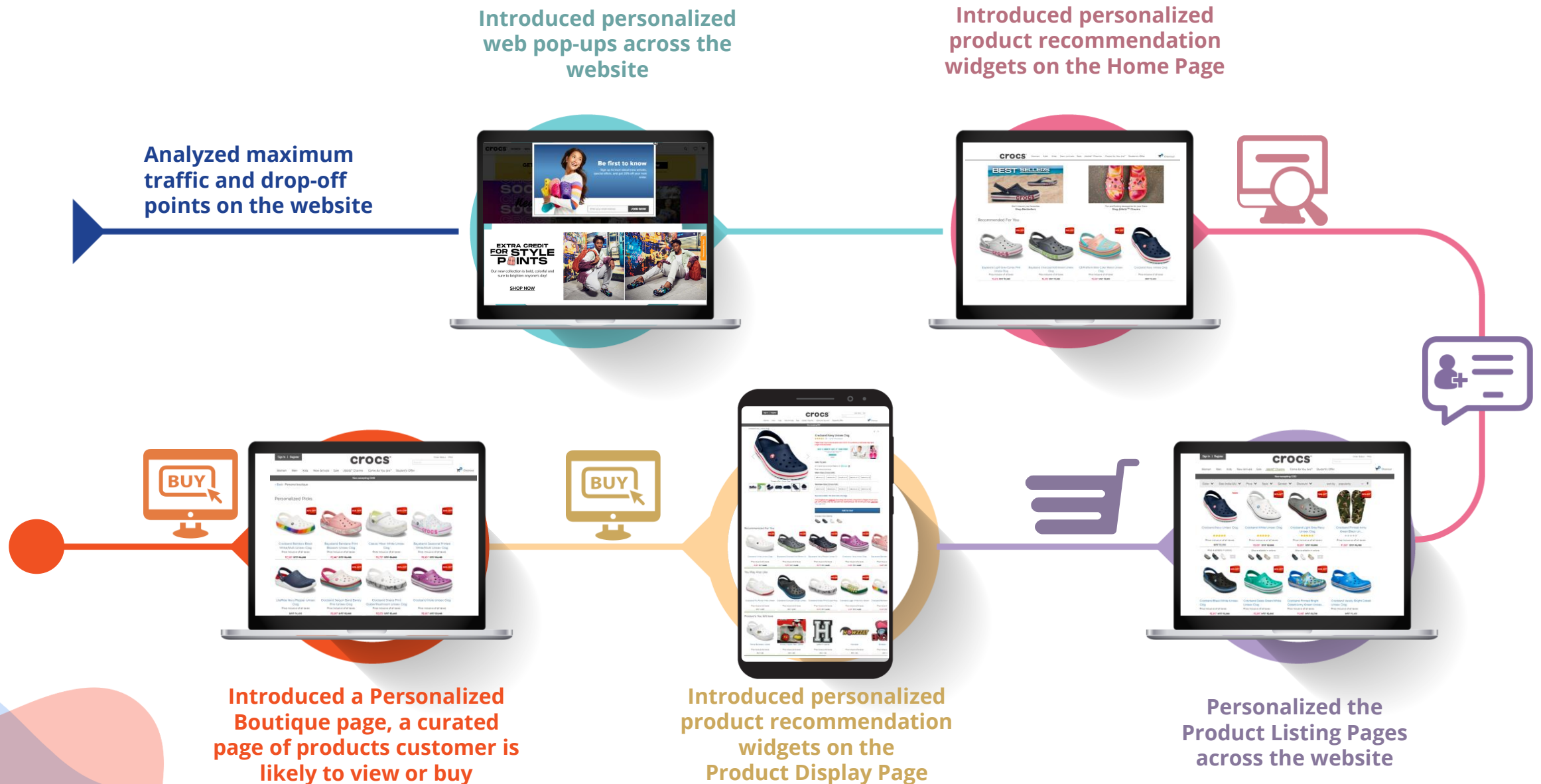


Designing and deploying personalized widgets:

AI-led personalized product recommendation widgets deployed across the customer journey-

- Home Page
- Product Listing Page
- Product Display Page
- Personalized Boutique Page

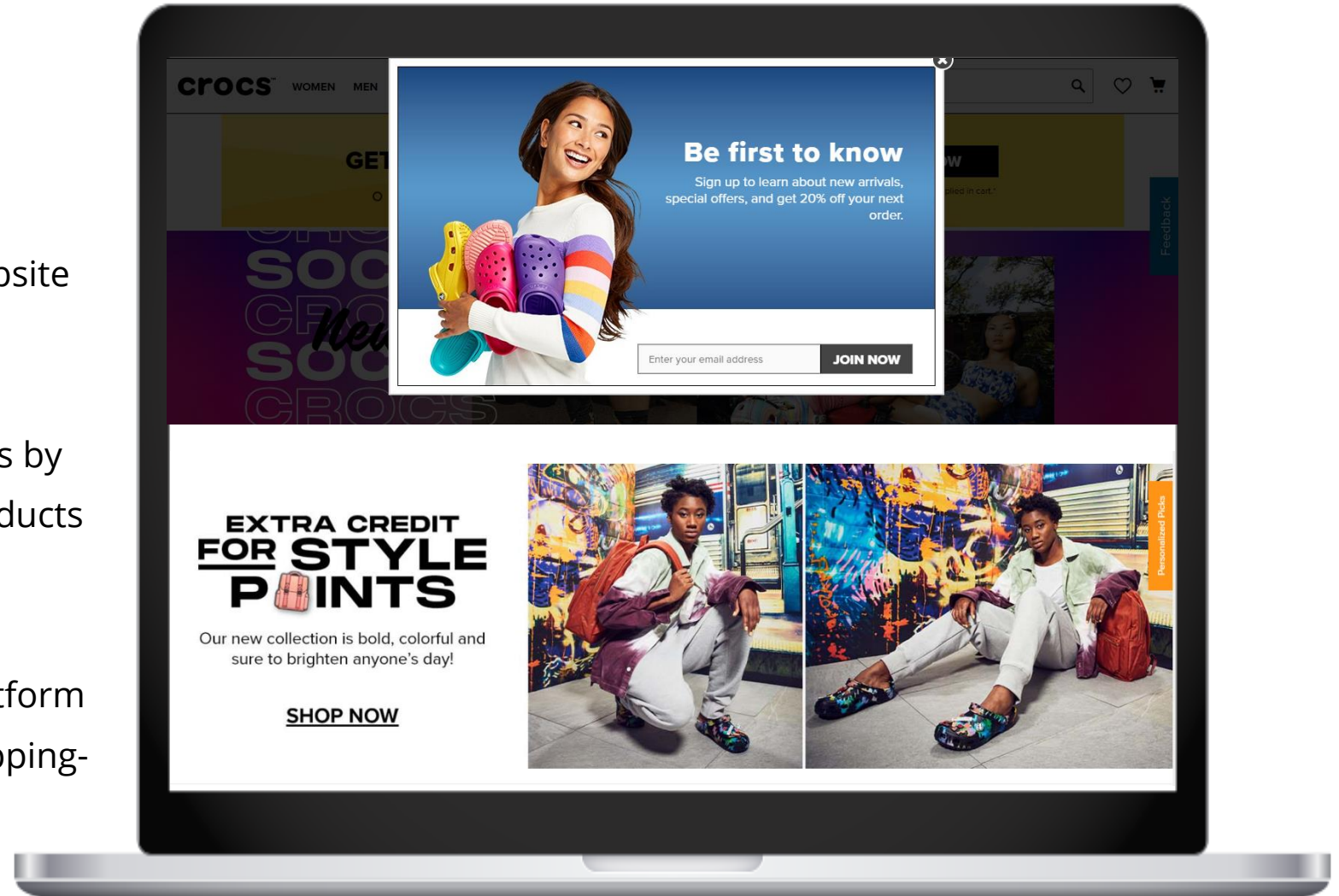
Personalization Strategy



Implementation

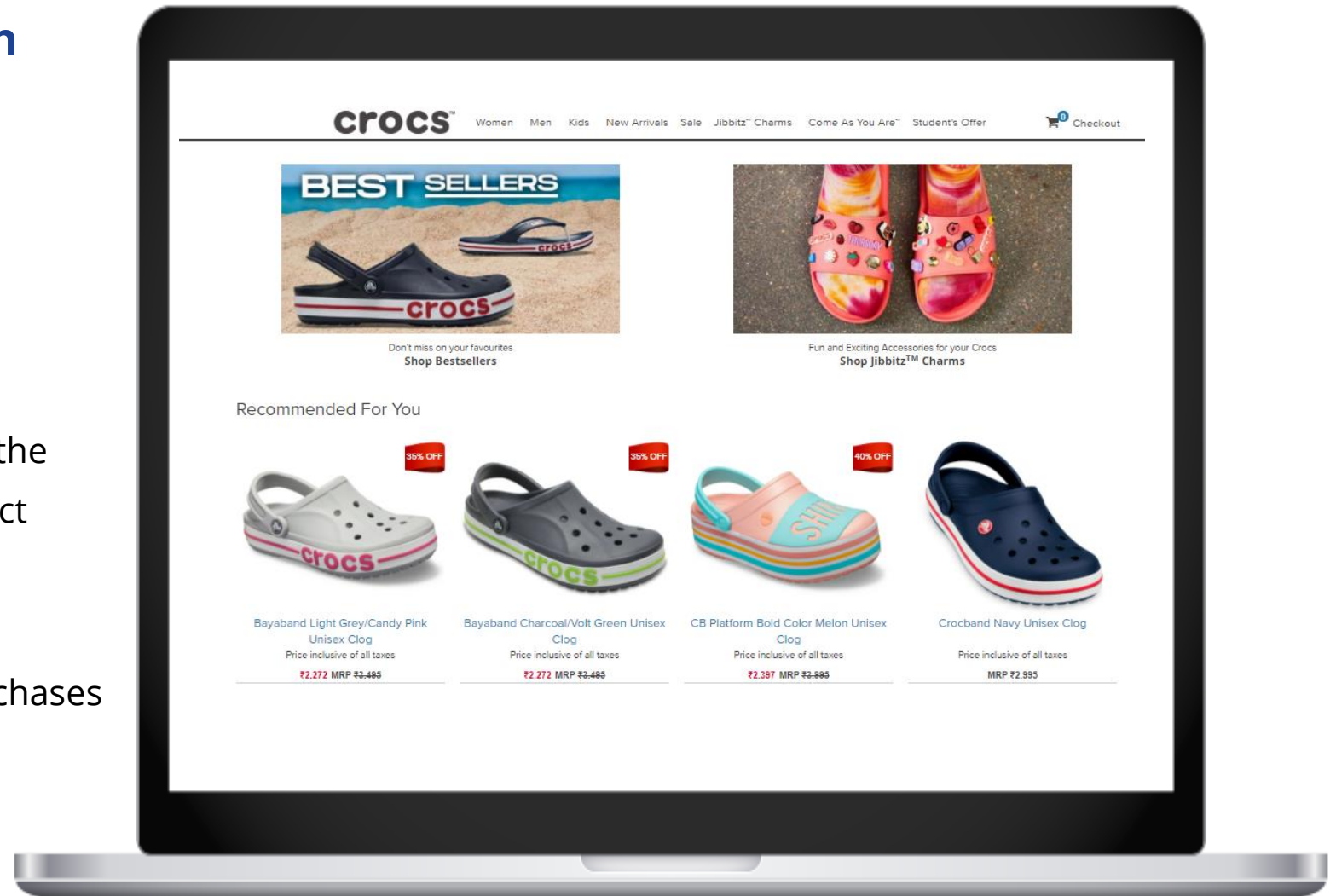
Personalized pop-ups for new website visitors

- Deployed web messages that showed offers and discounts for first-time website visitors
- Improved engagement with new users by offering them an incentive to buy products in the first visit
- Ensured customers stayed on the platform and continued shopping without dropping-off, reducing bounce rates



Personalized recommendation widget on the home page

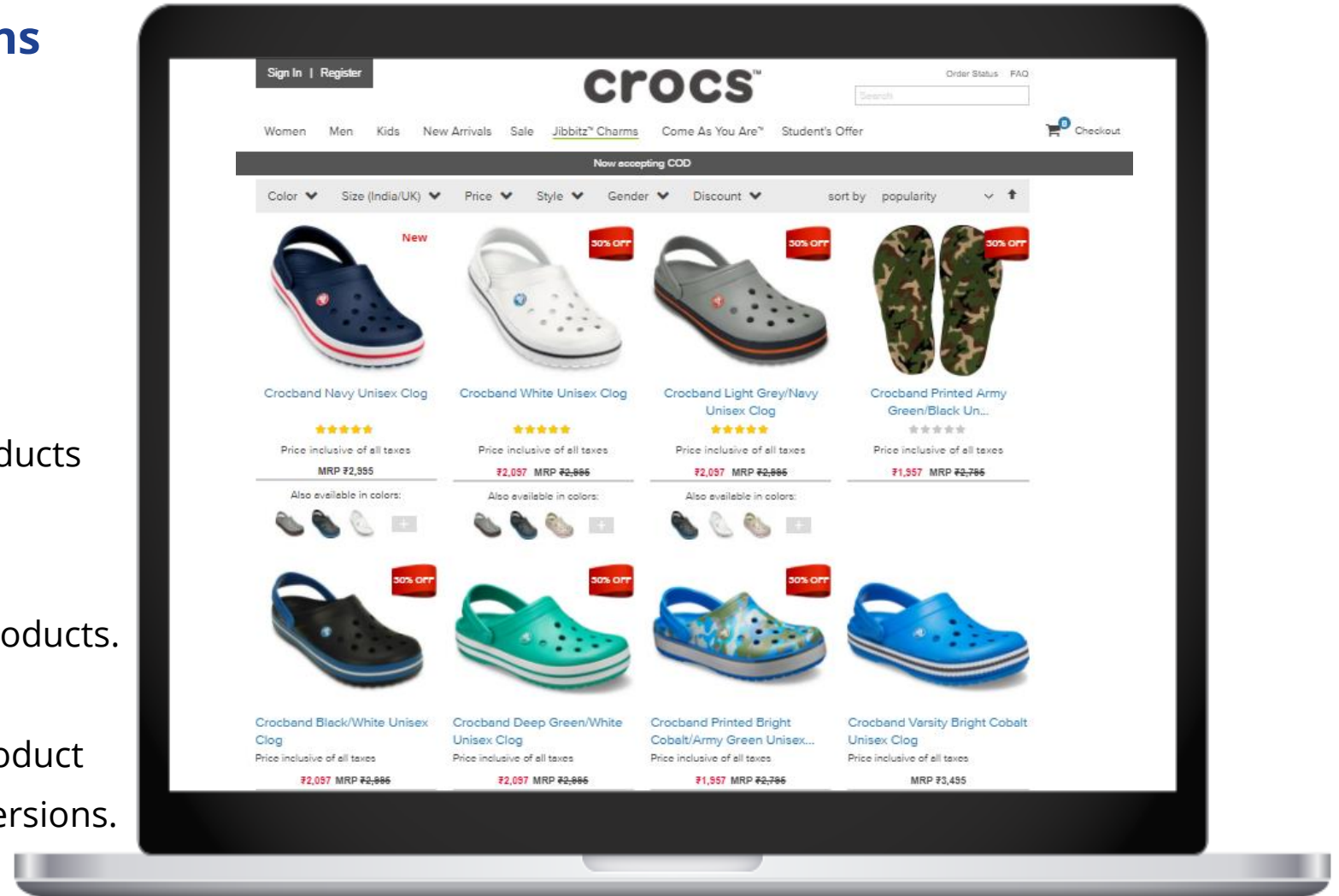
- Designed and deployed personalized product recommendations widget - **Recommended for you**
- Ensures that each customer receives the most relevant 1:1 personalized product recommendations
- Implies higher chance of clicks or purchases



Implementation

Personalized recommendations on product listing pages

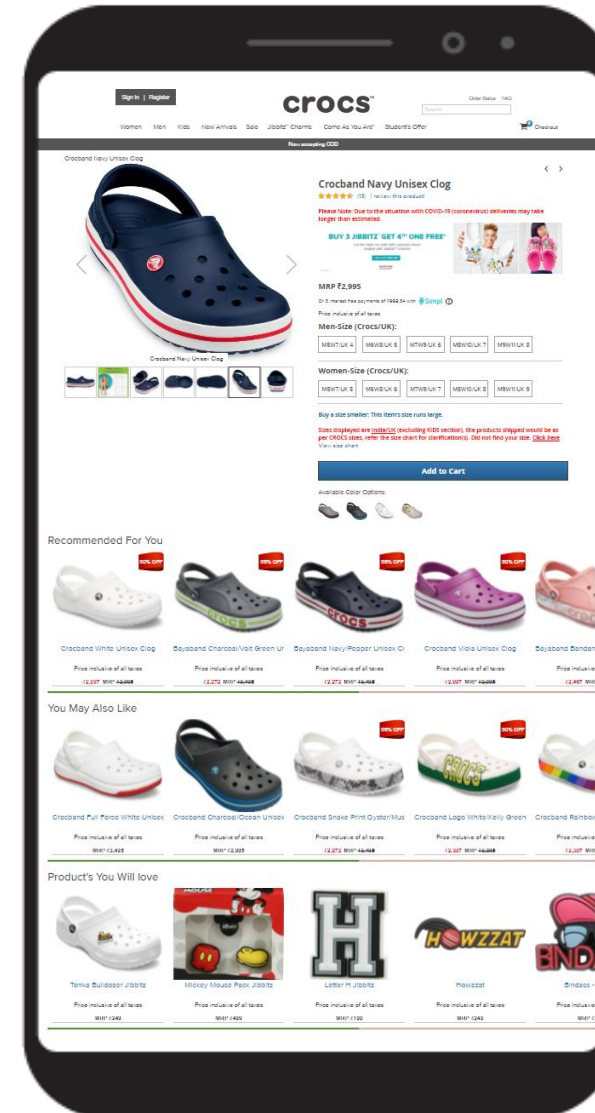
- Our AI engine - Raman, recommends products based on past and real-time unique customer-level behaviour.
- Customers see the most relevant products of that category on all the even rows. Performed A/B Testing to showcase performance of the recommended products.
- More contextual and personalized product recommendations led to higher conversions.



Implementation

Personalized recommendation widgets on the product display page

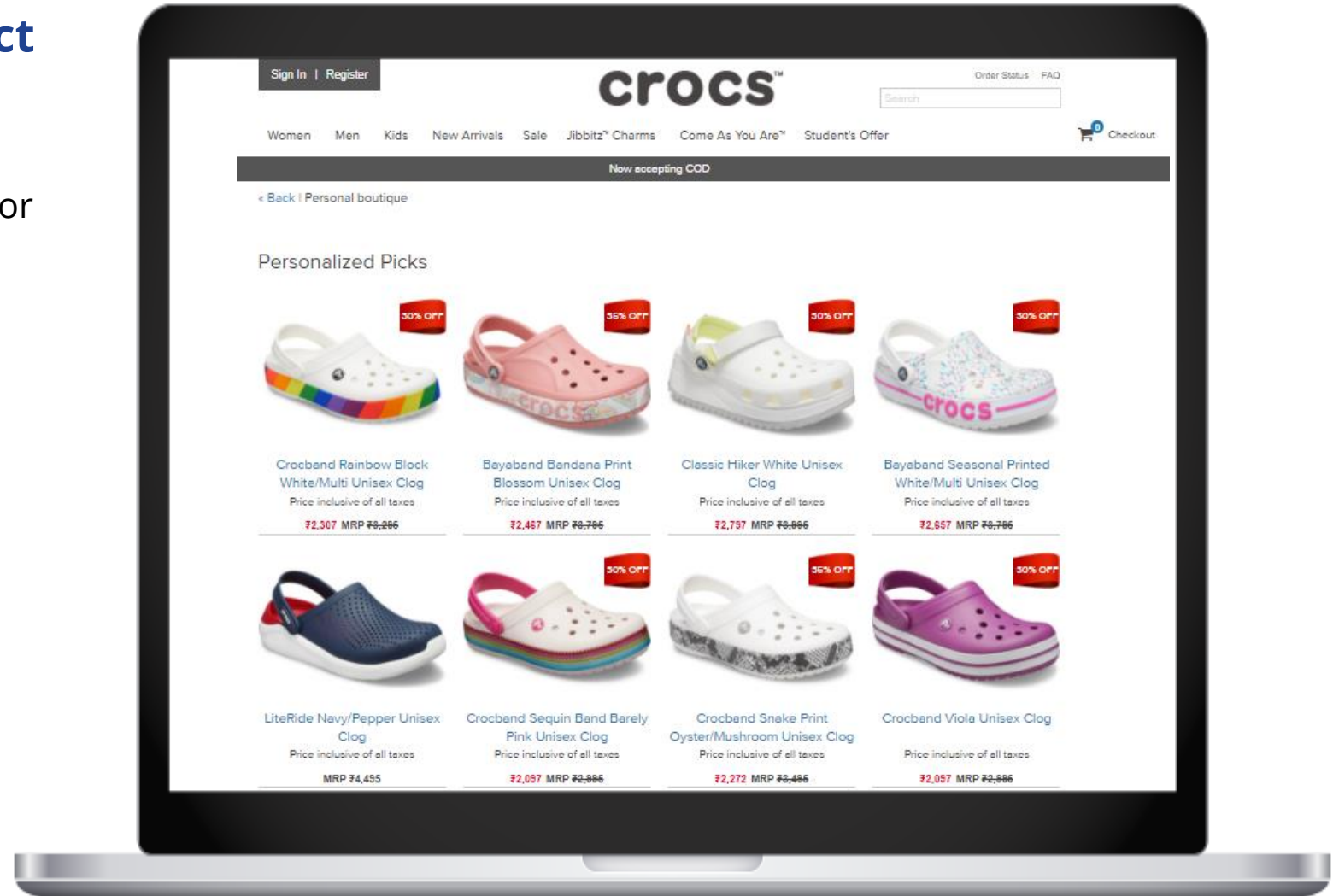
- Designed and deployed personalized product recommendation widgets:
 - Recommended for You**
 - You May Also Like**
 - Products You Will Love**
- Purchase-optimized to ensure that customers don't go empty-handed
- Opens up cross-sell and upsell opportunities



Implementation

Created a Personalized Product Boutique Page

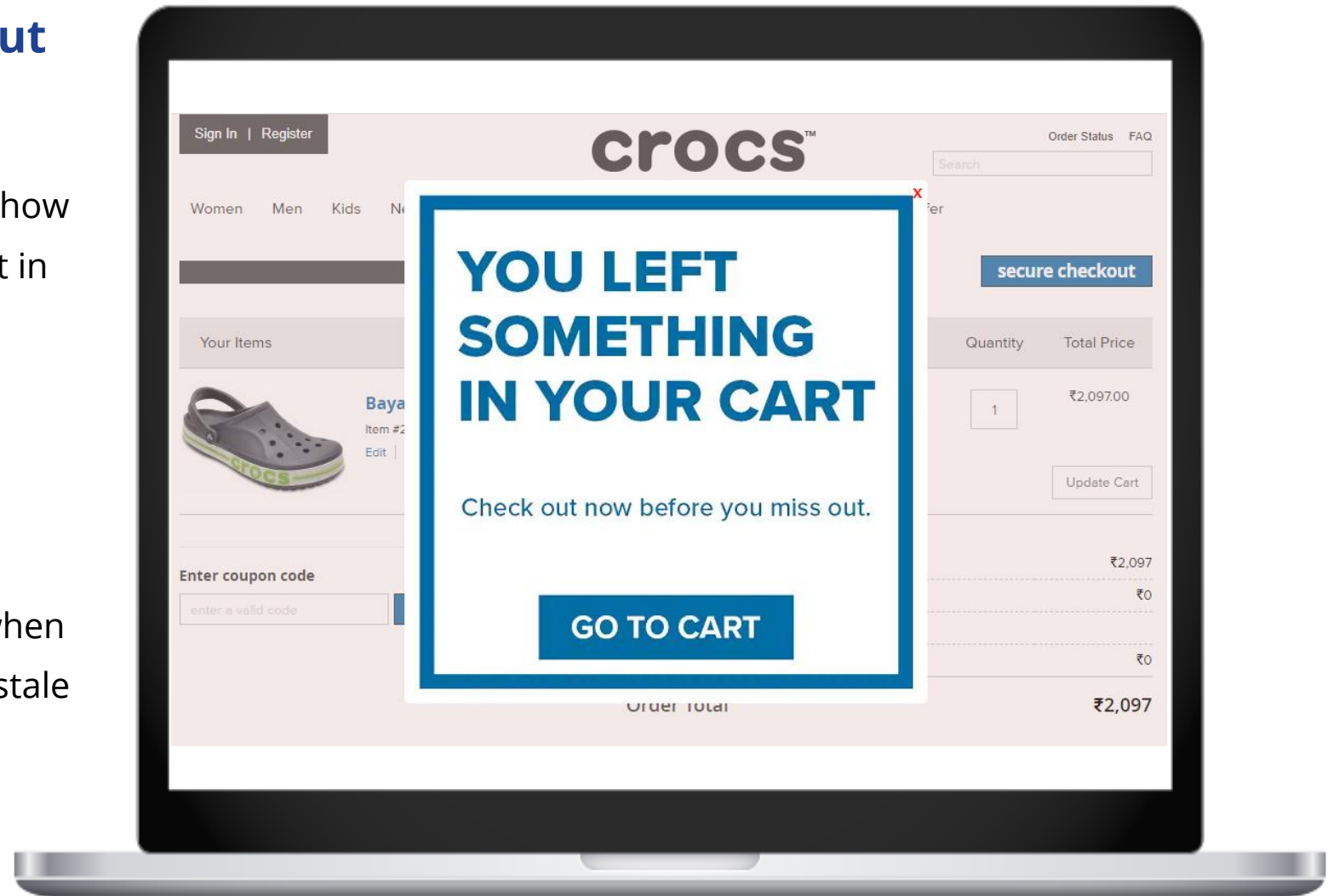
- Designed a personalized landing page for each customer
- The page displays the most relevant products that the customer is likely to **click on** or **buy**
- Personalized products are displayed on the page depending on past browsing behaviour and real-time feedback



Implementation

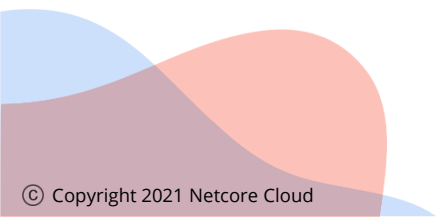
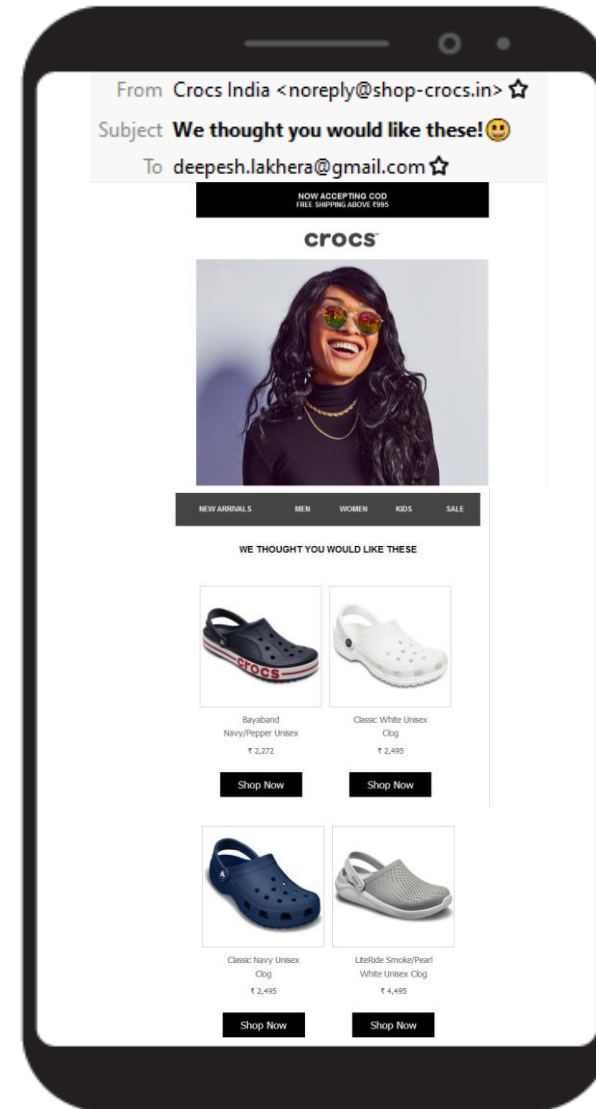
Cart abandonment or check out abandonment web messages

- Deployed web messages that would show up when a user would leave a product in the cart and exit without purchasing
- Web message reminds the user to checkout the product
- Increases conversions on occasions when the customer is at the verge of going stale



Personalized email journeys

- Personalized emails triggered at specific stages of the customer's interaction
 - **Cart abandonment**
 - **Reactivating dormant customers**
 - **Up-sell / Cross-sell opportunities**
 - **Personalized product recommendations**
- **Raman - our AI engine**, provides product recommendations based on historical and unique customer behaviour



Results



Testimonial



Dinesh Sharma

Manager - Digital Marketing



“We achieved 42X ROI from Netcore Cloud’s Customer Engagement and Personalization”

Netcore’s AI-powered personalization and customer engagement solution has helped us showcase relevant products and content to the right customers on the right channels. The product recommendations have helped us increase our conversions and Netcore’s customer engagement platform contributed to 33% of our total revenues.

Thank you!



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Our Global presence

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