

Sharper, Not Louder: Crocs India Achieves 13X ROI with AI-Powered Engagement



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Season Sale

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Executive Summary



Crocs India and Netcore Cloud proved that the future of marketing isn't louder - it's sharper. Precision-led omnichannel engagement now powers conversions and measurable business growth.

7-8%

of Crocs India's total business revenue

is now driven by precision-led engagement

10X

higher ROI with propensity segmentation

across channels vs non-propensity based segments

3X

higher ROI from AI-powered affinity segmentation,

compared to standard targeting methods

13X

higher ROI via AI multi-agent (segment agent, content agent)

models vs non-AI campaigns

About Crocs India



Crocs is one of the world's most recognizable footwear brands, loved for its comfort, versatility, and bold style. In India, it has evolved from a niche comfort shoe to a mainstream fashion statement, embraced by **Gen Z, professionals, and families** alike.

With **200+ retail stores, a strong online presence, and leading eCommerce partnerships**, Crocs is among the country's fastest-growing lifestyle brands. Its true strength lies in the community it has built - **loyal customers** who often own multiple pairs and wear them as an expression of individuality.

But with visibility and demand came intense competition. In India's crowded retail landscape, the challenge for Crocs wasn't building awareness - it was ensuring that every interaction, every campaign, and every message converted **brand love into business outcomes**.

The Challenge:



Optimizing for Sharper Returns

Crocs India had achieved enviable scale - a cult-like following, 200+ stores nationwide, and a fast-growing digital presence. But success brought a sharper growth objective: How could Crocs ensure that every interaction across the lifecycle translated into measurable returns - effectively converting brand love into consistent business outcomes?

1. Where the Gaps Emerged

The challenge wasn't broken campaigns - it was the need for a precision-led growth engine. Despite strong visibility, Crocs' current engagement playbook needed an overhaul:

- > Campaigns were often optimized for reach, not relevance
- > Personalization remained surface-level, missing deeper signals of intent
- > Interactions were fragmented across channels, lacking orchestration

2. What Was at Stake

Without addressing these gaps, Crocs risked:

- > Wasted marketing spend with limited revenue lift
- > Customer fatigue, as irrelevant campaigns diluted engagement
- > Competitive disadvantage in a market where rivals were reaping the benefits of data and personalization

It was clear: without greater precision, Crocs would struggle to turn brand love into revenue.



The Solution:

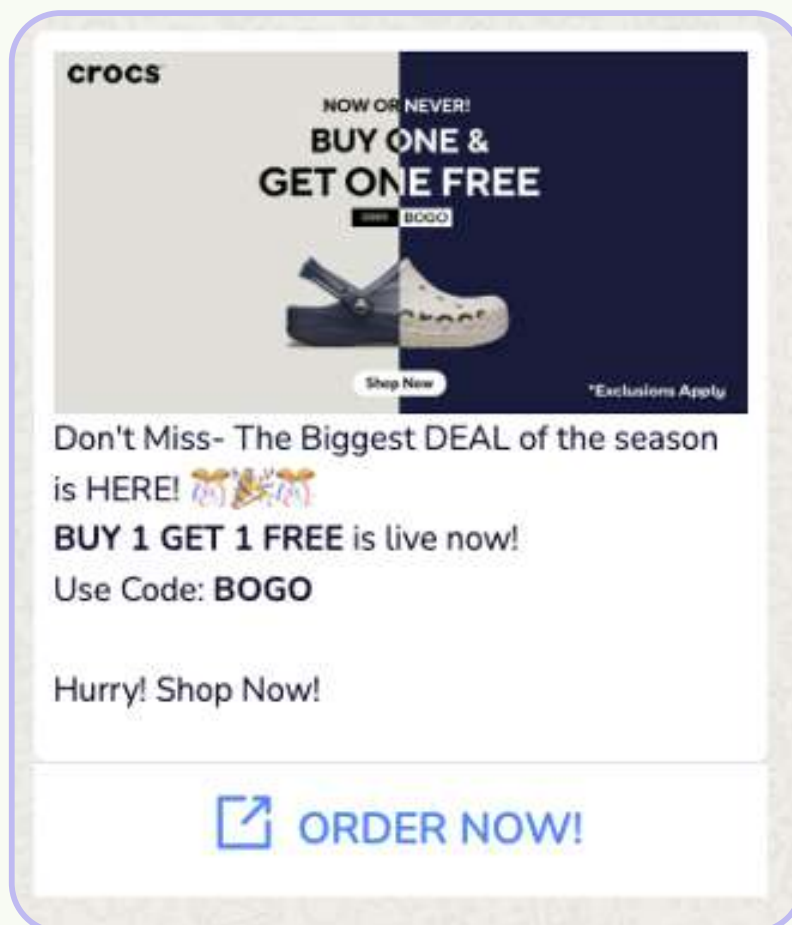
AI-Led Precision Across the Customer Journey

Crocs turned to Netcore Cloud, its long-standing partner, to shift from volume-driven marketing to value-driven engagement. Together, they introduced AI-powered precision - intelligent agents that orchestrated engagement seamlessly across the customer lifecycle.

Multi-agent AI at the Core of Precision and Personalization

1. AI-led Segmentation for Targeting

Instead of treating every shopper the same, **Netcore's AI-powered segment agent** divided shoppers by category affinity and purchase propensity.





The Solution:

AI-Led Precision Across the Customer Journey

- > Affinity Segmentation on WhatsApp:** Customers showing strong interest in specific categories (like Unisex Clogs) were targeted with personalized WhatsApp campaigns. This single pivot turned a standard promotional channel into a revenue engine, delivering 3X ROI as compared to standard segments.
- > Propensity Segmentation on Email:** AI models predicted which customers were most likely to purchase within 14 days. Instead of blasting the entire database, Crocs reached only these high-intent customers, lifting conversions from under 1% to 3.5% in just one month.
- > Predictive Segmentation Across Channels:** Netcore AI helped Crocs India determine the right time and channel for outreach. Open rates doubled from 20% to 40%, while customer fatigue dropped.



Their AI-based affinity segmentation boosted our WhatsApp campaign performance with an 3X ROI – far outperforming our traditional segments. The Netcore CSM team's expertise and hands-on support ensured everything was executed smoothly and delivered real results.



Shivani Dewan,
Lead – Digital Marketing, Crocs



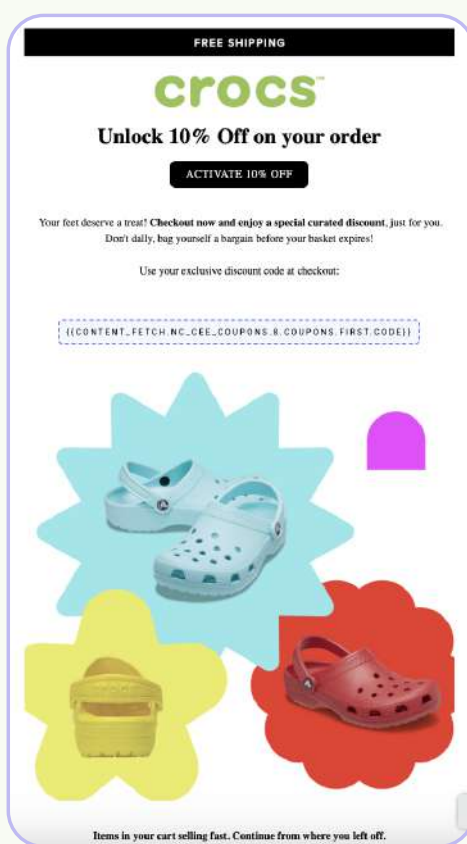
The Solution:

AI-Led Precision Across the Customer Journey

Dynamic Couponing for Responsible Personalization

Precision also extended to offers. With Netcore, Crocs rolled out **dynamic coupon** codes for shoppers browsing or purchasing full-price items.

Each user received a unique, **non-shareable code**, preventing repeat or multi-user usage. This ensured that **personalization scaled responsibly**, without diluting margins or allowing misuse.



Omnichannel Orchestration

Instead of siloed campaigns, Crocs delivered seamless engagement across WhatsApp, app, web, and RCS - ensuring continuity in customer experience from awareness to purchase to loyalty.



A Consultative Partnership

Beyond technology, Netcore co-created growth strategies - from SSO for stronger identification to piloting RCS as the next frontier in conversational commerce.

The Outcome



AI-driven Precision That Paid Off

The shift to multi-agent, AI-led omnichannel precision transformed Crocs' marketing into a direct growth driver.

10x

higher ROI with propensity segmentation
across channels vs non-propensity based segments

3x

higher ROI from AI-powered affinity segmentation, compared to standard targeting methods

**₹50
lakhs +**

in monthly revenue generated consistently from Netcore-powered campaigns, contributing 7-8% of Crocs India's total business revenue.

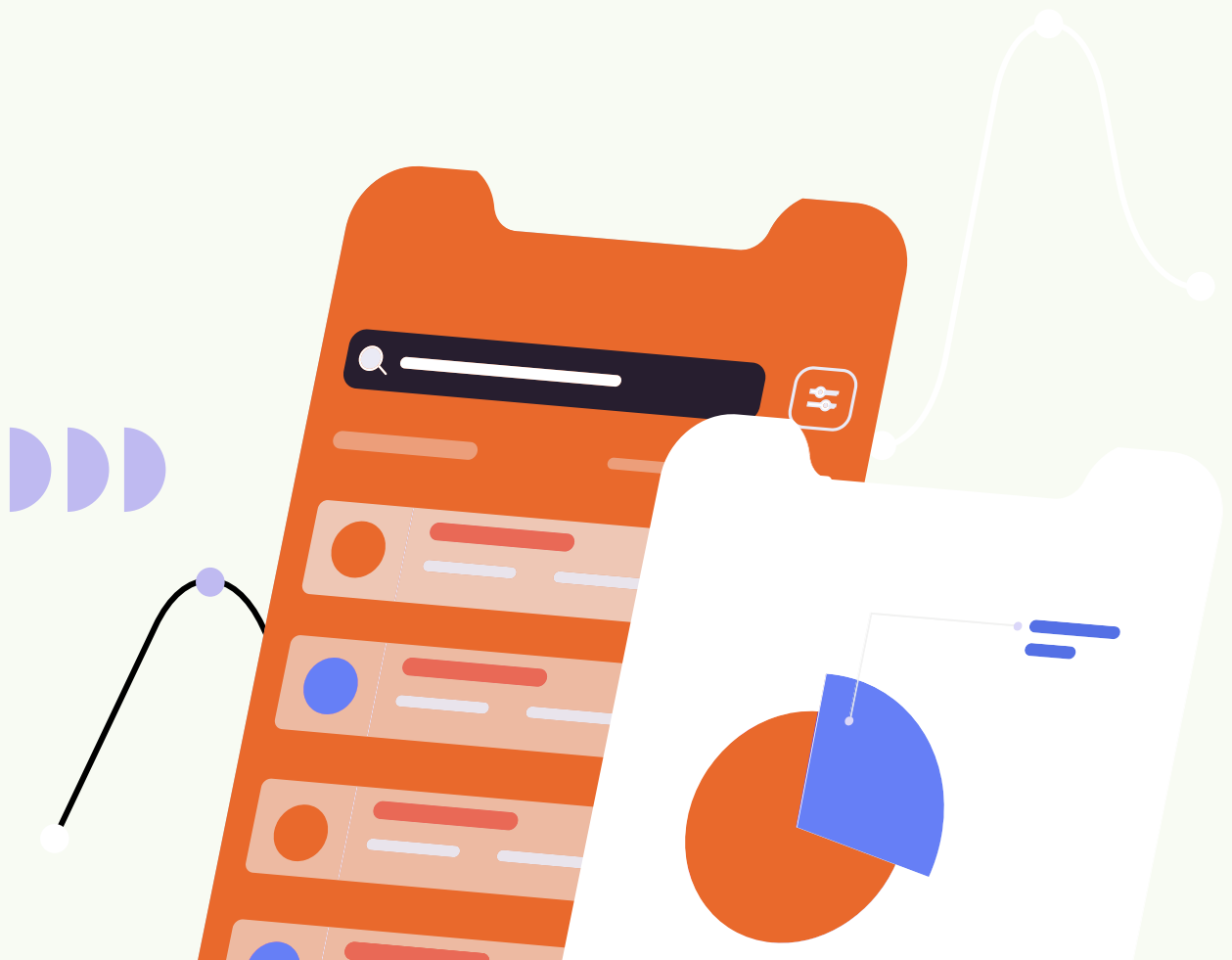
What changed wasn't just the numbers. Crocs had turned marketing into a revenue engine - one that could scale with precision.

Crocs turned precision into its growth edge - and with Netcore, it's doubling down to stay ahead.

Looking ahead, Crocs plans to deepen this playbook by expanding dynamic couponing, scaling lifecycle journeys, and piloting RCS as the next frontier in conversational commerce.

Get started on your journey
of marketing success with Netcore







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Why choose Netcore



Global scale you can count on

 50 Bn Notifications/month	 35 Bn Emails/month
 30 Bn Searches/month	 200 Mn WhatsApp/month
 50 Mn RCS/month	 6 Bn SMS/month

Awards and Recognition



G2 Leaders Enterprise,
Mid Market and SME 2025



Best APAC Products 2025 and Best India Sellers 2025
Awards for Transactional Email and Marketing Automation



Gartner

Leader by Gartner
2024 Magic Quadrant - Search
and Product Discovery



Strong Performer in
The Forrester Wave™:
Email Marketing Service
Providers, Q3 2024!

6,500+ brands



across 40 countries trust Netcore



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