

MISSION

Build and Execute Azure-Driven Loyalty and Offer Execution



We leveraged Azure services to engineer high-volume loyalty programs with precision targeting, real-time pricing and built-in compliance.

Running a personalized loyalty program in a regulated category takes more than basic marketing tools—it requires precision targeting, airtight compliance and real-time execution. Rocket engineered a high-volume offer engine built entirely on Azure, injecting rewards into the POS pricing stack within milliseconds. The system drives measurable revenue growth while handling scale, complexity and regulatory demands without slowing transactions.



Architecture

Rocket produced an Azure-powered loyalty execution layer that combines Functions, Event Hubs and Cosmos DB to process offers instantly and feed them into the POS pricing stack. Azure AD B2C enforces identity, consent and compliance, while multi-manufacturer logic runs in parallel with SKU-level attribution.

"We built a system on Azure that can process 60,000 redemptions a day—compliantly and profitably."

—Wells Burke, Rocket CEO



**Ready to run loyalty programs
that scale with precision?**

Partner with Rocket to deliver Azure-powered results.



KEY TECHNOLOGIES

Azure Functions

Millisecond execution for complex offer logic at scale and across regions.

Event Hubs

Streams POS and CRM events in real time for instant processing.

Cosmos DB

Fast, globally distributed data store for eligibility, pricing and transaction history.

Azure AD B2C

Secure identity, consent and detailed regulatory compliance controls.

Multi-Manufacturer Logic

Parallel execution without operational conflict or promotional leakage.

Closed-Loop Attribution

Tracks impressions, redemptions and incremental sales at SKU level.