



Case Study: Global Shopper Engagement Company

Real-Time Coupon Delivery at Cloud Scale



Challenge

A leading digital marketing company needed a scalable, near real-time solution to deliver personalized coupons, discounts, and offers based on customer loyalty and transaction history.

CLOUD-NATIVE COUPON PLATFORM

Designed and managed a scalable GKE-based microservices platform with automated DevSecOps, native GCP deployment, in-lane coupon printing, and secure Docker containerization for high-performance coupon delivery.

Solved For A Global Scale

Automated DevSecOps improved code quality and delivery, while a scalable platform supported 200–300 TPS. Faster coupon redemption enhanced shopper satisfaction, with overall platform performance increasing by 80%.

IMPACT

Direct Benefits

80%

Increase in performance

200-300

Transactions per second

Contributing to

Digital Sales

Customer Experience