

MISSION

Structuring Signal for Real-Time Intelligence

We engineered a cloud-native data pipeline that turns previously unused event data into structured, query-ready signal—archived and actionable.



Capturing signal isn't the challenge—structuring it is. Rocket identified millions of unused impression events already flowing through a client's system. Rather than let that data go to waste, we built a real-time pipeline to stream, normalize, and archive it. The result is a structured, query-ready dataset that supports reporting, analytics, and future AI use—with zero impact to the front end behavior.



Architecture

Rocket intercepted live event traffic already flowing through the platform without requiring any changes at the UI level. Data was streamed via Kinesis, normalized, and warehoused in Redshift. The result: a structured analytics layer that supports reporting, pattern analysis, and AI development, even if the business isn't using it yet.

"We didn't wait for a use case. We just knew they'd need it."

—Wells Burke, Rocket CEO



**Ready to unlock value from the data
you already collect?**

Talk to Rocket about real-time pipelines that future-proof your analytics.



KEY DISCIPLINES

AWS Kinesis Streaming Layer

Ingests and partitions high-frequency event data with near real-time throughput.

Redshift Analytics Warehouse

Stores usage data in a performant, queryable format for long-term value extraction.

Event Normalization Logic

Transforms raw signals into structured data aligned with usage, timing, and identity states.

Microsite and Device Impression Capture

Tracks exposure, engagement, and completion at the interaction level.

Identity Stitching Framework

Connects anonymous and known user states across time and surface.

Analytics-Ready Schema Design

Enables fast querying and ML model readiness without post-hoc cleanup.