



“We have closed multiple deals thanks to Marketplace Rewards Azure sponsorship credits. This benefit has enhanced the value of our offer and pushed contracts across the finish line.”

Melissa Painter, Founder, Breakthru

Highlights



Marketplace Rewards enabled Breakthru to provide \$25,000 in Azure sponsorship credits to offset customer deployment costs.



Breakthru got \$40,000 cash as a reward for driving sales of transactable offers on the Microsoft commercial marketplace.

About partner

Breakthru was founded in 2020 and is headquartered in Venice, California. More than 45,000 corporations, educational communities, and nonprofits worldwide use Breakthru to prevent burnout and promote mental and physical wellbeing.

Breakthru closes major deal, earns \$40,000 thanks to Azure sponsorship benefit and campaign incentives

The challenge

After seeing first-hand how Breakthru's app for Microsoft Teams promoted employee wellbeing, a large Australian telecom company sought to deploy the solution across the enterprise.

The solution

Breakthru leveraged several Marketplace Rewards benefits, including Azure sponsorship credits and publishing a story on customers.microsoft.com about the science behind the app.

The results

- Breakthru provides a guided system of two-minute movement- and breathing-based microbreaks to counter the negative health effects of sedentary behavior while boosting motivation and overall wellbeing.
- The Marketplace Rewards Azure sponsorship benefit provides Azure credits to lower infrastructure costs and accelerate business. Breakthru used the benefit to offset the customer's initial Azure deployment costs by \$25,000, helping to close the major deal.
- With the deal meeting three of Microsoft's Marketplace Transact and Grow Campaign milestones, Microsoft rewarded Breakthru with \$40,000 cash.

Learn more

[View Breakthru on Azure Marketplace](#)

