

MISSION

AI Driven Personalization to Accelerate Cross-Channel Loyalty

We built the real-time infrastructure that connects identity, transaction signals, and personalized offers across SMS, web, apps, and in-store touchpoints.



Enterprise retailers need more than a bulk text tool—they need a bridge between digital identity and behavioral targeting. Rocket built that bridge. Our behavior-based shopper segmentation connects mobile number capture, compliance, offer logic, and SMS execution into one seamless flow—turning every opt-in into a real-time engagement channel.



Architecture

We built a flexible messaging layer that integrates loyalty systems, marketing automation, POS and enrollment points on both web and mobile. Built for scale, we enabled AI-driven segmentation, gamified campaigns, and personalized targeting—while staying compliant across shifting legal and vendor landscapes. Where enterprise SMS often fractures across teams and short codes, we unified it into a single, streamlined channel.

"In our crowded digital life, volume is noise. Personalized outreach should drive conversion and lifetime value—not just send more messages."

—Wells Burke, Rocket CEO



Ready to turn your SMS program into a loyalty growth engine?

Talk to Rocket about identity-driven campaign infrastructure.



KEY TECHNOLOGIES

Bulk SMS Campaign Engine

Send personalized offers, URLs, and gamified prompts to targeted segments at scale.

POS Mobile Number Capture

Connects in-store behavior with downstream offers via loyalty-linked phone number entry.

Multi-Vendor Messaging Bridge

Supports integrations across Twilio, Adobe Campaign, and other outbound providers.

Personalized Redemption Logic

Deliver one-time, multi-use, and tiered incentives via SMS-linked microsites.

Enrollment Funnel Design

Converts partial enrollees into full loyalty members through progressive rewards.

Consent-Aware Compliance Layer

Enforces opt-in workflows and audit trails to meet legal and carrier standards.