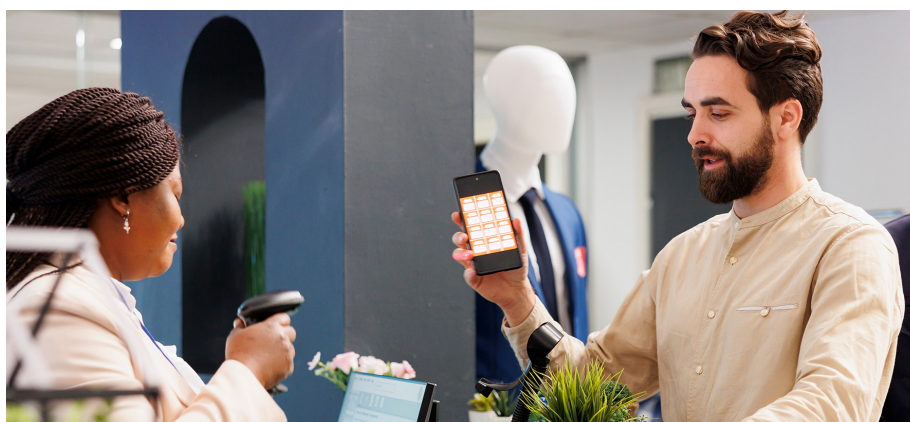


MISSION

Enterprise Loyalty Programs That Actually Work

We engineer modular loyalty infrastructure that connects POS, promotions, pricing, and personalization—without losing margin or control.



YOU'RE NOT JUST REWARDING BEHAVIOR

You're Shaping It

Rocket builds the loyalty infrastructure most platforms can't. We manage POS integrations, pricing logic, reward eligibility, and real-time targeting—without black boxes or vendor lock-in. Just precision tooling for the hardest parts of omnichannel loyalty.

THE RESULT

Unlocked behavioral targeting, real-time reward logic and measurable LTV growth all driven by a single connected loyalty layer built for high-frequency retail. It's loyalty that adapts to every channel, enforces every rule and creates a real strategic asset—not just a discounting engine.

Built to Handle the Hardest Parts of Loyalty

We've designed loyalty systems to handle real-time fuel discounts, POS price stacking, age-restricted clubs, SKU-level offer logic, and consent-driven personalization. Our work processes millions of daily transactions—and reconciles the loyalty-to-pricebook discount delta down to the penny.



"We're helping retailers triage bad decisions and connect the relevant ecosystems loyalty actually requires."

—Wells Burke, Rocket CEO

How We Turn Loyalty Strategy Into System Logic.

Architecture

Rocket has built loyalty infrastructure that connects real-time transaction data with eligibility engines, price modifiers and personalized offer delivery. The architecture integrates with POS, CDP, CMS, ecommerce, and mobile apps—enabling end-to-end loyalty execution without overhauling your tech stack or disrupting existing operations.

Transaction Attribution Engine

Connects mobile, in-store, and online events back to individual customer behavior.

Offer Stack Calculation

Calculates delta between base pricing and loyalty overlays in real time.

POS Integration Layer

Worked with all major POS vendors to integrate custom in-house loyalty and leading SaaS providers.

Stored Value and Club Logic

Enables punch cards, subscription based rewards fuel discounts, and tiered redemption programs.

Consent-Aware Targeting

Aligns loyalty offers with compliance, permissions, and audience segmentation.

API-Driven Orchestration

Modular services deployed incrementally or as part of a greenfield build.

Benefits of a Properly Engineered Loyalty Platform

Increased Lifetime Value

Reward programs align to behavior—not just transactions or one-time purchases.

Real-Time Execution

Discounts and promotions adapt instantly to shopper context and transaction conditions.

IT and Marketing Alignment

Systems reflect both strategic goals and day-to-day operational realities.

Less Waste, More Impact

Eliminate untracked spend, subsidized behavior, and offer leakage.

Case Study: Enterprise Loyalty Transformation

“Loyalty is a business outcome,
not just a marketing program.”

Migrated and relaunched loyalty for 8,000+ locations

Unified rewards with POS, mobile, and e-commerce

Enabled dynamic offers, segmentation, and regulatory controls

Delivered API-driven enrollment and digital card management

Built closed-loop reporting and fraud detection



**Ready to turn your
loyalty program
into a profit-driving
system.**

Talk to Rocket about
infrastructure that delivers
LTV and margin control.

